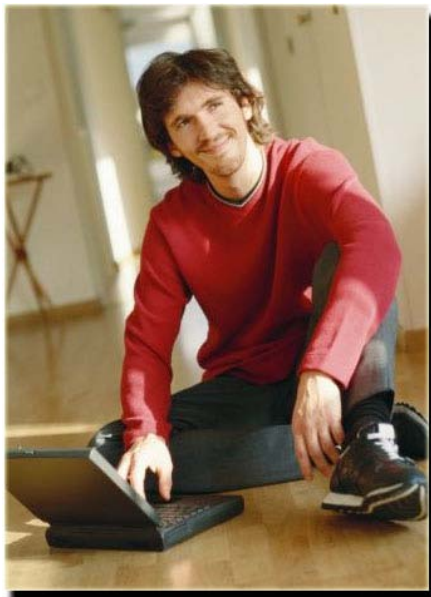


# Bob Blogger

## Hobbyist Blogger – blogs and reads blogs for personal reasons and fun.

### Main Goal – “Express myself”



- I am 32 years old
- Male
- Married
- Marketing professional.
- Interested in history, travel and Asian cooking.
- I vote Liberal Democrat.
- The Guardian newspaper and Wired Magazine.
- Lives and works in London, UK.
- Use Flickr, Facebook, TripAdvisor, Twitter, LinkedIn.
- Blogging for 2 years.
- Run 2 blogs
- I blog once a week
- I use other social media at least once a day.
- I own an iPhone and I post to my blog Mobile.
- I have a graduate degree.
- I earn £65k p/a
- Our joint household income is £130k p/a
- I consider myself ambitious and successful.
- I am a dad – my son is 1 year old.

### Motivations – for blogging

- **Personal expression for personal satisfaction.**
- **Sharing** experiences, content (e.g. photos, videos, writing) and knowledge.
- **Self-documentation** - bloggers want to keep others posted on their up-to-date news. Bloggers, write down what happens to them and ponder things they run into in life. bloggers keep a record of what they learn, what they think, and what they find useful on the Internet. In this case, blogs function as a notebook, a tape recorder, and a bookmark collection.
- **Maintaining emotional relationships with others**
- **Self expression** - self-expression - online self-identities are created and maintained by individuals. On blogs, bloggers tell their own stories, discuss hobbies and interests, express opinions towards events and issues of personal interest, and present creative works. In addition to blogging topics, bloggers personalize the look of blogs to make them a unique aspect of self-presentation. In terms of both forms and content, personalities of bloggers are often reflected in their blogs.
- **Altruism – helping others** - "People actively participated in a blog to increase welfare of others; participating in blogs was not expected to produce direct rewards. People participating in blogs were motivated intrinsically to contribute knowledge to others because they enjoy helping each others."
- **Habit** - Frequent, habitual posting to blogs to provide fresh content for readers.
- **Building my reputation and establishing credibility** - "Even though blog users usually viewed blogs as online diaries or journals to record their daily lives and interests, our results verified that people were eager to share their thoughts and experiences with others, thereby obtaining an online reputation.
- **Gaining recognition from others in an effort to promote one's self-value** –gaining self-esteem through recognition - Seeking feedback – "publicly praising individual participant's effort can enhance attitude toward blogging."
- **Sharing expertise**
- **Enjoyment**
- **Ease of use** – doing this is easy for me..."the easier it is for bloggers to post entries to blog, the more likely they will do it...An easy-to-use interface could influence a user's preference while difficulties can create user resistance. This reinforces the general belief that blog-hosting service providers should continue to develop tools that require minimum effort to learn and use."
- **My own personal satisfaction is how I measure the success of my blog**

- Write about a variety of lifestyle topics as a form of personal self expression
- Writing about topics I am passionate about – about me!
- Talk about my feelings and ideas.
- I love interacting with my audience and other bloggers, this is making me want to blog more.
- Document my life.
- Personal musings are my favourite topics
- I will also blog about Technology and computers, News and Politics, Music and travel.
- My blogging style is sincere and conversational.
- I blog to speak my mind on areas of interest, share expertise and experiences
- My audience was family and friends (old and new) but now it is anyone who is interested.
- I love voicing my opinions.
- Record activities and events.
- Log my being.
- A record to inform and update others of my activities and whereabouts, often sharing photos
- Keeping family and friends abreast of life events
- Rants and speculation.
- I find my voice by using blogs to express my opinions
- A personal voice
- A form of democratic self-expression
- Comment on topics I find pertinent and important
- Catharsis - an outlet for thoughts and feelings
- Thinking by writing
- I may well want to conceal my real identity as I am afraid of comeback at me, my friends or family by mad people who may take a dislike to something I say in my blog.
- Blogging has led me to become more involved with things I am passionate about.
- Blogging has had chiefly positive impacts on my personal life.
- Building chronicles of everyday events that serve to update others on my life
- Expressing opinions to influence others
- Thinking by writing as a social exercise
- Releasing of emotional tension
- I can see myself blogging even more frequently in the future.

## My Motivations for reading blogs

End users or visitors to a conventional Web site have a specific goal in mind. This is often not the case for a user's visit to a blog. Motivations are about information seeking and community exchanges instead, or can be similar to reading a magazine.

- Seek information to be informed, get help, seek expertise advice - I do not want to miss out on fresh information and expect to find the latest views on topics important to me. I also want to find other related information on the same subject within the same blog, from historical posts.
- Entertainment – I want to enjoy myself.
- Habit, like reading the paper or watching television.
- Gain exposure to other writing styles, which can then affect my own writing - writing-practice motivation that improvements from immersing oneself in literature via other blogs
- Identify with other social groups, by way of adopting their styles and practices and making connections with them.
- Create a virtuous circle of activity which helps to improve my own blog. Blogs feed blogs, so this helps to forge links between other blogs and my blog, and between bloggers and me.
- Read new content on the web daily (and often more frequently than that)
- Motivation and ideas for publishing my own posts to my own blog, which, in turn, provides more material for other bloggers to read.
- By commenting on others' blogs I am still expressing myself, establishing a reputation, building social capital from other bloggers, sharing information, experiences and content, which is why I blog. "Our results show that blog visit rates and the number of new comments are complementary. There were more comments in blogs that were more widely visited, and these new comments induced more people to visit the blogs" Baumer, Sueyoshi, Tomlinson, 2008
- Share information with my friends and contacts.
- Endorsement of other blogs to reflect on my own blog.
- Social communications and ex-changes where blog readers demonstrate similar motivations as the bloggers around self-expression, opinion and credibility by providing feedback or opinion on blogs.
- Easily find the information I am looking for, although information overload is not an issue. "Blogs that employed content management and navigation tools had higher visit rates. This is consistent with the view that some people visit blogs to seek targeted information." Baumer, Sueyoshi, Tomlinson, 2008
- I want the newest, freshest information first but the exact times are not important.
- I want to connect with the identity of the blogger
- I want to participate and take part in the blogs I read.

## User goals and tasks for Bob Blogger - blogging

- I want to create a blog
  - I want to choose the best Blogware for me
  - I want to set up an account
  - I want to create a new blog

- I want the look and feel of this blog to express who I am
  - I want to create a look and feel that reflects me
  - I want to be in control of the design of the look and feel
  - I want to choose Colours and be able to change them
  - I want to choose Fonts and be able to change them
  - I want to add images
  - I want to choose and be in control of the Layout
- I want my blog to be read
  - I want to make it easy to read and navigate for my readers
  - I want the organisation of information in my blog to be easy to find.
  - I want to create links to relevant content that helps to enhance my own writing.
  - I want to create a Structure and layout that makes sense to me
  - I want to Create Pages
  - I want helpful Menus
  - I want features my readers will enjoy using on my blog.
  - I want content on my blog my readers will enjoy reading.
  - I want my blog to be discussed, shared, linked to.
  - I want features which will encourage my readers to share my blog with others.
  - I want my blog to be found by readers on the Internet.
  - I want to understand blog stats, views, number of visitors, where they have come from, my blog usage
- I want to express myself
  - I want to write new posts
  - I want to Manage all my Posts
  - I want to Edit old posts
  - I want to Delete posts
  - I want to Archive old posts
  - I want to add content to my site that helps add to my own personal voice and helps to amplify how I am expressing myself.
  - I want to be able to create a design/ look and feel that expresses who I am.
- I want feedback and I want my readers to be able to express themselves about my blog on my blog.
  - I want readers to be able to comment on my blog
  - I want to be in control of who can do that and how.
- I want to be in control of my blog
  - I want to be able to organise my blog contents how I want to.
  - I want to manage my settings
  - I want to Manage – edit and make changes to - my Profile so it expresses who I am
  - I want to Manage my Personal account info
- I want to feel safe blogging
  - I want to be able to log in and out
  - I want to manage permissions of who can post and comment on and read my blog
  - I want to be in control of comments to my blog.
- I want to see what I have created
  - I want to view my blog as readers will see it
  - I want to Preview posts before publishing them
  - I want to preview layout and design changes before publishing them

## User goals and tasks for Bob Blogger – reading blogs

- Be informed
  - Find a blog of interest
  - Find new/ latest information in a blog
  - Be alerted to new posts on a favourite blog
  - Find information from past posts.
  - Identify when posts were written.
- Be entertained
- Consume content
  - View blog
  - View posts
  - Read comments
  - Read content
  - Watch videos
  - See pictures
  - Read blogger profile.
  - Share information from a post with my friends and contacts.
- Enhance my own blog
  - Identify writing styles I can use
  - Get ideas.
  - Create linkbacks back to my blog from posts.

- Take part
  - Comment on posts.
  - Contact the blog author/ blogger.
  - Participate in blog polls.
- Organise my blog reading
  - Add favourite blogs to Blogroll
  - Add favourite blogs to Favourites in browser
  - Add bloggers to my friends contacts

## Scenario for Bob Blogger

After getting home from a full-day in the office, I prepare some supper and then while that is cooking for an hour I attend to my blog. I go into my computer, login to my blog. I have a look at the usage and comments for my blog in the past week. I accept some comments and decline others. I review the last post I wrote and decide I don't want to edit it I just want to write a new post about my favourite topic. I start to write the new post. I edit the text when I have written it, and add some images, preview it to check it and publish the post. I check my blog stats and comments most days and find out who has linked to my blog. I read some blogs which are on my favourite topics and comment on those.

A month later I get home from another full day in the office, once again prepare some supper and while that is cooking check on my blog and want to write another post. This time I want to comment in response to an RSS feed I have had about my favourite topic that another blogger has also commented on and it is being discussed in the Blogosphere. I have also decided I want the look and feel of my blog to express who I am better, so I want to change the design and layout to something that I think will work better. I change the font, colours and layout, and preview my changes before making them live on the blog. I write another post about the new design of my blog. I preview it and publish it. My dinner is ready so time for me to log out of my blog. A couple of hours later I sit down to read some other people's blogs. I've had some comments on my blog and some new linkbacks from other bloggers, so follow those to their blogs and read them. I am very interested in a couple of posts they have published so comment on those on their blogs.

During my lunchhour at work in the office every day I read the latest posts on my favourite blogs. I notice some new comments made by other readers on some of them, and follow their links to their own blogs. By doing this I find new blogs about the topics we all share a common interest in. I post comments on some of those and create links back to my blog from those other blogs. I have a list of regular bloggers who are my regular contacts who when I find a post of interest I share it with them by emailing it to them. I also post comments and share information from blogs on Twitter, where I have a regular group of contacts who follow me, and I follow. Most of my Blogger contacts are part of this group.

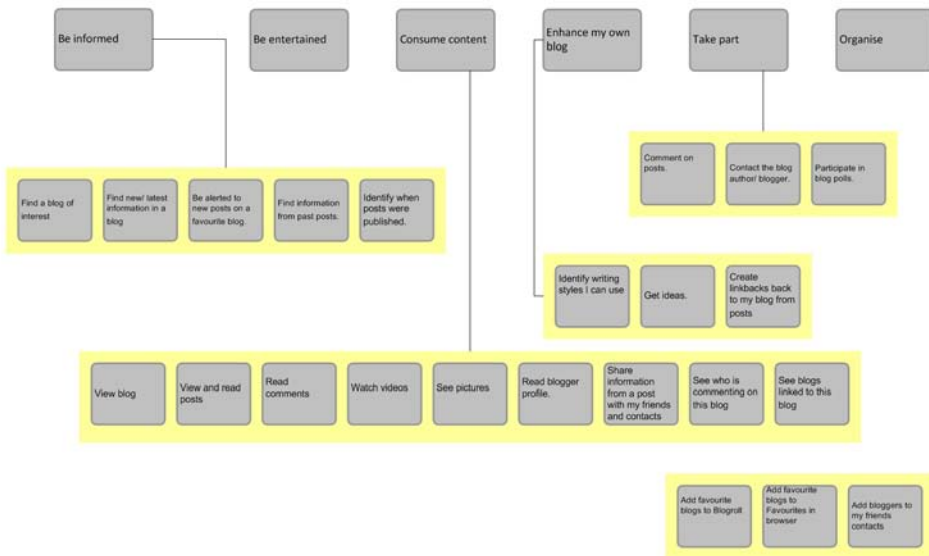
The next evening I create a poll to find out what my readers think of my new design for my blog. I also add another content feed and some more links to other blogs and sites that I think my readers would find interesting because the topic is relevant to mine. I also create a link to Twitter so people can follow my blog updates on Twitter. I also add some more tags or keywords to my blog to help it get found more on the Internet. As I am starting to blog more frequently, I change the settings on my blog so that it archives more frequently. I start to write a post but my dinner is ready so that's enough for one evening, I save it to come back to another time.

I continue to check my blog each evening and I'm pleased to see an increase in usage, more bloggers are now linking to it, and I've received a lot of positive comments back about my new design. This is great, it gives me such personal satisfaction. Some of the people who have posted comments are familiar contacts I have made through my blog and have got blogs of their own, and I follow them and their posts on their blogs.

One evening I update my profile to update my photo and some info. I decide I don't like something I wrote a while ago so I decide to delete that post. I go back to another post I had started writing last week and finish it, create some tags so it will be associated with other posts on the same topic, preview and publish it.

## Hierarchical task analysis for personal hobbyist blogger - reading

This document describes the key tasks and hierarchy for doing those for a Hobbyist Blogger



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