Blogs User Test

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Test overview

Background

As a part of the blog redesign process we are testing new wireframes for the **Blog Home, Category/tag, Blog Post and Article pages**. This report focuses on the visual appeal and navigation of proposed wireframes.

Test Goals

Validate that the desktop redesign experiences of our blog pages provide a better user experience. This test focuses on the navigation flow/journey of the blog pages, as well as the interactive elements and overall design on the pages. Any secondary feedback is documented as well; more specifically:

- Understand how users would like to navigate through the blog
- Understand how users would like information about the blog to be displayed
- Understand what is important to users when browsing blogs

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Research methodology

We tested both the desktop and mobile experience redesigns

20 total participants

- 10 participants reviewed the mobile prototype and 10 participants reviewed the desktop prototype

- All participants were in roles that manage IT, define technology strategy, develop or manage development at their company, or evaluate potential technologies and solutions for their organizations

- We also had different variations of the design for both mobile and desktop and users were asked to give their feedback on them at the end of the test

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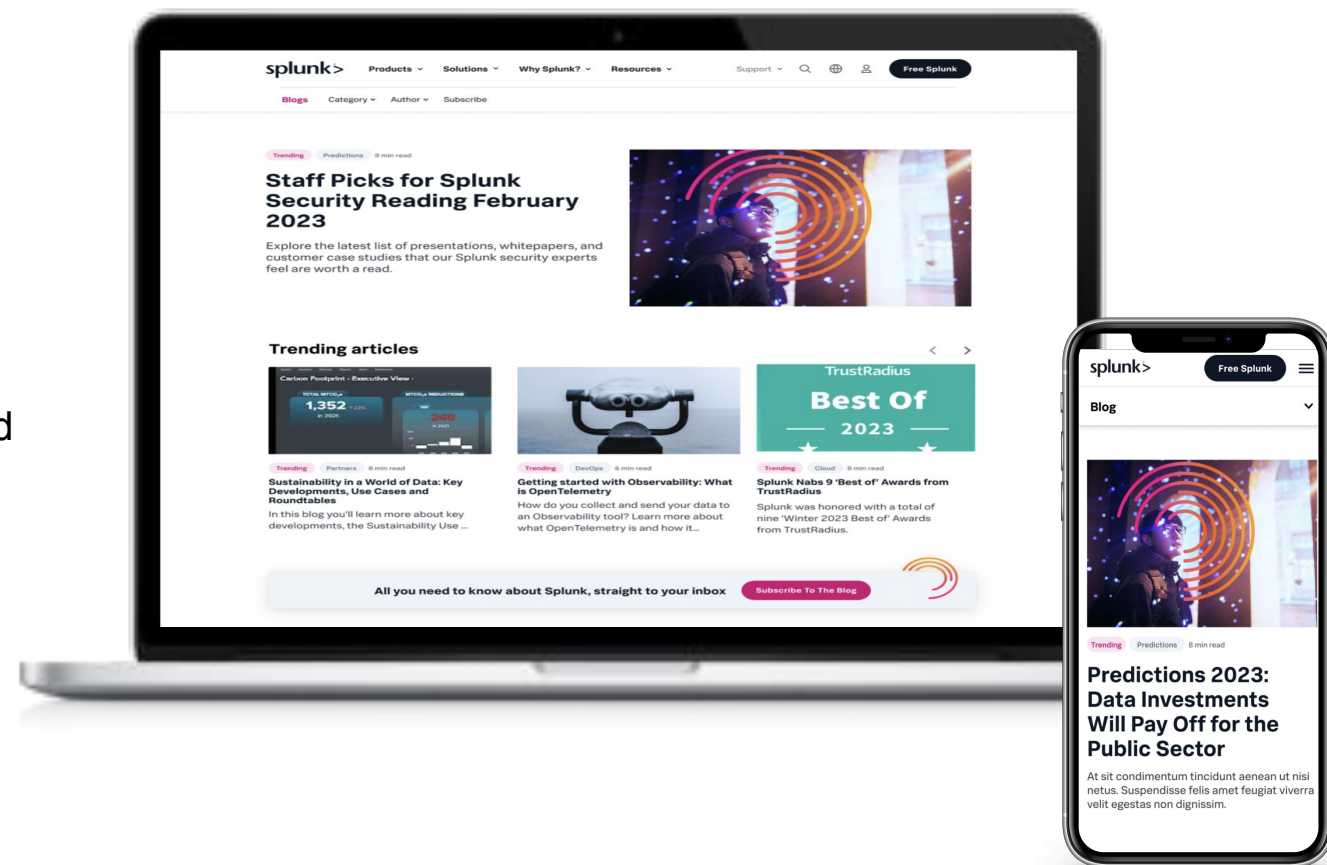
Executive Summary

What worked well

Participants liked:

- That articles displayed the time read time

- Being able to learn more about the author and have the option to connect with them on their social platforms

- Including jump links within an blog post that allows them navigate quickly to the section they care most about

- Including blocks of code to demonstrate how to embed something

- the placement and idea of tags displayed on the article

- The use of bold titles to help break up text in a blog post

Participants found it easy to navigate through the blog on desktop

"*I like this page. I like being able to see who she is, how to contact her* via LinkedIn or Twitter and then see the articles that she has written." - Director of Technology

POST BY

Jennifer Stanton

UX Designer

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. At erat pellentesque adipiscing commodo elit. Ac turpis egestas sed tempus urna et pharetra.

Carbon Footprint - Executive View

TOTAL MTCO₂e
1,352
in 2021

MTCO₂e REDUCTIONS
YW
-249
in 2021

Trending   Partners   8 min read

Sustainability in a World of Data: Key Developments, Use Cases and Roundtables

In this blog you'll learn more about key developments, the Sustainability Use ...

Here is how to embed the framework

```
{ [-]
    menu: { [-]
        id: 8989
        value: "File"
        property: {}
        items: []
        popup: { [-]
            menuitem: [ [-]
                { [-]
                    value: "New"
                    oneclick: "CreateNewDoc()"
                },
                { [-]
                    value: null
                    oneclick: false
                }
            ]
        }
    }
}
```

"*I love that it has tags and the fact that it gives you an approximate time that it's going to take for you to read it.*" - Senior Program manager

In this article

- Detect Suspicious Behavior in Real Time
- Quickly Discover the Scope of an Incident to Respond with Accuracy
- Improve Security Workflow Efficiencies with Embedded Frameworks
- New features

"*There's a piece of code as well to how it shows how to embed the framework. That's nice. I'm a visual learner so having this is always nice*" - Project manager

"*I like the jump links I can choose the topics I want to know specifically about.*" - UX Design Manager

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Whats needs refinement

Participants disliked:

- The amount of information displayed mobile

- Images of graphs being to small

Participants found it okay to navigate through mobile. The suggested to add back buttons to make it easier.

There was also some confusion about what the trending tags meant

Participants like the trending topic section but felt it should be high up on the page.

Participants wanted more clarity on if the articles found on the individual author page was articles they had written

"*Not sure if these are articles written by her The one thing that **I feel like is missing is really just the byline maybe under the little banner or under the title. just confirming that these articles are in fact by this author.***" -It specialist

"*images of graphs are hard to read because they're so small.*"- Social media manager

"*I wonder what trending means Is that like you know, ones that have been read on this website recently or that are popular, um, or if they're popular like on the rest of the web*" -IT procurement specialist

"*Well, I think it's a lot, to be honest.**I really think it's too busy.I think there's too much here.***" - Systems administrator
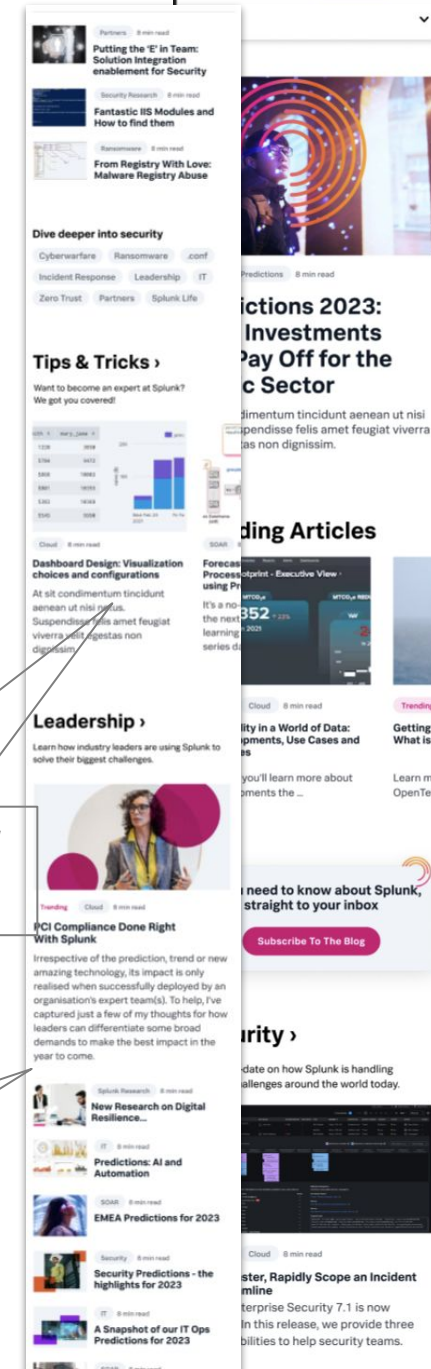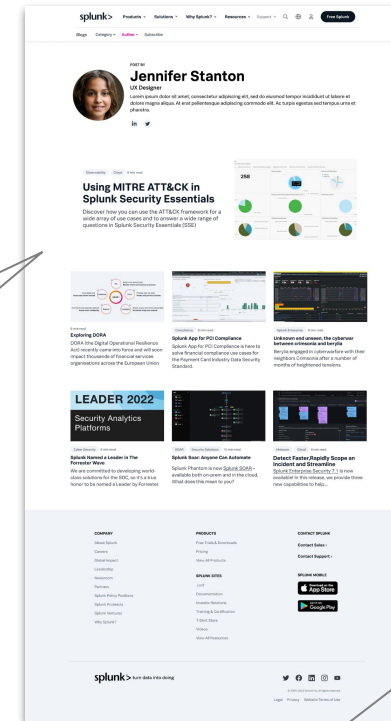
Recommendations

Design

- Prioritize what we want to show on blog homepage especially for mobile.

- Drop the trending tags, users were confused on what this meant.

- For the author page add text that indicate these are more articles written by the author.

- Avoid images with graphs on mobile. If unavoidable crop to size where graph is readable

- Add design elements that help create clear distinction between highlighted articles.

Navigation

- Add back buttons so it easier to navigate on mobile.

- In the subnav name blogs 'blogs home' so that it's clear to users that they click that instead of the splunk logo to go back the the blogs homepage.

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Desktop
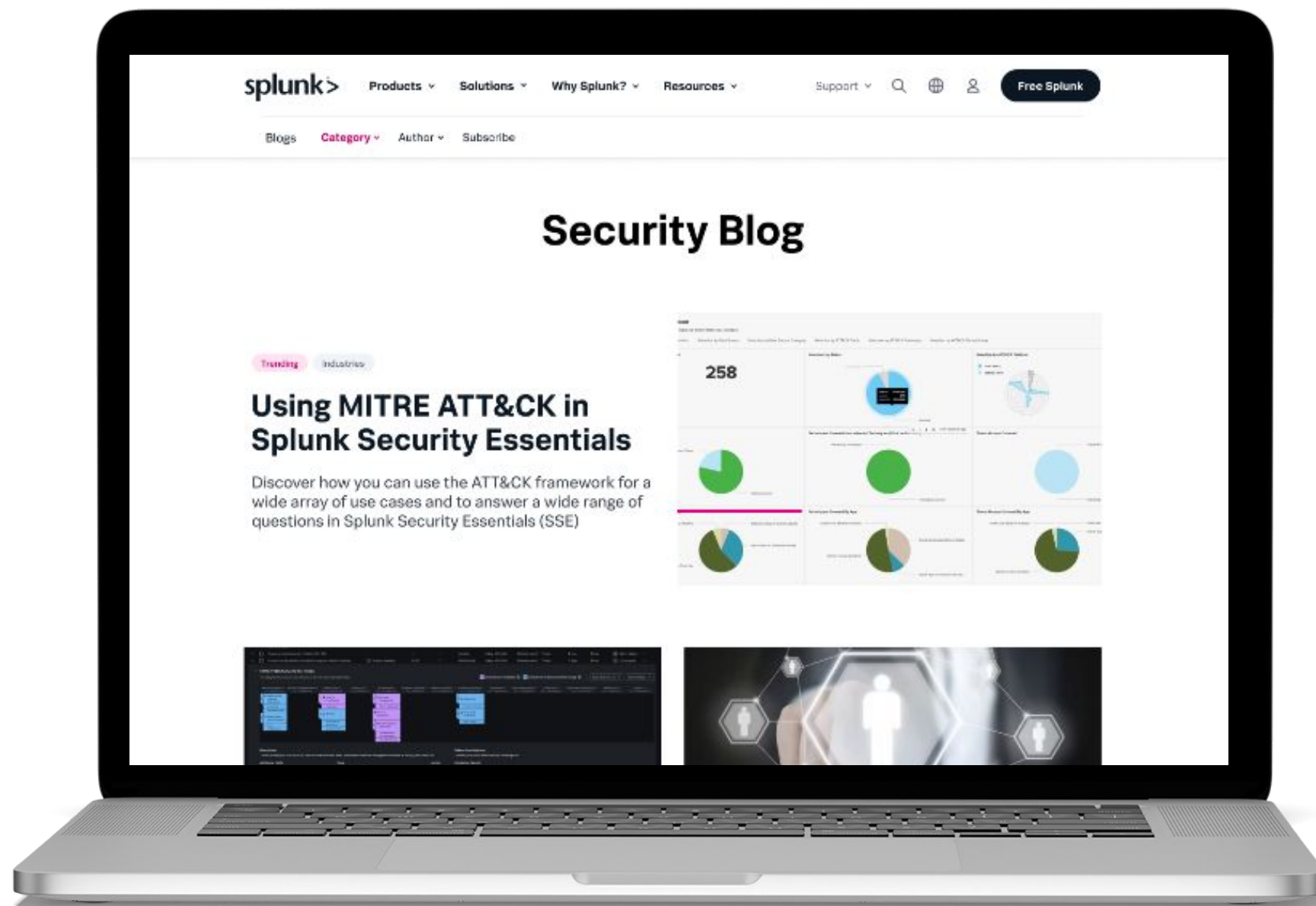
Blog Home Page

Participants were asked to provide their overall impression of the homepage. Their overall first impressions were good/positive and users were able to tell that it was a blog. They thought the layout was clean and the content was informative .

*"I think it's a nice design. the pictures are always good and it's **not overly blowing you away here as far as too much information."**- Director of IT 1*   **LIKE**

*"I think the homepage is **very informative.**It does contain a lot of information concerning different articles…. it's very informative., it's arranged properly. **The design of the website is quite impressive and easy to navigate."** - IT administrator*   **LIKE**

*"I like the layouts.**I like all the placements."***
- UX Design Manager **LIKE**

*"It's pretty clean. I**t's nicely sectioned**. (Eye) catching headlines., the layout at the top with your categories author, subscribe, product solutions, those work well." - Director of IT*   **LIKE**
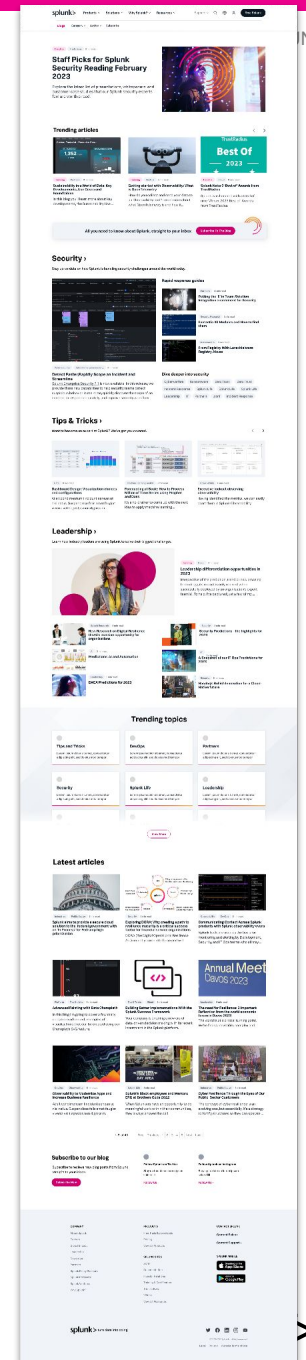
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Blog Home Page

Participants were asked "On a scale of 1-5, 1 being the lowest and 5 being the highest, how visually appealing is the design?" The average rating the homepage received was **4.5**/**5**

" 5- *not too much, you know, going on. You know pictures are* **relevant and not over the top.***"* - IT specialist   **LIKE**

5- **liked the navigation** *and everything kind of draws my eye and I definitely would click on something that would catch my catch.*- Field support representative   **LIKE**

"4- *I love the introductory sort of blog,* **I like the tags** *and seeing the trending one.The trending tag is pink which I really like it just makes it look better. The general arrangement of the page is also nice everything more appealing.* **The articles are not congested they look systematically place***, making it easy for you to view"* - IT administrator   **LIKE**

"3 - *I think it's a lot of black text on white background.if anything* **it's a little boring***. even the header is black and white.There's just nothing separating this from almost a newspaper layout. So* **it's not the most visually interesting** *thing I've seen.and again,* **I think it's a little too long.** **I don't hate it, but it's not the most exciting thing** *I've seen either."* - Technology consultant

Neutral
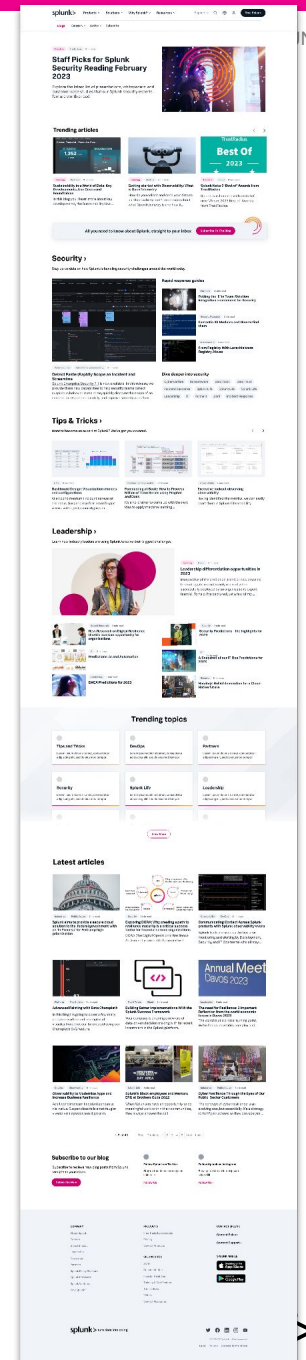
Trending articles

When we asked participants how they felt about the trending articles section there was a mix of users who loved the idea of having a trending articles section. However there was some confusion on what the trending articles meant.

"I like the fact that they are like listed as trending. Highlighted as trending.like details like this one." - Operations manager **LIKE**
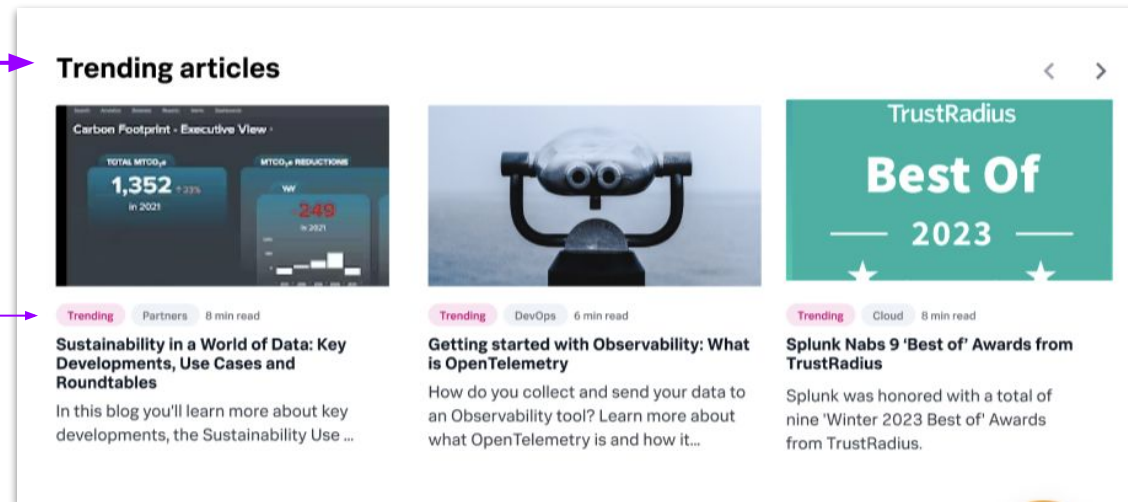

*"Like I initially said, **I love that it has tags and the fact that it gives you an approximate time that it's going to take for you to read it.**"* - Senior Program manager
LIKE

*"**I wonder what trending means** Is that like you know, ones that have been read on this website recently or that are popular, um, or if they're popular like on the rest of the web. So overall I would say my impression is that they sound interesting and **I do like how I'm able to scroll and see additional ones** if those are not the first page or not the ones that I wanna read."* - IT procurement specialist   **Confusion**
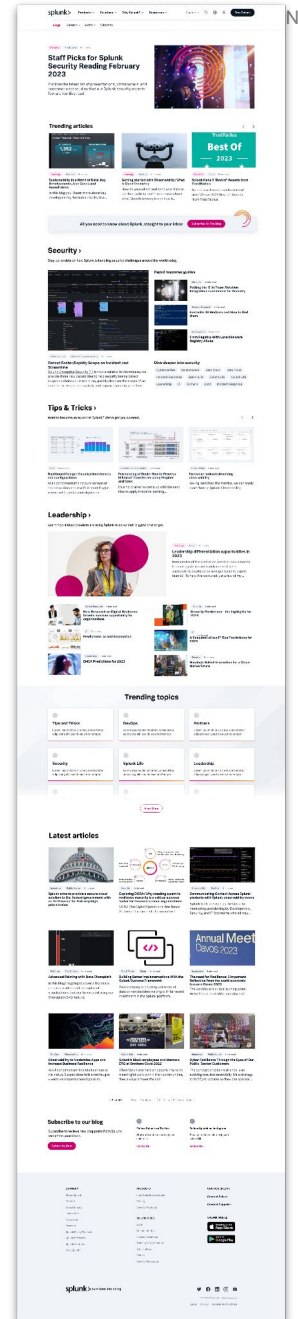
Category Page
Security Category

We asked participants to give their first impressions and rate to rate how visually appealing the design is on a scale on 1-5 with 1 being the lowest and 5 being the highest. This page received **4/5**. Participants like the use of whitespace, how it is formatted and the amount of content on the page.

*"This is very reflective of what we saw on that first page. It's just black text on a white background with a few images scattered about, i**t's very uniform.** There's all the images that are uniform width.We're getting columns of two, we're getting columns of three here. **It's very blocky**"* - Technology consultant **Neutral**

*"I like the layout.I like that it's just kind of a blog design, **it's formatted well and they didn't try to cram too much,** right I'm not scrolling down forever if I wanna see more."* - IT infrastructure specialist **LIKE**

*"**I like the, the use of white space is very good.**there's **clear defined sections** that you have. I think overall it looks really, really well. this down here, once you get down to the related resources, subscribe to our blog and all of this stuff.I often feel like sometimes that's overdone, but I like that you put the next pages over right here so I don't have to go all the way to the bottom to get there."* - Director of IT 2 **LIKE**
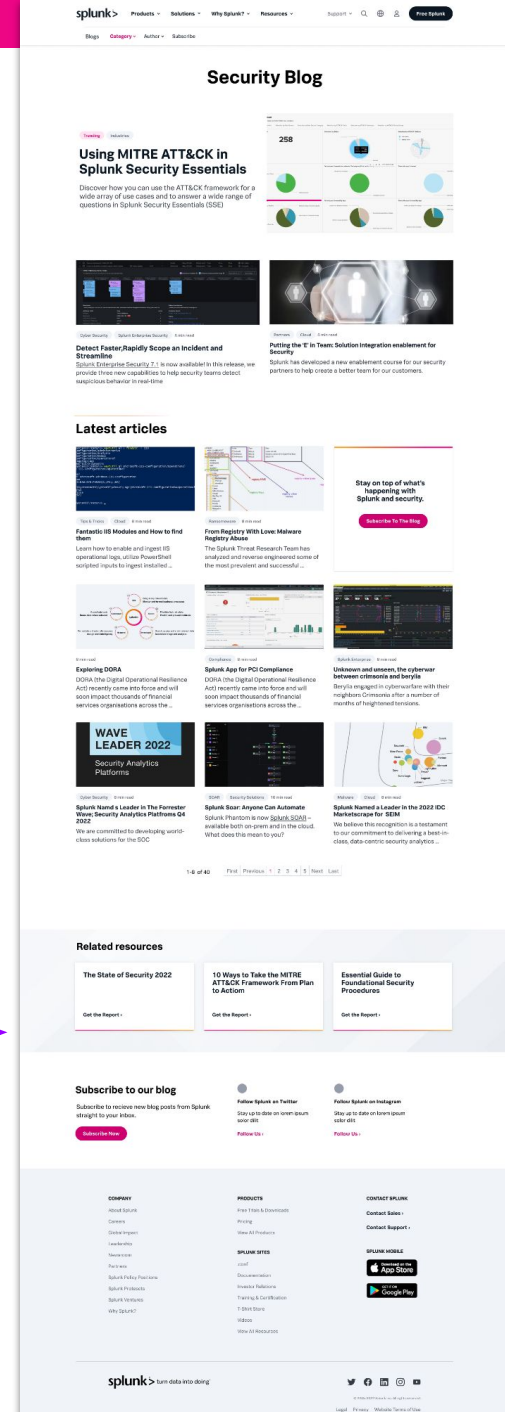
Blog Post -

Participants were asked to review the entire page and give their feedback on the design and layout

Participants liked:

- Having the jump links in the article, they said it made it easier to find what they were looking for.
- Having bold title for different section of the article. They expressed that it made it to digest the content and was a nice way to break up the text

In this article

- Detect Suspicious Behavior in Real Time
- Quickly Discover the Scope of an Incident to Respond with Accuracy
- Improve Security Workflow Efficiencies with Embedded Frameworks
- New features

*"I do like the design and layout because again, we have different topics. Yeah, and they're all arranged properly and they look nice.**The use of paragraphs is done very nicely. Not a lot of information is cramped up into one paragraph.**I love the page, I love the use of different photographs and videos to break the text only and I feel like the design is also really nice."* - IT administrator **LIKE**

*"I think that the margins and the layout, the placement is very nice.The font looks okay. **It's easy to read.** Your links are not too overly crowded"* - IT Director 2 **LIKE**

*"I would say the layout is pretty good. Again, I **think it's about what I would expect from an article**, again, with the title quite large, some images.I think overall it's good."* - IT specialist **LIKE**

*"**I like this page it has related articles I don't have to go look for other articles on another page. I like the jump links** I can choose the topics I want to know specifically about."* - UX Design Manager **LIKE**

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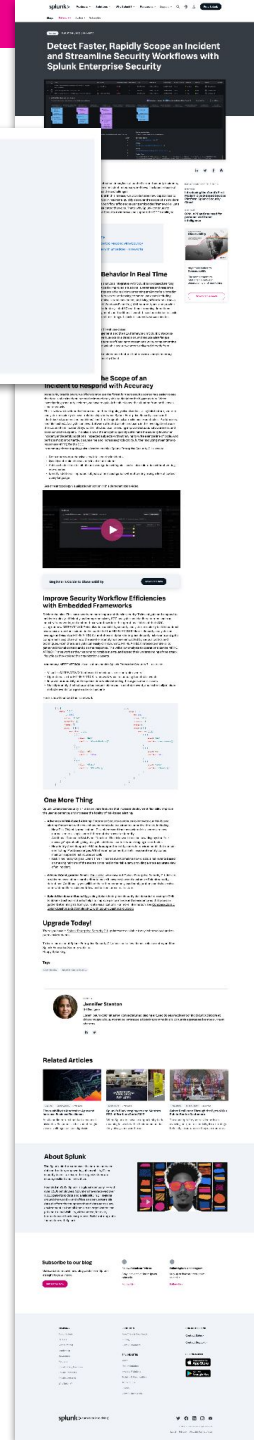
Blog Post header banner

Participants were asked to review the header banner and explain if it contained everything they expected and if it was missing anything. The banner met all the participants expectations and contained everything they needed.

Participants **appreciated** that it included how long it would take to read. It helped them understand if they had to time to really dive into the article

*"I would say yes.**I like the fact that it tells you how long a read it is.***That way you kind of know it at a time before you dive in."*- IT Infrastructure Specialist **LIKE**

*"Yeah, **I think it has everything that I would expect** the date.what it pertains to the title. Yeah. Looks good."* - Director of IT 2 **LIKE**

*"I think it has all the information I would need. I do not think anything is missing. again, **I really appreciate the inclusion of the time that it's going to take for me to read it.**"*- IT administrator **LIKE**

*"**It has all the information I expect** to have here, nothing is missing"* - UX Design Manager **LIKE**
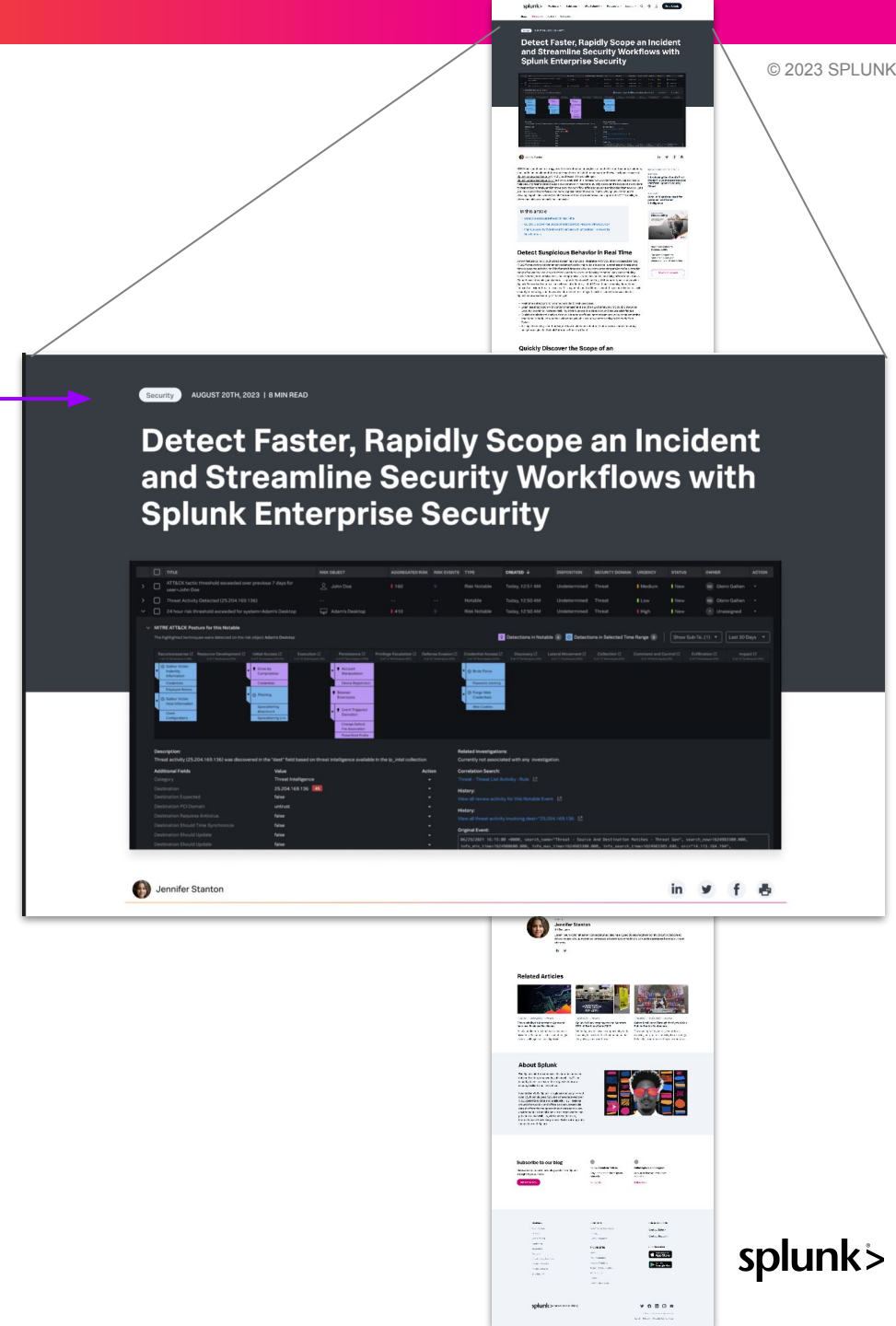
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Author Page

Participants were asked to give their feedback on the overall content and layout of the page.

Participants liked:

- Being able to see more information about the author (e.g bio and title)
- Being able to connect with them on linkedin.

They said having that information there helped build credibility. However there was some confusion on whether or not the articles shown on the page were all written by the author.

"*So **I love this grid sort of layout**. It's nice impression, the page is nice, it looks professionally done and it does give us insight into her as an author.*" - IT administrator

LIKE

"*So like I just said, you know I clicked from the posts. So it makes me believe that the, the thing **I just came from was written by Jennifer Stanton, but I already knew that. It does not specify that any of these were, I have to assume, but I could be wrong. Maybe none of those are written by her**".*
-Technology consultant **Confusion**

"*Not sure if these are articles written by her The one thing that **I feel like is missing is really just the byline maybe under the little banner or under the title. just confirming that these articles are in fact by this author.**" -It specialist

Confusion

"*It's nice seeing a picture of the person that's writing it. I mean it**'s nice knowing kind of what people specialize in, what they contribute to the page it just gives a little bit more brand trust**" - Field support representative **LIKE**
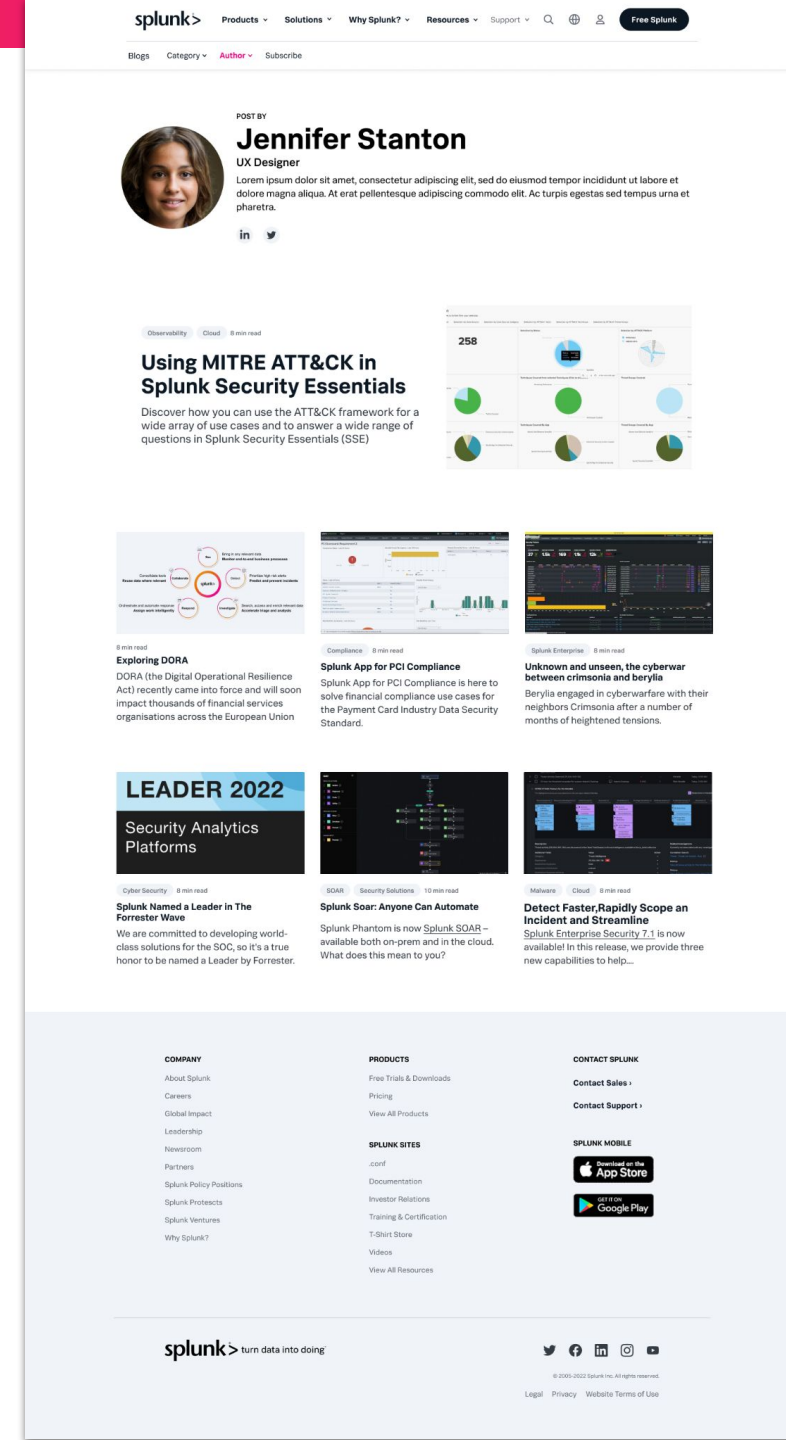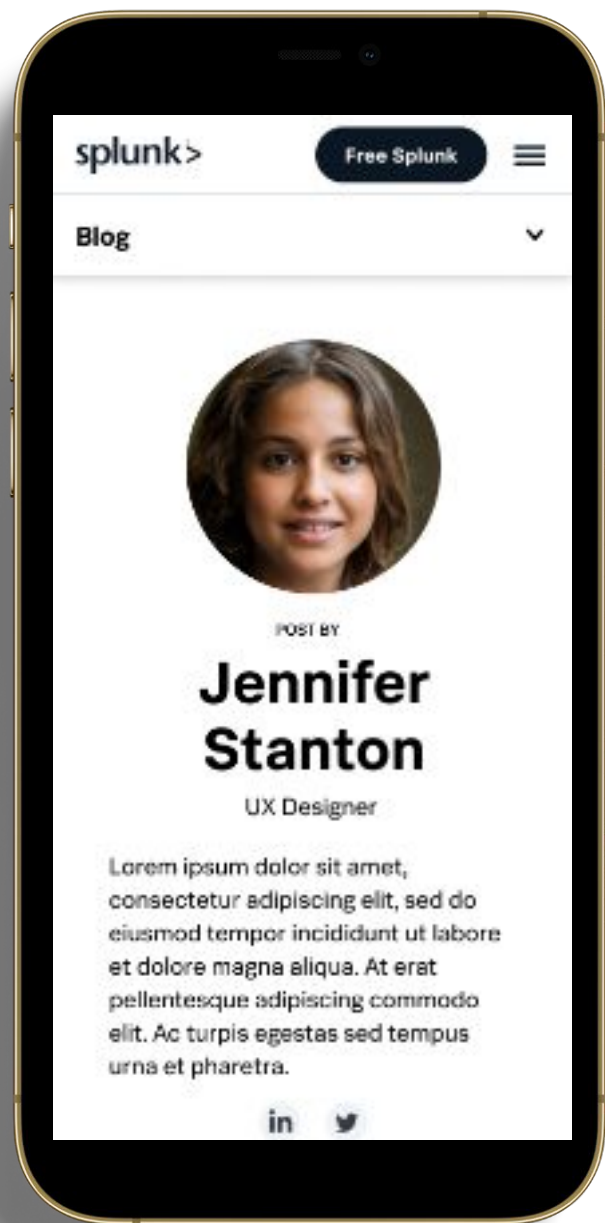
Mobile

Blog Home Page - Mobile

The blog home on mobile does not hold up well. Participants found it overwhelming and too much scrolling. Participants were asked "On a scale of 1-5, 1 being the lowest and 5 being the highest, how visually appealing is the design?" The average rating the homepage received was **3.3**/5

*"my first impression is **that it's a little overwhelming and has almost too much information** or too many links to pages."* - *Social Media Manager*   **DISLIKE**

3-I don't know that there's anything exciting about, it looks like a **pretty basic blog** with content, you know, links to content articles, etcetera. So I'd give it about a three.I **don't think it's anything too exciting**.- Senior Program manager   **Neutral**

*"Well, I think it's a lot, to be honest.**I really think it's too busy.I think there's too much here**.* - Systems administrator   **DISLIKE**

*"I like how it's broken up and **easy to scroll through** I think it's pretty interesting there."* - Director of Technology   **LIKE**

*"4- it's pretty straightforward, **easy to read, easy to navigate**.*"-Operations manager   **LIKE**

3-"*I like the very beginning and then **I lose interest**. Right about right here, this is where I stopped looking."* (Under security) - Systems administrator   **LIKE**

*"3- it's **very average"** -* Senior Program director   **Neutral**

*"I think the **design is good looks intuitive**."* - project manager   **LIKE**

*"3- **it's so dense** in the amount of things that are offered that it kind of **doesn't allow for any type of design strength to come through**."* - Social Media Manager   **DISLIKE**
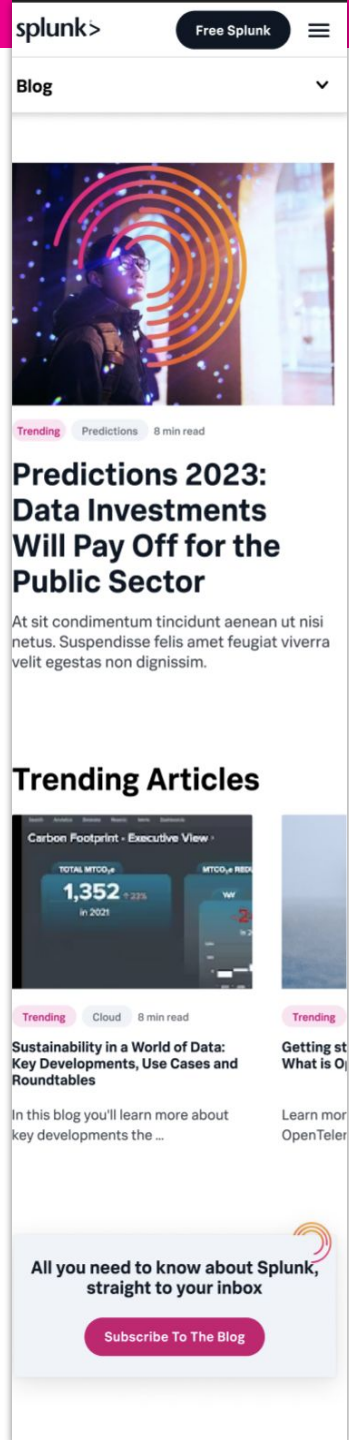
Category Page

Security Category

We asked participants to give their first impressions and to rate how visually appealing the design is on a scale on 1-5 with 1 being the lowest and 5 being the highest. This page received a **3.4**/5.

"3- *Again, there's **nothing special here**. I guess it's kind of cool.I like that there's graphics, but not everything has graphics. It gets into the kind of like do I really want to read that? **Do I care anymore?**"*- System Administrator

DISLIKE

"I mean personally I think it's laid out okay. **I don't like the constant scrolling though**, right. So might more sense, you know, for me at least for these latest articles to maybe have like two columns of them so it's not so much scrolling.That would be my only feedback there.**I think it's too much to scroll through**" - Senior Program director

DISLIKE

"*This page, it's okay. **It's a little confusing** they just have one big picture of looks like the dashboard here and it's got one article, so I don't know that it's set up all that great. I'm just not a big fan of the way this one is specifically laid out. It's just kind of a little bit confusing.**It doesn't have a good flow to it for my eye, to be honest with you*** - Senior program manager

Confusion

"3- *Like I said, there's **not as much color on this page**.It is pretty bland. a lot of black and white.*"- IT procurement specialist   **Neutral**

Blog Post

Participants were asked to review the entire page and give their feedback on the design and layout. Participants thought the design was good, they liked the bold titles and jump links

*"I wouldn't say there's much thought given to the design or the layout other than the idea that it separates the subtopics. Um, l**ayout is very minimal I would say***" -
Social media manager   **Neutral**

*"Think design it **looks good.** I like the little **hyperlinks** there to be able to jump through different parts of the article. I **always find those helpful**."* - Director of
Technology   **LIKE**

"So there's some good items about the article itself.
There's a piece of code as well to how it shows how to embed the framework.That's nice." - Project manager
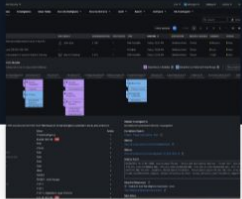
LIKE

*"I do think **having those bold titles within the article does help people** like that. here we have an **image of how the embedded framework works**. **I like that I'm a visual learner.** This is something that I would like to see in more articles, kind of more description, more images to kind of help show you what they're trying to portray.**The design layout I really like, especially with those bold titles that kind of tell you more about that coming section** that really sticks out to me and I think it makes it a little bit **easier to kind of skim the article** if you're short of time and find what you're looking for."* - IT procurement specialist   **LIKE**

Author Page

Participants were asked to give their feedback on the overall content and layout of the page.

Participants liked:

- Being able to see more information about the author (e.g bio and title)
- Being able to connect with them on linkedin.

They said having that information there helped build credibility. However there was some confusion on whether or not the articles shown on the page were all written by the author.

"*I like this page. I like being able to see who she is, how to contact her* via LinkedIn or Twitter and then see the articles that she has written.*" - Director of Technology   **LIKE**

"I like this page.It has a nice picture of the author. it tells her role and then it's got all the links with the big headings and a little bit about each of the articles that she has written. So **I think it works really, really, really well actually**." -Senior Program manager **LIKE**

"It just **feels busy"** - Systems administrator
  DISLIKE

"*Again not great with like formatting the **images of graphs are hard to read** because they're so small.*" - Social media manager
          DISLIKE

"***It's pretty good.** I would assume these are all articles that she has written.*"- Operations managers   **LIKE**

Navigation

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Desktop

Participants were asked to complete task to determine observe how easy it to navigate through blogs. They were also asked to rate the overall ease of navigation across blogs. Participants found it easy to navigate through blogs.

When participants were on the blog post they were asked the do the following:

Task: If you wanted to read more articles by this author, how would you go about doing so? Please demonstrate.

All ten users were able to navigate to the author page and spot out the multiple way to do so.

When participants were on category page they were asked the do the following:

Task:If you wanted to navigate back to the blog homesite, how would you do so? Please demonstrate

All ten user were able to navigate back to the blog homesite.

When participants were on author page they were asked the do the following

Task:If you wanted to go back to the security homepage how would you go about doing so? Please demonstrate

All ten users were able to navigate to the author page and spot out the multiple way to do so.

5- *"So navigating was so **simple** "*- IT administrator
LIKE

5-"*I have not had any issues in understanding the expected expectation of navigation.*"- Director of IT 2
LIKE

5 - *"it's very easy.I mean, it's not difficult to get anywhere you need to go all of the, the tasks that you've asked me to complete I complete it with ease"*- IT infrastructure specialist
LIKE

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Mobile

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When participants were on the blog post they were asked the do the following:

Task: If you wanted to read more articles by this author, how would you go about doing so? Please demonstrate.

All ten users were able to navigate to the author page and spot out the multiple way to do so.

"*Institute **back and forward buttons** I think that would make it easier*" - Operations manager

When participants were on author page they were asked the do the following:

Task:If you wanted to go back to the security homepage how would you go about doing so? Please demonstrate

All ten users were able to navigate to the author page and spot out the multiple way to do so.

4- " *I think it was pretty easy to navigate between pages.The only issue I ran into was going from the author's page back to the security blog we were looking at.*" - IT procurement specialist

When participants were on category page they were asked the do the following

Task:If you wanted to navigate back to the blog homesite, how would you do so? Please demonstrate

3/10 users said they would click the splunk logo however that would take them to splunk homepage

7/10 user were able to successfully navigate to the blogs the first time.

4- "**I don't think there are major issues**.I think some of the not having a **back button** on each page makes it a little difficult or adds an additional hurdle to try to find where to go."- Risk management

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A/B Test

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Trending Tags

At the end of the test desktop participants were asked which concept they felt as the most effective to indicate an blog is trending. Concept A was the winner among the three. Participants thought this was the best placement for the trending tag because it where they would look first naturally

"*Concept B, It's very hard to miss it caught my eye right away*" - Operations manager

"*I'm more for **concept A** on how it labels the blog and articles because that's just kind of how my eye is trained.*" - Risk management
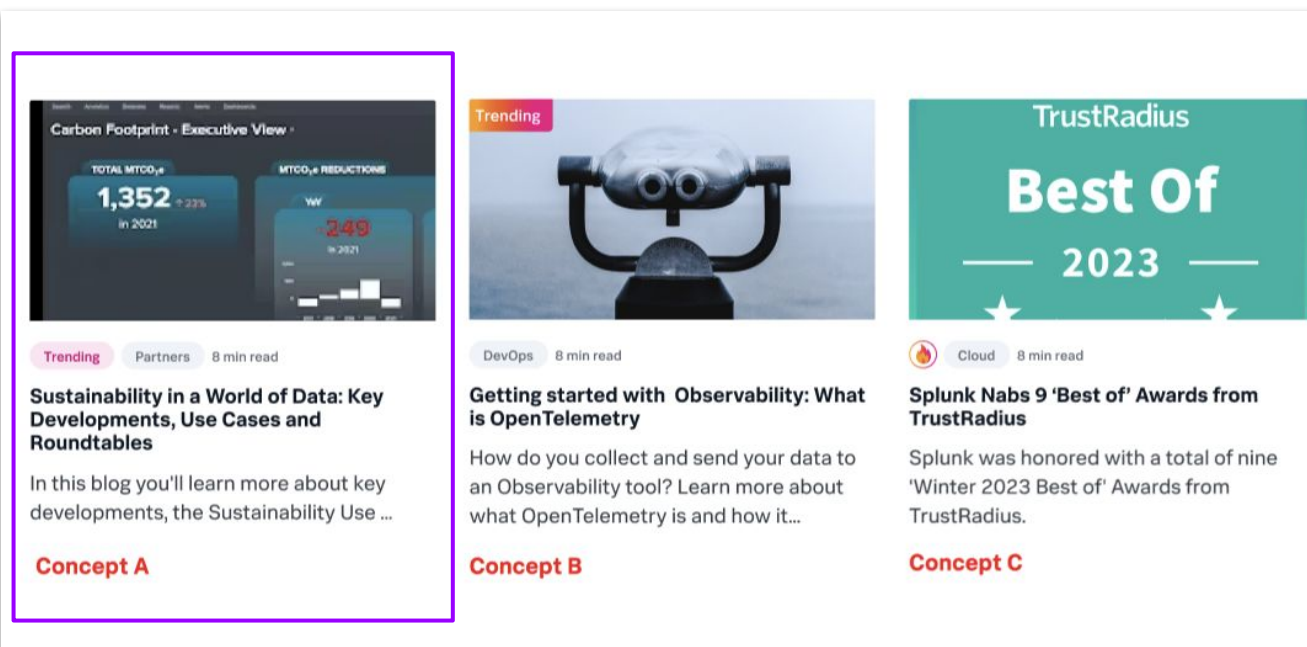
"*I would say **concept A**, concept C i cant tell that it is trending. B says it on the picture but A says it in pink right above the title which is where I'm most likely going to look because the picture does not really do me any good without the title*" - Director of Technology

"***Concept A*** *I'll tell you right now, option C is out.There's no way you can even see that let alone understand what it means.That that just doesn't mean anything to me. Concept B is just image on image and I'm not focus on the image I focused on the header.*" (referring to title of the article) - Senior program director

5/10 participants chose concept A

4/10 participants chose concept B

1/10 participants chose concept C

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Scrolling through Articles

Participants were asked "Focusing on functionality, which method would you prefer to use to scroll through articles and why?

"**I would go with A over B.** I think it's just much more intuitive that there are more with the peak method than here with the dot method". - IT procurement manager

"**Option 1** (referring to concept A) I like option one. You can kind of see two at the same time. Now you can't get all the information, but it at least kind of, to me, it tells my brain, Hey, I should scroll over and look more." - Risk manager
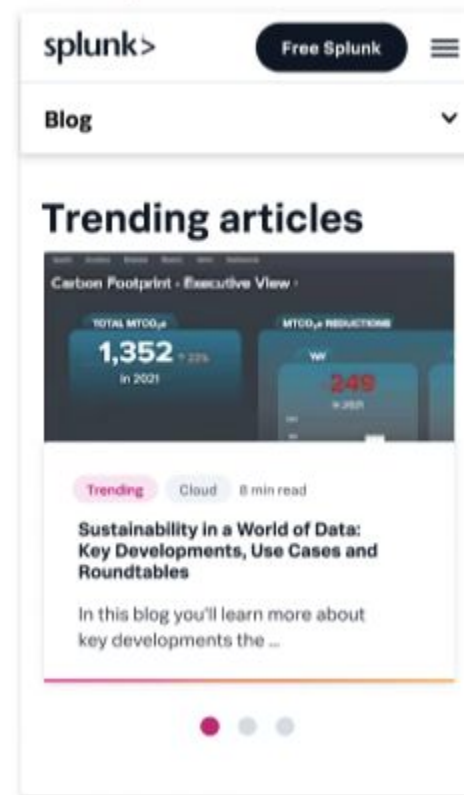
"I think I like **concept A.** I just like being able to see everything that's, I don't know, they're both really appealing, but I kind of like the one where I like concept A better. Just feels more natural." - Systems Administrator

Concept A
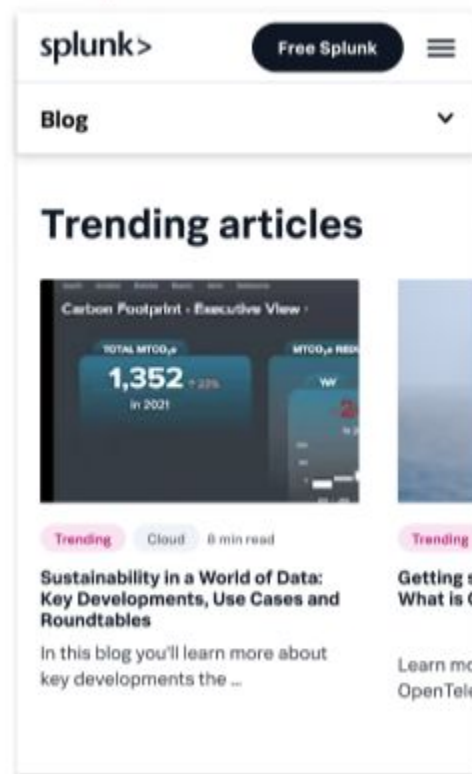
Concept B

"I *would say* **concept B** *because I like how I can click those dots to sift through different articles. That feels a little more concise to me.*" - Operations manager

"**Concept B** *to me is easier. I just like how it just focuses on the one and the other ones don't, uh, show up rather than kind of the scroll method of the other one. To me it's just easier to see and easier to focus.*" - Senior Program director

"**Concept B** because you can see their own topics on different pages." - Social media manager

5/10 participants chose concept A

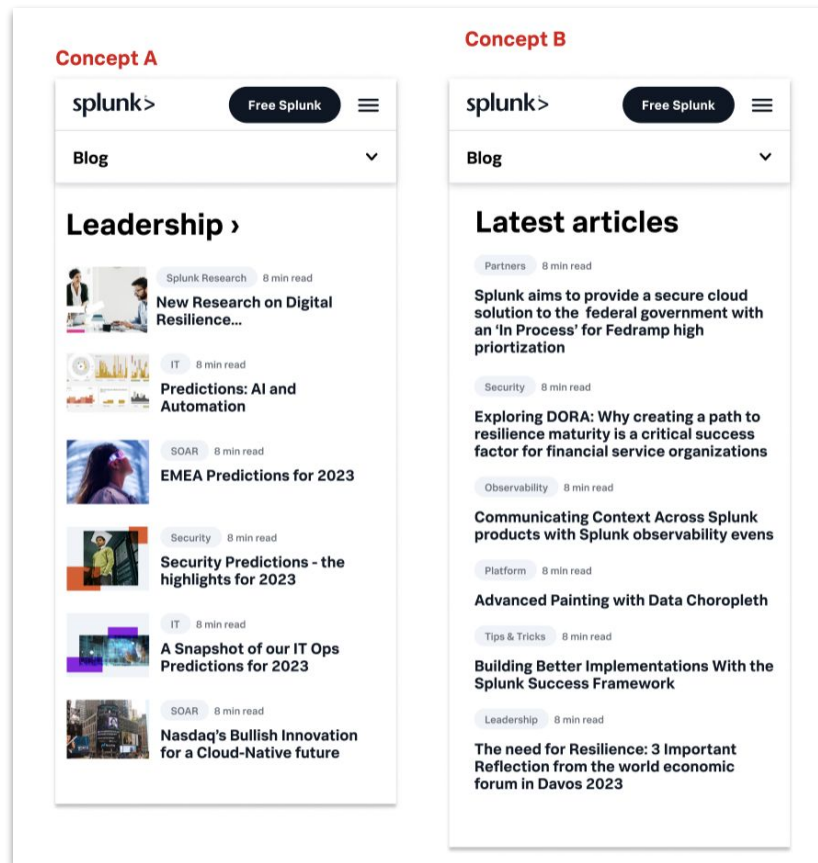5/10 participants chose concept B

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Article layout

Participants were asked "Focusing on functionality, which method would you prefer to use to scroll through articles and why? Concept A was the winner among the two

"*I would definitely say **concept A** because it has a short little title there, a picture, which to me, I don't know why, but it just makes me more interested in it and more likely to click on it rather than just a bunch of words like concept B*" - Senior Program director

"Probably **concept A** because it's more visually appealing and intuitive with the images." - Operation manager

"***Concept A. Concept B has no visual.***
I would go with the one with the visual and I'm more inclined to click it just because it looks as though there may be some visuals in the, uh, article itself as well, or the blog post itself as well." Risk Management

"***Concept A*** *the images are helpful to see and give context to the article and there's shorter titles on the left, so I prefer the image with the shorter titles than the one on the right with the long titles*" - Social Media Manager

"So in this case, I liked **concept A.** Here I do like the little pictures.I like just the one, kind of the one or two line bold,title there, it's a little more concise" - Senior Program Manager

10/10 participants chose concept A

0/10 participants chose concept A

splunk>

Thank You!

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