

# BLOG DESIGN TEAM

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## PROGRESS REPORT

JULY 27, 2011

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To: Kimberly Harrison

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Date: July 20, 2011

Subject: Blog Design Progress Report

## PROJECT OVERVIEW

The information provided below is to inform you of our progress in designing of the Digital Writing Studio (DWS) blog. During our usability tests we have determined the aesthetic requested from our student population. In this blog we have included colors, font and page layouts in representation of the DWS sponsored by the English Department.

## WORK COMPLETED

- ✓ *July* 20<sup>th</sup>- Design & Display for audience surveying of the prototypes
- 25<sup>th</sup>- Merge content onto to the blog & complete Usability Test #1
- 27<sup>th</sup>- Compose & present progress report

## WORK IN PROGRESS

- *August* 1<sup>st</sup>-Finalize key points on usability, visuals & blog components  
Usability Test #2
- 3rd- Introduce the new Digital Writing Studio blog

## USABILITY TEST RESULTS

### Preferences

- ✚ There was an overall consensus preferring the blue prototype sample.
- ✚ The side bars were to be higher to have an easier access.

### Objections

- ✚ The initial gold titling tone presented, was considered too green.
- ✚ The blog content font needed to reflect the font resembling the English Departments Website.
- ✚ The mission statement space was not needed.

## COMPLICATIONS

Based on our progress we have encountered some additional technical obstacles such as:

- ✚ Wording on Safari & Firefox does not show the information appropriately.
- ✚ Space limitation (500MB).
- ✚ Uploading videos to the website is resulting to be a major challenge.
- ✚ The multimedia bar is supposed to open the videos though; it is only letting you visualize the picture along with the post/article.
- ✚ When adding a post a picture must be attached.

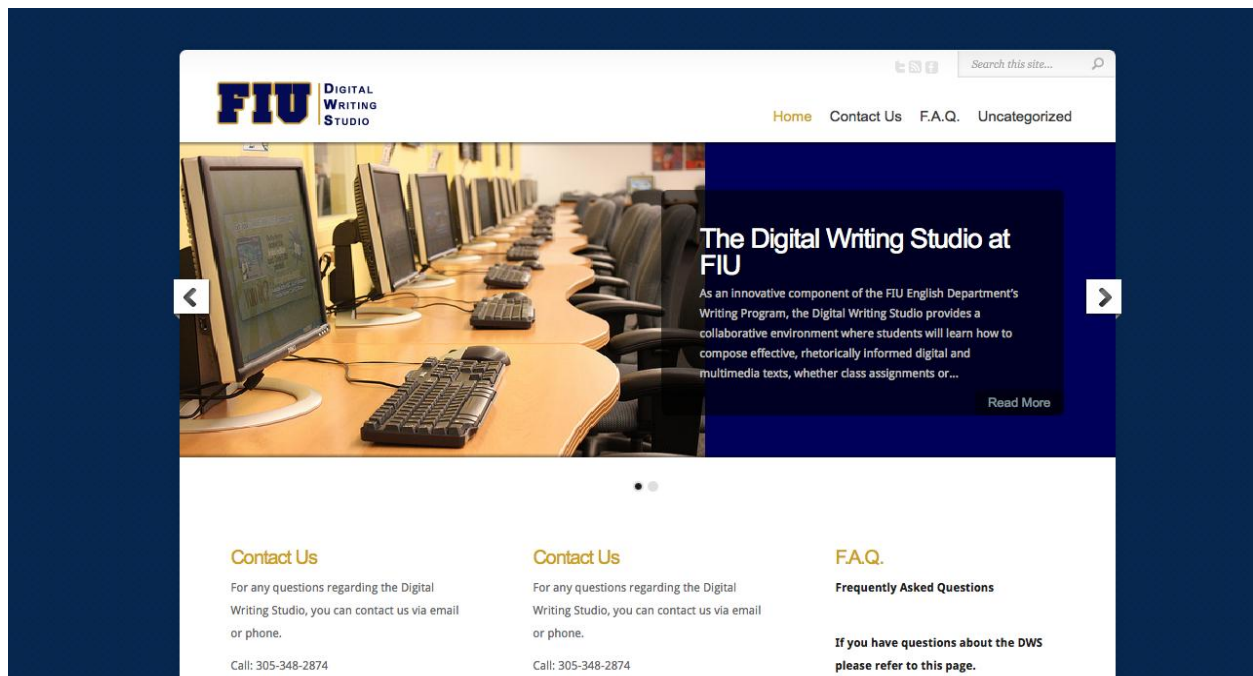
## SOLUTIONS

- ✚ Changed Title font color scheme to a golden tone and blog information font to reflect the grayish tone of the English Departments website.
- ✚ Removed the mission statement space.
- ✚ Planned Workshops & Tutorials to keep the users educated on posting information.
- ✚ Add a picture with the post of the size 960x331 will solve the issue on scrolling bar displacement.
- ✚ Replace the multimedia bar with a plug-in to show videos.
- ✚ Keep uploads to a moderate proportion to have a continuum on space availability: by hosting videos on Youtube.com and large images on external websites such as photobucket & flicker then embedding them to the blog.

## BLOG IMAGE

Below you will find the link to the website so you may review.

[www.miami-beach-rental.com/dws](http://www.miami-beach-rental.com/dws)



## CONCLUSION

The outline above is to keep you informed on our step-by-step process to achieve the DWS blog. If you have any questions or suggestions to improve this plan thus far, please contact us. Thank you for your time.

Cc: Ben Lauren