

Compendium

Blog with Confidence. Read with pleasure.

Design Doc

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Compendium

(Or:

'a concise but comprehensive summary of a larger work')

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Insights

on Blogging and Blog-Reading

Our preliminary research with the bloggers and blog-readers gave us the following insights:

1. One of the biggest strengths of the blogging medium is “conversational immediacy”. We should preserve and if possible enhance it for those who randomly access the site. Many bloggers believe that almost half of their visitors come from a major search engine like Google or Yahoo. So, when they visit the blog, they have no “frame of reference”.
2. Many readers feel that blogs are less functional than many other online tools for getting information. That is because information is not being presented to the user with their ‘intent’ of visiting the site.
3. Many bloggers feel that they don’t have enough tools to advertise/merchandize their blog in the way they had like to. Tools for customizing Blogger Experience are present. However, tools for customizing Reader Experience are missing. How are inferences made about the reader? What can we know about a person’s tastes depending on where he/she is coming from? These are important questions to be answered when we think about the next version of the Blogging medium.
4. Blogs have a navigation problem: It is extremely difficult to navigate past the homepage. Organically related posts have to be organized depending upon the reader, so that the reader has a better way to navigate into the past and future posts of the blogger, and also related blogs.
5. Bloggers want the BIG-PICTURE, but in a SIMPLE way... some kind of intelligent sense-making from all the signals and noises in the blogosphere – tags, clickthroughs, pageviews, comments, popularity, referring sources, search terms and so on.
6. Finding anything specific on a blog site is utterly difficult and unusable. Often many posts match the given keywords or no context is established for the given posts.
7. Reading comments, and responding to them, is far more painful than it should be. Blog comments are less successful than web community boards at promoting real community dialog. There is no incentive for the readers to check back on the comments they left. Also, there is no good mechanism to handle tangential conversations.

Logic

of Compendium – our Client

Compendium is easy to use blogging software that allows users to create collectively beneficial blogs in an environment that enables content solicitation, email integration, search optimization, and control and compliance.

Compendium is unique in that it leverages individual blogs to create multiple “compended” category blogs, which collect and match content from individual blogs and provide hyperlinks back to those individual blogs.

Wireframes

These wireframe storyboards have been created with the following assumptions:

1. Compendium is a Web Application. (If you prefer to call it Web 2.0, we won't complain!)
2. Number of categories provided by Compendium are finite.
3. Tools for customizing the blog has NOT been delved into since we decided to focus on other important issues based on our insights.
4. They will be tested with the users before even thinking of developing it.

READER EXPERIENCE

A. Reader gets directed to the appropriate blog on compendium from a search site.

The screenshot displays a web interface for a compendium. At the top, there is a navigation bar with "Travel > Asia" and a search bar containing "what do you want to read about?". Below this, a banner indicates "This compended blog contains 11 entries." and offers sorting options: "Sort by rating, latest, comments". A gallery of three blog thumbnails is shown: "Cuisines of India", "Art, You and Me" (highlighted), and "First glimpse of Great..".

The featured blog entry is titled "Art, You and Me" by Matt Roger in Matt's World, dated Feb 6th, 2006, with a +7 rating. It includes tags for Travel, Asia, and Art. A note says "Coming soon near you in my blog". The main content area contains three paragraphs of Lorem Ipsum text. To the right of the text is a placeholder for an AdSense advertisement, labeled "AdSense Holder". Below the text is a pink "Add a Highlight" button.

At the bottom, there is a social interaction bar with "Comment OR Give a Pat OR Share" and icons for email and Digg. Below this are three comment entries from RScott, each with a "reply" link. The second comment also includes a "See RScott's Highlights" link.

Visuals:

1. Category and tags for the particular compendium blogs.
2. "Gallery" of all the blogs that form part of the compendium.
3. Most relevant blog entry in the "read space".
4. Tools for blog interaction.
5. Contextual blog search.

B. Reader is reading the blog and wishes to interact with the blog.

The screenshot displays a blog page for 'COMPENDIUM BETA'. At the top, it shows navigation for 'Travel > Asia' with 11 entries, sorted by rating, latest, or comments. A search bar is present. Below are category buttons for 'Cuisines of India', 'Art, You and Me', and 'First Glimpse of Gr...'. The main article is 'Art, You and Me' by Matt Roger, dated Feb 6th, 2006, with a +7 rating. A preview for 'First Glimpse of the Great Wall' by Smith Robinson is shown with a +5 rating. The main content area features placeholder text and a highlighted section. A comment box is visible with a 'POST' button. At the bottom, there are options to 'Comment', 'Give a Pat', or 'Share'. The comment section shows a thread with a reply to BRoyce.

(All actions are visible here)

Visuals:

1. Identified tools for blog interaction are :
 - a. Utility Rating (Give a Pat)
 - b. Highlight (with Comment)
 - c. Comment
 - d. Tag
 - e. Fanning
 - f. Sneak Preview – “Coming soon, near you in MY BLOG!” [with bonus “remind me!” option]
 - g. Social Bookmarking
 - h. Email and sharing

Actions:

1. Reader may scroll through the compendium blog “gallery”.
2. Hovering over a blog “thumbnail” pops up a preview window of the blog ala Amazon.com or Netflix.
3. Clicking on a “thumbnail” populates that blog with all its comments into the “reader space”.
4. Sneak Preview (by default- collapsed) – upon expansion shows the title of the next blog entry that the blogger may have advertised for. Clicking on “remind me” link sends email reminder to the reader when the blog entry is published.
5. If the blog has “highlights” by the blogger or the visitors, the user can see them by clicking on the links. Highlights by the blogger (yellow color) are the important points in his blog according to the author. Highlights by the visitors (pink color) are the important points OR the points to which they are commenting.

Reader must register and login in order to interact further with the blog.

1. Highlight parts of the blog – by selecting portion of the blog text the reader is able to mark what is important to him. (Ala Adobe acrobat reader). This marking is similar to the Flickr feature of adding notes at a specific location in a picture.
2. Inline commenting.
3. Adding a Pat to the blogger if the visitor liked the entry.
4. Adding tags.
5. Fanning a blogger.
6. Options to share (email to friend, blog this, social bookmarking etc.) a blog entry or comment.

BLOGGER EXPERIENCE

A. Blogger logs in to his compendium account.

Welcome, Matt [logout] [settings]

COMPENDIUM BETA

Matt's World [CUSTOMIZE](#)

SEARCH YOUR BLOGS

SEARCH COMPENDIUM

[New Post](#)

HOME

Posts

[Recent Posts](#)

[Archive](#)

[Drafts](#)

[Comments \(2\)](#)

People

[Fans \(1\)](#)

[Admin \(2\)](#)

[Invite New](#)

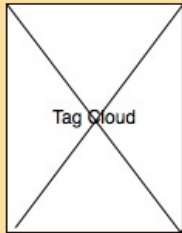
Categories

[Travel \(6\)](#)

[Sports \(4\)](#)

[Photography \(7\)](#)

[Register for New](#)



Summary				set blogometer
Unique Visitors	436	Homepage Hits Average per day	13	
Homepage Hits	429	Webpage Views Average per day	325	
Total Web Site Hits	10407	Unique Visitors Average per day	13	
Bandwidth Used	0 bytes	Total Domains	181	
Most Popular Day	01-20	Total Countries	27	



Headline Reminders [set reminders](#)

1. Write your next blog entry on "Travel in Kerala". You promised this to your visitors in [this blog-entry](#).

Recent Activity [set activity monitor](#)

1. Your recent blog entry, "Art, You and Me" was compended in [Travel->Asia](#)
2. You have been fanned by reader [Jon](#)
3. Your last post had 321 visits

Recent Comments [settings](#)

- [kaysov](#) commented on "Art, You and Me" : "fdsfsafsadfs...." (Read Full Comment)
- [muthdi](#) commented on "Art cannot be separated from life" : "fdsfsdfsdfsfd....." (Read Full Comment)

Messages from Admin [settings](#)

1. Your entry "Sex at the beach" requires attention. See message from [Admin](#).

Visuals:

1. Welcome message
2. On the home page – summary of blog usage (blogometer), reminders (can be customized), , recent activity, comments and messages from the admin etc.
3. A static left navigation menu with options categorized as posts (read, archive, drafts, comments), people (other blogs in same category, admin communication) and categories that the blogger belongs to. Creating a new post is a separate option.
4. Contextual search for own blog entries and compendium blog entries within a particular category.
5. A tag cloud of the bloggers' most used tags.

B. Blogger goes to his “recent posts” inbox.

Welcome, Matt [\[logout\]](#) [\[settings\]](#)

Matt'sWorld [CUSTOMIZE](#)

COMPENDIUM BETA

SEARCH YOUR BLOGS

SEARCH COMPENDIUM

[New Post](#)

HOME	Blog Title	Category	Compended In	Popularity	Date
Posts	Art, You and Me (5)	Travel	Asia	+7	Feb 6th, 2007
Recent Posts(2)					
Archive	Colts Rock Superbowl (12)	Sports	Superbowl	+4	Feb 2nd, 2007
Drafts					
Comments(2)	Emerald Isle (0)	Travel	Asia	0	Feb 1st, 2007
People	When Elephants Cry (2)	Photography	Wildlife	+1	Jan 14th, 2007
Fans	YAY! (1)	Sports	Baseball	+4	Jan 5th, 2007
Admin	Hairspray is Bollywoodish (2)	Travel	Broadway	+3	Jan 2nd, 2007
Invite New					
Categories					
Travel (6)					
Sports (4)					
Photography (7)					
Register for new					



Tag Cloud

Visuals:

1. All recent posts with number of comments, blog title, category, compendium category, popularity metric, date.
2. By default, the posts are sorted by date. They can be sorted by blog title, category, popularity and compendium category
3. Titles are highlighted if there are new comments made to a particular entry or if unread. The idea is to make it as easy to use as a mail inbox.

C. Blogger responds to comments

Welcome, Matt [\[logout\]](#) [\[settings\]](#)

[Matt's World](#) [CUSTOMIZE](#)

COMPENDIUM BETA

SEARCH YOUR BLOGS

SEARCH COMPENDIUM

[New Post](#)

HOME

Posts

[Recent Posts](#)

[Archive](#)

[Drafts](#)

Comments(1)

People

[Fans \(4\)](#)

[Admin \(2\)](#)

[Invite New](#)

Categories

[Travel \(6\)](#)

[Sports \(4\)](#)

[Photography \(7\)](#)

[Register for new](#)



Art, You and Me (15) 02/02/07

\$2.25 earned

+7 rating

[Travel](#) > Art, [Asia](#), Zoo, Animals

MAIN ARTICLE

Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos. Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos. Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos.

2 NEW COMMENTS [see all](#)

Tt

mAp

Graph

Comment By Jon
Reply To Me on Feb 3 2007

responding to Jon

submit cancel

Comment By Mike
Reply To Jon on Feb 3 2007

respond

Actions:

Blogger opens a post by clicking on a link in the inbox, or by going to the comments section directly.

1. Blog title with other relevant details (ad sense revenue , overall rating, number of comments etc) are shown
2. The main blog entry is shown with the option of minimizing.
3. All comments are shown with the reader name and whom they have responded to.
4. All comment threads are show hierarchically
5. Responses to any comment throughout the entire set of comments can be made inline with a simple confirmation check (submit/cancel).
6. There are two alternate views of the comments – comment map and comment graph.
 - a. Comment map allows blogger to see areas of the world from where he is getting his responses. (Can be a Google map).
 - b. Comment graph allows the blogger to visualize the conversation thread as a graph with root and child nodes. Leaf nodes will indicate end of a conversation thread.
 - c. Hovering over map markers or graph nodes provide comment related information to the blogger (such as the kind of rating that was received from the particular user etc.).

E. Blogger writes to friends or fans to check out his new blog entry OR reads similar blogs in the category.

The screenshot displays a Blogger interface. At the top left, it says "Welcome, Matt" with links for "[logout]" and "[settings]". Below this is the blog name "Matt's World" and a "CUSTOMIZE" link. On the top right, there is a "COMPENDIUM BETA" logo and a search bar with two buttons: "SEARCH YOUR BLOGS" and "SEARCH COMPENDIUM". A green notification bar at the top center reads: "Your new blog post 'Adventures in Honduras' has been successfully published." Below the notification, the word "NOW..." is centered. On the left side, there is a sidebar with navigation links: "New Post", "HOME", "Posts" (with sub-links for "Recent Posts", "Archive", "Drafts", and "Comments(2)"), "People" (with sub-links for "Fans (1)", "Admin (2)", and "Invite New"), and "Categories" (with sub-links for "Travel (6)", "Sports (4)", "Photography (7)", and "Register for new"). At the bottom of the sidebar is a "Tag Cloud" placeholder. The main content area features two panels. The first panel, titled "SHARE WITH FRIENDS", has a "To:" field with "car" entered, a list of contacts including "Carter, Andrew" and "Caroline, Kathy", a "Send a note:" field with a pre-filled message, and "Share" and "Cancel" buttons. The second panel, titled "READ SIMILAR BLOGS IN CATEGORY 'TRAVEL'", shows two suggestions, each with a tag, a snippet of text, and a "read more" link.

Actions:

Blogger chooses to publish his entry

1. Checks for title, category and tags (required fields).
2. Tags are suggested to the blogger according to his history and popularity.
3. On passing these first level checks, system displays "success message".
4. System suggests blogger to share their latest entry with someone in their contacts.
This is our "direct speak" feature that allows the blogger to connect directly with people and friends who may have inspired them to write the entry or whom they may have thought of while writing the post.
5. Systems also suggest the blogger to read similar blogs in the same category.

ADMIN EXPERIENCE

A. Admin logs into his account.

Welcome, Admin [\[logout\]](#) [\[settings\]](#)

COMPENDIUM BETA

HOME

- ▶ **IN (155)**
 - Travel (34)
 - Sport (10)
 - Design (30)
 - Cuisine (40)
 - Design (41)
- ▶ PENDING (0)
- ▶ OUT (0)

- ▶ **MAILS (2)**

RECENT ACTIVITY

TAG-O-METER

- MOST POPULAR COMPENDIUMS
- MOST VISITED
- MOST DIGGED
- MOST SEARCHED
- MOST COMMENTED

Chart here

NEW REGISTRATIONS

Visuals:

1. Welcome message. Most popular tags, most profitable blogs and most visited compendium categories etc.

B. Admin checks the recent arrivals in his stack of recently blogged posts.

Welcome, Admin [\[logout\]](#) [\[settings\]](#)

COMPENDIUM BETA

[SEARCH COMPENDIUM](#)

HOME	Blog Title	Category	Blogged By	Time and Date ▼
▶ IN (155)	Art, You and Me	Travel	MRogers	9:33 AM, Today
Travel (34)	The Yankees	Sports	SKunz	7:45AM, Today
Sport (10)	Love Beach Hotel	Travel	LBeach	12:55AM, Today
Design (30)	Expedition to Himalayas	Photography	RASingh	12:05AM, Today
Cuisine (40)	Cricket in West Indies	Sports	JSpencer	11:45PM, Yest
Design (41)	The Orchid Thief	Travel	Stacy123	11:05PM, Yest
▶ PENDING (0)				
▶ OUT (0)				
▶ MAILS				

Visuals

Inbox shown as IN , PENDING and OUT (Metaphor Used: Office Files)

- IN – shows total number of blog entries posted across all categories.
- PENDING – shows all blog entries that have been approved and are waiting to be added into a compendium
- OUT – show all compendium categories and all the blogs contained within them. If wrongly combined, blogs can be sent back to PENDING from here before putting them out live.

C. Admin starts seeing the blog posts a little closely to approve or disapprove

Welcome, Admin [logout][settings]

COMPENDIUM BETA

SEARCH COMPENDIUM

HOME

▼ IN (155)

- Travel (34)
- Sport (10)
- Design (30)
- Cuisine (40)
- Design (41)

► PENDING (0)

► OUT (0)

► MAILS (0)

Add Note Pin Add Highlights Suggest a new tag

Art, You and Me

Tags: [Travel](#), [Art](#) [Asia](#)

by [Matt Roger](#)
in [Matt's World](#)
on [Feb 6th, 2006](#)

Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos. Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos. Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos.

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Hey Matt. This picture is not allowed according to our policies. Please change it.

Approve Send Back with Notes

Love Beach Hotel

Tags: [California](#), [Beaches](#)

by [Lawrence Beach](#)
in [Laws of Beaches](#)
on [Feb 6th, 2006](#)

Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos. Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos. Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos.

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Approve Send Back with Notes

Actions:

1. IN stack of blogs is presented by category – Admin can read the entry , make notes, change the tags given, approve or disprove the entry.
 - a. Disapproving an entry sends a message to the blogger with the notes made by the admin.
 - b. Admin assigns a list of potential compendium tags to each entry within a category.
 - c. Approving an entry pushes the entry into PENDING.

D. Admin approves the blogs compended by the compending algorithm, and filters out the ones not suitable for the compending.

Welcome, Admin [\[logout\]](#)[\[settings\]](#)

COMPENDIUM BETA

HOME

- ▶ IN (3)
- ▼ PENDING (25)
- ▶ OUT (0)

▶ MAILS (1)

Travel > Asia (9)

Photography > Animals (6)

Sports > Superbowl (5)

Design > Apple (2)

▶

First Glimpse of the Great Wall
Tags: [Travel](#), [Asia](#), [Art](#)
by [Smith Robinson](#)
in [The Robinsons](#)
on [Feb 6th, 2006](#)

in [The Robinsons](#)
on [Feb 6th, 2006](#)

in [Bangalore Blues](#)
on [Feb 6th, 2006](#)

in [Matt's World](#)
on [Feb 6th, 2006](#)

chart here on the trends
of the compended blog
Travel > Asia

▼

Actions

2. PENDING stack of blogs appears as a gallery within the potential tags that have been assigned.
 - a. Multiple assigned tags for a blog imply that the blog will belong to multiple stacks.
 - b. Hovering over a blog "thumbnail" gives preview details.
 - c. Blogs can be copied, duplicated, dragged and dropped into stacks.

E. Admin makes the compended blogs LIVE.

Welcome, Admin [\[logout\]](#)[\[settings\]](#)

COMPENDIUM BETA

HOME

▶ IN (8)

▶ PENDING (0)

▼ OUT (16)

▶ MAILS (2)

send back to pending watch it

Travel > Asia (7)

Cuisines of India Art, You and Me First glimpse of Great..

Go Live

Photography > Animals (6)

When Elephants Cry Tigers in the woods Zebra Crossing

Go Live

Sports > Superbowl (3)

Colts Rock Bulls Rock Orngutan

Go Live

Actions

3. OUT stacks will contain the final stacks with the blog thumbnails categorized by category and the tag(s). This will be the preview before publishing the compendium live. Any changes within compendiums need to be sent back to PENDING.

Compendium.

Blog

with

Confidence.

Read

with

Pleasure.