How to start a blog? – Hands-on tool for bloggers

Mirkka Partanen
This thesis presents the design and creation process of Blogger Canvas, a hands-on tool for bloggers based on Alex Osterwalder’s Business Model Canvas. The thesis is product-based, and the product is a user-guide which includes a hands-on tool for starting a blog and instructions on how to use the tool for profit-oriented blogging.

The thesis comprises a theoretical framework and a discussion about project management methods, the design process of the hands-on tool and user guide, the testing of the user guide and the author’s self-evaluation of the project.

The theoretical framework includes the Business Model Canvas, the motives for using blogs as a part of social media and Schneider’s modified version of Double Diamond diagram for the design process. The collected data is primary and secondary data. Information for the thesis was found on websites, in blogs, books, articles, and through a background survey. The background survey was sent to bloggers in eleven countries to ask them about their motives for starting a blog. 27 bloggers answered the survey.

The tool and the user guide were designed with Microsoft Software tools (Publisher, One-Note, Word). A testing group tested the tool. The testing group included voluntary members. The testing group shared feedback through a survey. The group's input on the tool and user guide gave necessary information on how the testing group perceived the significance of the tool and how the tool could be developed.

The hands-on tool is ready to be published, but the user guide needs more developing. The thesis includes the developing plan for a Blogger Canvas. The main point of the developing plan is designing a user guide for other blogging purposes, publishing the plan and translating the Blogger Canvas into Finnish. Developing the process will take place in 2018.

**Keywords**
Blog, motivation, blogger, canvas, business model canvas, hands-on tool
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1 Introduction

In this chapter is explained the background of the thesis project, the project objective, project tasks, the scope of the thesis topic, international aspect, benefits and the main key concepts. After reading this chapter, the reader should understand the ancestry of the thesis topic.

1.1 Background

The idea of designing a hands-on tool for bloggers came from the author’s own needs. In Haaga-Helia University of Applied Sciences, the Osterwalder’s Business Model Canvas tool has been used in several courses. Lean Canvas was presented during one course which triggered the author to think that Business Model Canvas could be modified for other purposes than what is presented so far.

As mentioned, the hands-on tool for bloggers was started for egocentric reasons. The author had in 2016 begun family and lifestyle blog, but in the beginning, the author did not know how to keep a blog, and the author had to learn everything afterwards. December 2016 the author tried to search online for some tool that could help her to develop the blog. The author found a lot of information, but not a tool that would help designing and improving the blog. After many research hours, the author took the Business Model Canvas template (Canvanizer 2017) and done the first version of the Blogger Canvas. Because it was a canvas for bloggers the name came quickly. The first version of canvas was done only to conceive the author’s thoughts about the blog and the first version was very raw.

December 2016 was the time when the author thought about her thesis topic. The author’s first plan was to write the thesis for her employer, but it was easy to decide that developing the Blogger Canvas was the project what the author would rather like to carry out after the first version of the Blogger Canvas was designed.

“How to start a blog” is a question that several people before of the author have tried to solve and many have also tried to answer this question. Google research gives about 330 000 000 results for search term “How to start a blog” (Google 2017). This information includes tips for choosing the best platform, the best tricks for getting traffic to your blog and the best practice how to write attractive post titles. Those all tips and hints are necessary but based on the author’s research, the author has not found a simple template, a tool which could gather ideas and help see the blog in a big picture. At the beginning of the thesis project, the author has found one model from Melyssa Griffin, but what she offers
based on a traditional business planning (Griffin 2015) and it was not the simple template the author was looking for.

Blogs can be used for many different purposes. Blogging is a big business globally, and the blogosphere opens the world for anyone who has some exciting content to share. The companies have also realized the influencing opportunities of blogs (YLE 20 October 2012) and commercial blogging is increasing (Kauppalehti 2014). The web 2.0 and social media make it possible that a threshold for starting a blog is low, information found easily, and initial costs are low. When starting is made easy, it is not surprising that in 2015, 2 million blog posts were published every day (MarketingProfs 2015). On the other hand, in an environment with an oversupply of blogs just starting a blog and sharing content is not enough if the purpose is to get visibility. Depending on the blogger’s objects and goals, keeping a blog requires planning and a simple hands-on tool should help blogger find the best solution for starting and developing the blog.

1.2 Thesis topic and Project task

The aim of this thesis is to develop and design a hands-on tool for blogging purposes based on Alexander Osterwalder’s Business Model Canvas. The objective is to create a hands-on tool what blogger can use on planning a new blog or developing a current blog. The expected final product will be a useful Blogger Canvas tool with the user guide for the bloggers. The hands-on tool should help the bloggers to perceive the big picture of the blog and raise the knowledge of the needs and expectations if the blog has been created as a profit-oriented.

The thesis project includes four project tasks that will be examined. First, the theoretical knowledge base which includes the Business Model Canvas, blogging and motivation that contributes to starting a new blog. Project task one (PT1) is divided into two subtasks: Studying the Business Model Canvas (PT 1.1) and studying blogging (PT 1.2). The sub-tasks increase knowledge of the topics and help conceive the structure of the main outcome.

Secondly, design the hands-on tool and user guide. Project task two (PT2) is divided into four subtasks. Subtasks include: Designing the hands-on tool (PT 2.1), Designing the instruction to use the tool (PT 2.2), Choosing a testing group and research questions (PT 2.3) and Designing the user guide (PT 2.4).
Next step is testing the hands-on tool and instructions. Project task three (PT3) is divided into two subtasks: Testing the hands-on tool (PT 3.1) and making changes based on the results (PT 3.2). The result of the Project task three is the final project outcome. Finally, the project evaluation which includes the plan for how the Blogger Canvas will be published (Project task four, PT4). (Table 1.)

Table 1. Project tasks and management methods

<table>
<thead>
<tr>
<th>Project Task</th>
<th>Theoretical Framework</th>
<th>Project Management Methods</th>
<th>Outcomes</th>
<th>Report Chapter</th>
</tr>
</thead>
<tbody>
<tr>
<td>PT 1 Studying the theory base of the Business Model Canvas &amp; Blogging</td>
<td>Writing the theoretical framework</td>
<td>Desktop research</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.1 Study the Business Model Canvas</td>
<td>Writing the theoretical framework</td>
<td>Desktop research</td>
<td>1.1 Knowledgebase of the A. Osterwalder Business Model Canvas and the information what need for starting blog</td>
<td>Chapter 2</td>
</tr>
<tr>
<td>1.2 Studying the information about blogging, the information what need for starting blog and motivations of blogging</td>
<td>Writing the theoretical framework</td>
<td>Desktop research, Survey</td>
<td>1.2 The theoretical framework of elements to start a blog</td>
<td>Chapter 2, 3</td>
</tr>
<tr>
<td>PT 2 Designing the Blogger Canvas and handbook for the blogger canvas</td>
<td>Utilization of theoretical framework</td>
<td>Designing the canvas using MS tools (Word, PowerPoint, etc.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.1 Designing the Blogger Canvas</td>
<td>Utilization of theoretical framework</td>
<td>MS tools (Word, PowerPoint, etc.)</td>
<td>2.1 The Blogger Canvas</td>
<td>Chapter 4</td>
</tr>
<tr>
<td>2.2 Designing the instruction to use the Blogger Canvas</td>
<td>Utilization of theoretical framework</td>
<td>MS tools (Word, PowerPoint, etc.)</td>
<td>2.2 An instruction for the Blogger Canvas</td>
<td>Chapter 4</td>
</tr>
<tr>
<td>2.3 Choose testing group and research questions</td>
<td>Writing the theoretical framework</td>
<td>MS tools (Word, PowerPoint, etc.), Social Media channels (Facebook)</td>
<td>2.3 Plan about testing group and research questions</td>
<td>Chapter 4</td>
</tr>
<tr>
<td>2.4 Designing the user guide for the blogger canvas</td>
<td>Utilization of theoretical framework</td>
<td>Producing the user guide using MS Powerpoint</td>
<td>2.4 User guide for using the blogger canvas</td>
<td>Chapter 4</td>
</tr>
<tr>
<td>PT 3 Testing the canvas</td>
<td></td>
<td>Desktop study, Webropol</td>
<td>The final version of the Blogger Canvas and the instruction</td>
<td></td>
</tr>
<tr>
<td>3.1 Testing the Blogger Canvas &amp; Instruction</td>
<td>Utilization of theoretical framework</td>
<td>Webropol survey desktop study</td>
<td>Feedback from testing group</td>
<td>Chapter 4</td>
</tr>
</tbody>
</table>
1.3 Project scope

The thesis is product-based, and the outcome is a hands-on tool (the Blogger Canvas) which is based on Alexander Osterwalder’s Business Model Canvas. The Business Model Canvas is altered for blogger purposes. The nine block-structure is adapted from the Business Model Canvas. The structure of the Business Model Canvas is functional and comfortable to be modified for the purposes of the Blogger Canvas.

The Blogger Canvas template should be fit for various bloggers’ needs, but in this thesis, the user guide will focus only on profit-oriented blogging. Besides, the thesis will cover the motives for writing a blog as part of the social media. The thesis will also comprise the strategical reasons why people want to write blogs. The motives and reasons are studied from a profit-oriented point of view. The ambition reasons are split into two categories: Hobby and Professional. The thesis does not take into account the amount of income that a blogger gets from a blog. Instead the thesis handles the topic with the point of view that a blogger who gets any benefits, goods or income from their blog, keeps the blog for business purposes. The delimitation of bloggers is based on whether they are keeping their blog as a hobby or their blog is the only source of income, directly or indirectly.

In the figure 1 author presents the project scope as a picture. The main idea is creating a canvas that is inspired by Osterwalder’s Business Model Canvas. Business Model Canvas is a tool for companies and entrepreneurs, and the Blogger Canvas gives a similar easy and straightforward hands-on tool for bloggers who are motivated to start a blog from all social media tools, and who aim to keep the blog for a hobby or a professional (profit-oriented) purposes.
Table 2 presents the subcategories of two strategical categories. The subcategories have been used in the background survey. Background survey is presented and analyzed in Chapter 3.

<table>
<thead>
<tr>
<th>Category</th>
<th>Example of blogger type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hobby</td>
<td>Hobbyist, small incomes/some collaborations</td>
</tr>
<tr>
<td>Hobby</td>
<td>Hobbyist, lot of incomes/lot of collaborations</td>
</tr>
<tr>
<td>Professional</td>
<td>Professional, lot of incomes/lot of collaborations</td>
</tr>
<tr>
<td>Professional</td>
<td>Professional, business</td>
</tr>
</tbody>
</table>

Moreover, the hands-on tool does not include the step-by-step information on how to start a blog or how to create a successful blog.

### 1.4 Expected benefits

Expected benefits from the hands-on tool are that it could help people create new blogs and develop their current blog. The use of the hands-on tool could help the blogger consider their motivations and goals of blogging while planning their blog.

The hands-on tool, Blogger canvas, helps the user find answers and in that way, recognize the effect of their own decisions. The benefits are that Blogger Canvas can motivate keeping a blog (hence keep the original motive start a blog) and helps to implement the strategy for reaching the goals.
Figure 2 presents the authors view of the benefits of the Blogger Canvas. The people have different kind motives to start a blog and they have various other options for sharing the content in the social media. The blog is one strategical channel that can be used for reaching the ambition. The bloggers’ ambitions are also different. Bloggers not automatically want publicity and achieve benefits from the blog, and they keep the blog as a hobby. The Blogger Canvas role is to helps the blogger to develop the blog and at the same time motivate to do the blog and implement the strategy for reaching their ambitions.

1.5 International aspect

The thesis topic itself, blogging, has a powerful international aspect. Blogging is a global phenomenon and the base question, how to start a blog, is similar. In this thesis, the author has used several international sources (websites, articles, books) and got background information not only from Finnish bloggers but also directly from foreign bloggers (background survey in Finnish and English).

The hands-on tool and user guide have been designed in English and they are ready for global use.
1.6 Key concepts

Blogger Canvas is the main outcome of the thesis project. The user guide will be part of a
design process and part of the outcome. The author is named the hands-on tool for blog-
gers as the Blogger Canvas.

A blog is a website maintained by an individual, a group or an organization. A blog can be
a public or access can be limited to a specific user group. Text flow is in chronological or-
der where the newest post is the highest. Old text and photos should not change later.
The blog will not be only one text, but it is the whole website with all content. (Kortesuo &
Kurvinen 2011, 10.)
The reasons for writing a blog are for example a hobby, business, a marketing strategy or
it can be a conversation style inside communities (Power & Power 2010, 144).

Profit-oriented is a term that is used to describe a business that operates under the pri-
mary objective of making money (BusinessDictionary 2017a). In this thesis, the author us-
ing a name profit-orientedly also from bloggers who will get any benefits, goods, or in-
come. All income, including discounts, free tickets, the products, etc. are taxable income
(Vero 18 April 2017).
2 Theoretical starting points of the blogger canvas -project

This chapter will open the meaning of Business Model Canvas, blogging and social media, and the design process tool the double diamond. The subchapters describe which are the individual’s motivations to use social media and what kind of strategical tactics are used in blogs for profit-oriented purposes.

Figure 3 presents the theoretical framework in a nutshell. The project is divided three stages. First, in the study stages A and B the author studying the theories from Business Model Canvas, motives, and strategies for using the blog for personal purposes, and what kind of information found for starting a blog. The Business Model Canvas is the base of the Blogger Canvas, but if sufficient and correct information about blogging is missing, the transformation not be possible and will not happen. The study stages A and B belong to the project task one.

Secondly, in the innovation stage, the author designs the Blogger Canvas and the user guide. This stage is a combination of the information of both study stages and the Double Diamond design process. The outcome of this combination is the Blogger Canvas and the user guide for canvas. The innovation stage covers the project tasks 3 and 4.

Figure 3. The theoretical framework
2.1 The Business Model Canvas

This thesis is using Alexander Osterwalder’s Business Model Canvas as a base of the thesis project. Alexander Osterwalder (2004, 43) presented the Business Model Canvas in his Ph.D. thesis and introduced the nine-building-block of Business Model and description of each element.

The Business Model Canvas is developed to describe, design, challenge, and pivot the company’s business model (Strategyzer 2017). Based on the Strategyzer website (2017) over 5 million people are using the Business Model Canvas.

Osterwalder and Pigneur describe the nine-building-blocks in Business Model Generation book (2011, 16-17) as follows:

- “Customer Segmentation: An organization serves one or several Customer Segmentation
- Value Propositions: It seeks to solve customer problems and satisfy customer needs with value propositions
- Channels: Value proposition are delivered to customers through communication, distribution, and sales Channels
- Customer Relationships: Customer relationships are established and maintained with each Customer Segment
- Revenue Streams: Revenue streams result from value propositions successfully offered to customer
- Key Resources: Key resources are the assets required to offer and deliver the previously described elements...
- Key activities: ...by performing a number of Key activities
- Key Partnerships: Some activities are outsourced, and some resources are acquired outside the enterprise
- Cost Structure: The business model elements result in the cost structure"

The Blogger Canvas does not use the Business Model Canvas building blocks as they are, but the author has modified those to fit bloggers' purposes.

2.2 The blogs, social media, and inbound marketing

History of blogging started from 1990's. World Wide Web (WWW) enables sharing information online and the first recognized blog created was in 1994. The term “blog” was created five-years later, so the first blog was a personal homepage. Programmer Peter Merholz used first time word "blog" in 1999 when he shortened Jorn Barger in 1997 launched term weblog (Webdesignerdepot 14 March 2011). The most significant difference between the websites and the blogs is the interactivity (Cohn 16 May 2014).

Guy Clapperton (Clapperton 2010, 22) describes in his book that blog, or weblog, is more than less the online diary. Merriam-Webster (2017) specifying the blog as "a website that
contains online personal reflections, comments, and offer hyperlinks, videos, and photographs provided by the writer.” The definition for blog in BusinessDictionary (2017b) mentions that the content is added in chronological order and typically focused on a specific subject. Based on these three definitions could say that the blog is an online publishing platform, which offers different kind content in a timely order from a person or group. To the part of the social media services including to share contact information, text, images, and videos with the other users (friends and/or followers), and the blogs offer this same (Yang, Weng & Hsiao 2014, 111). Therefore, the blogs are an essential part of the social media.

Nowadays, Social networks living in the Web 2.0. The traditional Web (WWW) does not offer the same interactivity and social structure than the present state of the online technology. The original, static and simpler web was based on the idea that content can be found in web-sites and users could view or download it for their own purposes. Web 2.0 offer elements what itself creates interactivity and collaboration with other users (WhatIs.com 2015.). Push models, like the traditional marketing and the traditional web, give way to a pull model, like web 2.0 and inbound marketing. Users and customers are using social media progressively for creating content or participating in it in some other way. Web 2.0 elements are, for example, wikis, web apps, nomadicity, mash-ups, social networking (sites like Facebook, Twitter), user-generated content (UGC) (blogs, Youtube) and social curation (WhatIs.com 2015). Inbound marketing typically using the same elements what web 2.0 offer, for example, search engine optimization (SEO), blogging, and social media (Wunderlich 13 April 2016) Hence, blogs belong strictly to the social media and in that ways, can be used as part of the inbound marketing. To get traffic to the blog, the blogger can use the same elements that inbound marketing uses: The blog (itself), SEO and social media.

2.2.1 Motives why the individual write the blog

All people do not see the necessity for writing a blog. Fullwood, Nicholls, and Makichi (2015) present how personality and individual differences can predict the motivation for keeping blog. Many studies handle the motivation for doing blogs and from those can be picked up the biggest three reasons for doing a blog: Self-expression, networking and identity management (Matikainen 2015; Fullwood, Sheehan & Nicholls 2009). According to Nardi, Schiano, Gumbrect, and Swartz (2010) motivations for keeping a blog could be: documenting of own life, expressing their opinions, having a place for expressing emotions (catharsis), enunciating thought through writing, and community forum.
Jonathan Bishop's (2006) ecological cognition framework illustrates the motivations using online communities as blogs. The framework contains three levels and one element. Level 1 belongs to an actor's desires. These five desires are: social, order, existential, vengeance, and creative. As Bishop (2006) mention, “the main difference between this framework and needs-based theories is the concept that individuals are not needs drive, but driven by their desires to carry out actions.” Level 2 of the framework belongs to an actor’s cognitions. This level includes the goals, plans, values, beliefs, and interests. Goals can be short-term objectives or long-term ideas. Level 3 of the framework belongs to an actor’s means to construe and collaborate with their environment. The element of the framework is the Environment. The idea of this model is that the motives are filtering from different levels. For example, the desire to share own content, will not be enough: There belongs a goal for do that, and how the content is present in the current environment. If there are not any goals to share content, this action will not happen. (Bishop 2006.)

Bishop mentions the short-term objectives and long-term ideas. The short-term objectives are also called the logical goals. The logical goals can be the material things, for example, a car, a camera, a house. Other type goals are emotional goals and these are long-term objectives. Because the emotional goals are not concrete objects, is harder to say when this goal is reached. These objects, for example, better self-esteem, not be tangible. (Vil-lafuerte 2 July 2017.)

Janne Matikainen (2011, 36) presenting in his article seven different theories from different authors. All theories concerned with what are personal motives using the social media. Although even the article does not focus only on the blogs, the author has chosen this source to compare the blogger’s motives start the blog (see Chapter 3.2). The table 2 (on the next page) presents a compilation of the involvement motives in social media table from Janne Matikainen article. The article (Matikainen 2011) is written in Finnish, and the author of this thesis has taken freedom translate the notion of original tables.
Table 2. Compilation of the involvement motives in social media (Matikainen 2011)

<table>
<thead>
<tr>
<th>Authors of theories of social media using</th>
<th>Identity</th>
<th>Sharing</th>
<th>Social interaction</th>
<th>Benefit and needs</th>
<th>Society and social order</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deragon</td>
<td>• Creativity</td>
<td>• Similitude</td>
<td>• Create the connections</td>
<td>• Learning • Business • Value-expectations</td>
<td>• Collaborations</td>
</tr>
<tr>
<td>Nuxoll</td>
<td>• Self-expression</td>
<td>• Sharing</td>
<td>• Communications</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sirkkunen</td>
<td>• Self-expression • Developing own skills • Producing the identity</td>
<td>• Sharing the knowledge and skills with others</td>
<td>• Peer feedback</td>
<td>• New type cooperation • Community learning</td>
<td>• Increase social networks and social capital</td>
</tr>
<tr>
<td>Kollock</td>
<td>• Recognition • Reputation • Capability</td>
<td>• Reciprocity</td>
<td>• Communality</td>
<td>• need producing benefit</td>
<td></td>
</tr>
<tr>
<td>Bishop</td>
<td>• Existence • Creativity</td>
<td>• De social Injuring</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kaye</td>
<td>• Fulfil oneself • Intelligent and aesthetic implementation</td>
<td>• Founding opinions and advices</td>
<td>• Communicate with other bloggers</td>
<td>• Looking information • Check facts • Easiness</td>
<td>• Political interesting</td>
</tr>
<tr>
<td>Oreg &amp; Nov</td>
<td>• Reputation • Developing itself</td>
<td>• Helping</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2.2.2 Tactics how individual can use blog as business purpose

As earlier was mentioned, blogging is one style to doing inbound marketing. Halligan and Shah mention that for companies the blogs are one style get qualified visitors to the website. It is possible to increase the number of visitors just creating the remarkable content. (2010, 29-31.)

Halligan and Shah (2010, 35) give four reasons why blogging is compatible for several types of business:
- The blog will solidify the company market position as a thought leader
- Regularly shared new content makes the site vital
- Engage the potential customer (creating trust to your products)
- The blog will improve your search engine rankings.

Halligan and Shah present them ideas for companies with a business purpose but like the advice to the individual who wants to use the blog as a tool for reaching them own business purposes and other ambitions.
- These four reasons can alter for person purposes: The blog can establish you as a professional in your topic (Handley & Chapman 2011, 141; Power & Power 2010, 78; Courtenay-Smith 2016, 18; Kortesuo & Kurvinen 2011, 71)
- Regularly created and shared new content keep the blog alive (Handley & Chapman 2011, 143; Aalto & Uusisaari 2010, 93)
- The blog engages the potential coworkers, collaborations, employer and creating trust from your skills (Power & Power 2010, 71; 148; Courtenay-Smith 2016, 88)
Creating content helps people find you easier from the web (Power & Power 2010, 73-75; Courtenay-Smith 2016, 21).

The people can use the blog, for example, sharing the information from their own hobby, developing itself, developing the personal image of the expertise or share information on the company (Kortesuo & Kurvinen 2011, 17).

The bloggers are influencers, and the companies are understood that bloggers are a cheaper tool gets visibility to the products than traditional advertising. Companies offer every day deals to bloggers who have visibility and readers. Bloggers do not need to do this for free: Companies are prepared to pay to the blogger if she/he mention the products in the blog. (YLE 20 October 2012.)

2.3 The Double Diamond design and thesis

This thesis uses the Double Diamond design process for design the hands-on tool. The author heard about Double Diamond design process from Paul Hartog, Service designer from Stenden UAS. Mr. Hartog gave a lecture in Haaga-Helia in the spring of 2017.

The Double Diamond diagram is a simple graphical way present the design process. Design Council company developed this tool in 2005 after in-house a research process. Double Diamond diagram is divided four distinct phases: discover, define, develop, and delivery (Design Council 2014.)

Design councils (17 March 2015.) describe the double diamond phases as follow:

- Discover (the first quarter) the start of the project. Designers try to look new things in a new way
- Define (the second quarter) Designer try to found the possibilities from information what is identified in the Discover phase. Target is "to develop a clear creative brief that frames the fundamental design challenge."
- Develop (the third quarter) a period of development. "The solutions or concept are created, prototyped, tested and iterated."
- Delivery (the final quarter) The results are finalized, produced and launched.

The original Double Diamond model is created for an industrial design process (Schneider 3 February 2015). One of the modified models is designed for software products or services. In this thesis, the author is used the modified model, because the structure of the model fits better to the thesis project (Figure 4).
In the Schneider model, the process beginning from the trigger that can be a new idea or, for example, weak signal. The trigger is starting a level what Schneider is calling the understanding. As in the original Double diamond trying found the new things, in the Schneider version trying look new questions how the things can do in the new way. The second quarter in the Schneider version is Define and in the same way as in the original model, in the Define quarter defining the vision and plan for the product or service. In the Explore part needs to explore the potential solutions and after that to create the solution. Feedback what is got, for example, from customers give information about what can use in the process and develop the product or service better. The design process is not linear, but it is a continuous process based on new information, discovery, feedback, etc. it is continuously processed. (Schneider 3 February 2015.)

In the Chapter 4.2 Design process, is explained how the Double diamond is used during the design Blogger Canvas.

2.4 Summary of the theoretical framework

The theoretical framework of this thesis includes three main topics: The Business Model Canvas, the blogs, and the double diamond design process. The Business Model Canvas and the Double Diamond are tools that are represented similarly for all users. The blogs are a wider concept, and various reasons for keeping a blog base on the user’s purposes, motivations and ambitions.
The blogs have witnessed a transformation from the first weblogs at the end of the last century to an easily reachable, vital and interactive part of social media. People have different motives start a blog. The blogs are accepted tools for creating content with the user’s own rules for purposes that support the blogger’s motivation. Even though this thesis focuses on the personal blogs, companies run a big part of the blogging. Companies can use the blogs to them own purposes, not only by keeping the company own blog but also by collaborating with the bloggers who have become influencers and who can affect their readers buying behaviour.

For a blogger, the blog is a tool and a channel to reach the objectives which are the motive base to doing the blog. The motives for starting a blog alternated from the documenting own life, to need impact on the bigger picture or own present professionalism from some specific topic.

The theory of motives for using a social media and the background survey gave to author necessary information in the design process.

In the next chapter is present the project management methods and explained the background survey. The background survey was done to increase the author’s knowledge about blogging and for getting information on people’s motivations for starting a blog.
3 Project management methods

In this chapter is explained how the project management is designed based on the project tasks and how the primary and secondary data were collected. The primary data was collected from the background survey. Survey and the answer analyzing are presented in the sub-chapters.

The structure of the Project Management methods found in Figure 5.

The Project task one based on studying the Business Model Canvas, blogging generally, the blogs and motivations for blogging. The study is based on gathering the primary and secondary data collection. Primary data collection base on the quantitative methods. The survey’s aim is to increase the knowledge of the authors about motivations starts a blog. The survey and result are explained in Chapter 3.1. The secondary data includes books, ebooks, articles and web sources such as blog sites. The author connected to Janne Matikainen (the author of the source Matikainen 2011) and ask from him advise to find high-quality sources. Mr. Matikainen answered the author and share link to his other article (Matikainen 2015). In that article where a good list of sources and some of those third-party sources are using in this thesis. The outcome of a project task one was knowledge of the Business Model Canvas and the elements of blogging. These two outcomes are together in a significant role in the project task two. The schedule for PT1 was from March to June 2017.

The project task two consists of designing the blogger canvas (Chapter 4.1) and the instructions (Chapter 4.2) for the canvas. The canvas itself is very simple, and because of that, the author uses the Publisher tool from Microsoft. The text was sketched in OneNote (Microsoft). The script outcome is English. For text proofreading, the script was extracted to Word (Microsoft) and run through Grammarly.com web tool (premium version). The final look before to move the text to user guide template was done by three non-native English speakers. Two are former Haaga-Helia Internation Business students and one who has excellent language skills. The user guide is designed with Power Point (Microsoft) and a saving format is Pdf. The project task two includes a plan of the testing process of the outcome. The testing process is explained in Chapter 4.3. The schedule for PT2 was from mid-June to the end of August 2017.

Project task three include the testing the Blogger Canvas. The testing group was nine-person, and an aim of the testing was to get opinion is the blogger Canvas practical tool. The testing group got material (the user guide) and the link to the survey via email. The testing
process is explained in Chapter 4.3. Based on testing results author done developing a plan for the Blogger Canvas and the user guide. Changes are explained in Chapter 5. The testing time was two weeks, after testing time the author went through the results and finalized the thesis.

The Project task four is evaluating the project. The evaluation can be found in Chapter 5.

Figure 5. Project management methods

The author uses the Gantt chart for scheduling the project. The schedule was followed during the project. The Gantt chart is presented in Appendix 1.

Subchapters 3.1 and 3.2 will explain the background survey what belongs to the project plan one and primary data collection.
3.1 Background survey for bloggers

Primary data was acquired directly from the bloggers. This survey was not planned before the thesis project at the planning level, but when the author gathers the theoretical information about blogging and motivations for starting a blog, the author thinks that it was necessary to get primary data alongside secondary data. The purpose of the survey was to increase knowledge of blogging. An electronic survey was reliable in this case. The lack of time was reason select a computer-assisted survey as a research method. Email and social media tools (Facebook, Facebook messenger) were the easiest way get in touch with bloggers in Finland and internationally.

The survey aimed to gather background information about the motives and challenges when they started a blog from bloggers. In the survey also had the questions about the business situation of the blogs. Information about motives to start and doing blog, challenges, planning of activities, and how to get traffic to the blogs increased the author know about blogging and the blogs as a source of income. Information was necessary on related to the hands-on tool. The data was collected from personal bloggers and the survey questions were given in Finnish and English in two separate surveys.

The survey was tested with two people (one blogger, and one non-blogger, who know surveys) and based them answers and feedback; survey questions were modified before publishing. Based on the answers, the list of social media tools was updating, and small functionality was change (spelling).

The survey method was a computer assisted survey and survey was implemented with Webropol webtool. Survey time was 19 days (5 -20 June 2017). Finnish bloggers were invited to answer the survey from 6 different Facebook blogger groups (Aikuiset blog-gaajat, Bloggaajat +30, Bloggajat, Bloggajat , Bloggaajat <3 and Reissupostauksia), one bloggers community (Mammalandia), an open invitation in Hima Saimi blog (the authors own family&lifestyle blog) and by sending direct invitations to bloggers with Facebook messenger (36 bloggers).

Only a direct invitation with email was sent to foreign bloggers. The author selected the foreign bloggers randomly. The author had researched blogs in Blogger and the internet. The foreign bloggers were chosen based on language (English), information from bloggers (personal blog) and whether bloggers shared their contact information (email address on the website). An invitation to answer the survey reached 17 bloggers in ten different
countries. The goal number of a response from Finland was 50 answers, and from foreign countries about eight answers.

Questions are presented in Appendix 2.

The Finnish survey included 32 questions, and the English survey included 31 questions. The Finnish survey was published public, and the first question in the survey is the closing question (Are you the blogger - yes/no). All other question between the survey versions was similar. Because of the closing question, the question numbers between the surveys are different (+1 in the Finnish survey). The purposes of the questions were divided into the main topics: Get the readers; motives; understand the challenges (the technical and non-technical, for example, emotional pressure); goals; planning; income; and usage of time.

the main topics belong to the hands-on tool, and when information came directly from the bloggers, the author got more personal data what written sources (web and books) offer. The background questions handle the size of the blog and bloggers experience in years. The blogger age, topic or genre was not relevant information in this survey, and those left out from background questions. From Finnish bloggers were asked if they are interested in participating in the test group. The question was present in the closing page and in the closing page was the link to the contact form. The numbering and the purpose of the questions are present in Table 3.

Table 3. The numbering and the purposes of the questions

<table>
<thead>
<tr>
<th>The English question numbering</th>
<th>The Finnish Question numbering</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Experience in years</td>
</tr>
<tr>
<td>2 3 25</td>
<td>Size of the Blog</td>
</tr>
<tr>
<td>4 12 17</td>
<td>Get readers</td>
</tr>
<tr>
<td>5 6 11 23</td>
<td>Motives</td>
</tr>
<tr>
<td>7 8 9 10 12 20 21 30 31</td>
<td>Mapping the challenges</td>
</tr>
<tr>
<td>13 18 19 20 22 23 24 26 27</td>
<td>Goals</td>
</tr>
<tr>
<td>14 15 16 17 18 19 23 27</td>
<td>Planning</td>
</tr>
<tr>
<td>24 25 26 27 28 29 30</td>
<td>Income</td>
</tr>
<tr>
<td>25</td>
<td>Time using</td>
</tr>
</tbody>
</table>

The next subchapter will explain the findings and partly combine it with theory. The author focuses on some main findings from the motives and information that firmly belongs to the hands-on tool. The thesis is a project based thesis, and for that reason, the answers are analyzed shortly.
3.2 The answer analyzing

For analyzing the author used excel. Before the analyzing, all answers were exported from Webropol. Because the Finnish survey and English survey came from a different source, the information was combined into one file. All answers were analyzed as they were given.

From the Finnish survey, the target was to get 50 answers. This target was reached only by 50 percent as the survey got 26 responds. From the English survey, the author got one answer which was less than expected.

The background of bloggers varied, but the author thinks that this was good: The experience level was comprehensive, and the author got information from different kind bloggers. Starting years of blogging varied between from 2007 to the year 2017. Blogs have a number of readers per month from 2 to 50 000 and page views from 30 to 130 000. In the question was asked three months average (March to May 2017). From the background information could be found out that the bloggers used many of the social media channels. Most popular channels are Facebook (26 users from 27), Instagram (19 users) and Instagram (11 users) (Table 4).

Table 4. Background information (n=27)

<table>
<thead>
<tr>
<th>Social Media channels</th>
<th>Finland</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>26</td>
<td>1</td>
</tr>
<tr>
<td>Flickr</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Google+</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>Instagram</td>
<td>19</td>
<td>1</td>
</tr>
<tr>
<td>Pinterest</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Snapchat</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>YouTube</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

The author compared the answers to the questions regarding the motives for starting a blog to the information given by the main reasons to use the social media. In comparison the author used the compilation the involvement motives in social media which are presented in Matikainen’s (2011, 36) article. In Matikainen’s article, the main involvement mo-
tives are identity; sharing; social interaction; need and benefit; and society and social order. From the results of the survey it can be seen that motives for starting a blog are very similar to the ones presented Matikainen’s material (see Chapter 2.2.1).

Based on the survey answers the biggest motives start a blog belongs to the reasons that are linked to the "identity" and "sharing". Many responders told that they had passion for expressing themselves: they thought that they like to share them experience and feeding own knowledge. From the answers could also find the catharsis effect what Nardi, Schiano, Gumbrecht, and Swartz (2010) was mention as one of the motives doing a blog. For example, based on the survey, one blogger has started the blog just for sharing feelings and emotions, and later motive changed to the help others and share peer support.

Some bloggers mention a need and a benefit as motives for blogging. Bloggers thought that they have information that they want to share, and in that way help other people, for example sharing information about traveling. Responders also mentioned getting income and being professional as motives for starting a blog.

One question handled the most important motives for keeping a blog. In this question, many responders answered that the feedback, being in contact with readers and other bloggers, and a feeling that writer independently can influence other people are motives to do blogs.

Main sources get information for starting the blog was internet (Research engines, other blogs, Facebook groups). Also, communities (friends, other bloggers) were mentioned as sources. Many responders answered that in the beginning, they had not gotten information anywhere but found information online when they needed answers. Question responses like this confirmed the author’s knowledge, about that the internet has an influential role as a source of information.

Responders got the traffic to the blog from:
- Facebook (Bloggers’ own page, Public groups of bloggers)
- Instagram
- As commenting in to other blogs
- Actively bring up own blog in social media channels and forums
- Paid promotion
- Blog communities (Rantapallo, Lily)
- Web pages where blogger can share blog posts (blogit.fi)

Based on the answers, it could be said that the blogger own active role is the most important way to reach readers. Sharing, advertising, connecting with other bloggers, and actively found readers from many channels helps get traffic. Kortesuo and Kurvinen
mention that getting attention and traffic to the blog, need blogger advertising the blog to the target audience on the correct channels. The survey results support this information.

Nineteen responders out of 27 did not have any measurable goals when they start a blog. Eight people had goals what belongs to an amount of post, and seven persons had the goal what belongs to a number of readers what they like to have. One person mentioned the amount of comments. Information that almost 70 % did not have any measurable goals, in the beginning, affirm that the bloggers have started blogging more for eagerness than for goal-oriented.

From all responders, seventeen answered that they would get some kind income or benefits from the blog and five from seventeen, describes itself as professionals who have a lot of revenues and lot of collaborations. The way collaborations are getting a not immense difference between professional or hobbies. Mainly could say, companies will contact more to the bloggers who have reach the stable readership.

The responders get incomes from the blog are the goods, free tickets, sponsoring, payments from collaborations, affiliate, payment from a blog post, travels, and monthly income from communities where bloggers belong. All responders did not answer how much they earn per month, but the amounts were between from 20 € to 2000 €.

The background survey gave very to author essential information for designing the Blogger Canvas and the user guide for business purposes. The author got a wider understanding how and why people have started them blogs. The background survey also provokes ideas what helped the author saw how the Blogger Canvas should approach.

In the next chapter is explained the Blogger Canvas, the user guide, and the testing process. The author will explain how the project proceeds and how the thesis project was designed.
4 The Blogger Canvas- project

In this chapter have five subchapter what explains the background of Blogger Canvas, the Blogger Canvas, and the testing process of the hands-on tool. First subchapter introducing the background of the Blogger Canvas, second subchapter explaining how the Double diamond method was used in this project, and the third subchapter presenting the elements of the Blogger Canvas and how these elements are comparing with the Business Model Canvas. These subchapters will cover the project tasks 2.1 and 2.2.

The fourth subchapter is explaining a background and a design process of the user guide. This subchapter will cover a task 2.4.

The fifth subchapter is handling the testing process for Blogger Canvas. In this chapter is explained how the testing was done and how the people for testing canvas was chosen. This chapter also presents the results of testing. This subchapter will cover the project tasks 2.3 and 3.1.

4.1 Introduction the Blogger Canvas

As the author explained with these same words on the first page, an idea of design a hands-on tool for bloggers came from the author's own need. The Osterwalder's Business Model Canvass tool was used in several courses in Haaga-Helia University of Applied Sciences, but in one course was presented Lean Canvas and that was trigger what aloud think that Business Model Canvas could modify for other purposes than what it is presented so far. Ash Maurya is an author of Lean Canvas (Maurya 27 February 2012.) and he creates the Lean canvas for start-up company purposes.

The tool for bloggers was done for egocentric reasons. The author had in 2016 started family and lifestyle blog, but in the beginning, she did not have knowledge how to do blog, and the author had to learn everything afterward. December 2016 the author tried to look from a web some tool what could help her developing the blog. The author found a lot of information, but not the tool what helped design and developing the blog. After many research hours, the author took the Business Model Canvas template (Canvanizer 2017) and done the first version of the Blogger Canvas. The name came easily because it was a canvas for bloggers. The first version of canvas was done only conceive the authors thought of the blog and the first version was very raw.
December 2016 was the time when the author thought about her thesis topic. The author’s first plan was to write the thesis for her employer, but it was easy to decide that developing the Blogger Canvas was the project what the author would rather like to carry out after the first version of the Blogger Canvas was designed.

4.2 Design process

The author decided in the beginning, that a structure of the canvas will be the same as it is in the Business Model Canvas.

The structure of the Business Model Canvas is simple, but it is a versatile tool, and it can use for many different company purposes. Multi-purpose was the key word when the author was beginning design the Blogger Canvas. The author wants to design the hands-on tool that all bloggers could use, not only some group for them specific needs.

In the Business Model Canvas have nine elements (Value proposition, Channels, Customer relationship, Revenue Streams, Key Resources, Key activities, Key partnerships, Cost structure), and many of those elements could use for the starting up blog as they are. The author believes that some of these elements are unnecessary for blogging purposes, and that is why the canvas needs a redesign. For the blogger, who is doing blog as an entrepreneur, the Business Model Canvas is a useful tool.

In the design process, the author uses the Schneider modified Double Diamond model. The base theory of the Double Diamond and comparing to the Schneider modified model is given in Chapter 2.3. The Schneider's modified model includes four quarters: Understand, Define, Explore and Create. The process beginning from a trigger and outcome is a solution, but the process does not end with the solution the design process can go backward based on feedback or new information. The Schneiders model is for software products and services, but the author thought that this model fit better to the Blogger Canvas project than the original Double Diamond model what is more linear, and the outcome is perfected before public releasing. (Schneider 3 Feb 2015.)

The trigger of the design process was getting the tool what could use to develop the blog. The trigger was a starting point to the Increase knowledge of the blogging and found information about Business Model Canvas. The author has personal experience with blogging, but only from the short term. For getting more information, the author studies the topic from various sources (see Chapter 3) and from the different viewpoint (motivation and ambition (see Chapter 2.2)). Based the theory and information about what author found, the author defines what the import elements of the Blogger Canvas are and what information
the author wants to share. The elements were chosen based on the idea, that any blogger depending on the goals and need could use the tool. The idea was creating one-for-all tool.

The outcome of this thesis is the Blogger Canvas and the user guide for bloggers with business purposes. The bloggers with business purposes were chosen for a target audience. The author studying the international business and in that way the bloggers with business purposes was the best target audience than for example, bloggers with hobby purposes without business purposes, or blogger with developing the career. Blogger who get a livelihood from blogging need to act like an entrepreneur, and in that way, the topic belongs to the business studies. The outcome from the explore quarter was a version what tested. The purpose of the testing was to get information about how the test group sees the usefulness of the Blogger Canvas (Is the Blogger Canvas practical tool). Based on the feed-back done the changing and developing plan (Chapter 5). (Figure 6)

![The Blogger Canvas design process based on the Schneider modified Double Diamond](image)

**Figure 6.** The Blogger Canvas design process based on the Schneider modified Double Diamond

### 4.3 Elements of the Blogger Canvas and comparison to the Business Model Canvas

The Blogger Canvas comprises nine boxes: Segmentation, Uniqueness; Traffic; Interaction; Motivation; Goals; Action; Observation; and Requirements. All boxes, the elements, are independents, but those have a connection together. The Segmentation, the Uniqueness, the Traffic and the Interaction, on the right side of the canvas, are elements where
planning what kind of blog the blogger wants to do; who are the readers; what are the channels how the blogger reach the readers; and how the blogger connecting with readers and stakeholders, for example with the other bloggers. The Observation, the Action, and the Goals, on the left side of the canvas, belongs to the planning and goals. The requirements and motivation are elements where planning the cost structure and what blogger want reach from the blog (Figure 7).

These elements are explaining separately in the next subchapters. Each subchapter includes the comparison to the Business Model Canvas and brief background why the elements are on an important role in the Blogger Canvas.

4.3.1 Segmentation

A decision to whom the blogger is doing the blog is one the biggest decisions about the beginning. Carefully chosen target audience helps reach the objects, planning the content, selecting the topics and plan the timetable. To understand who is the correct audience helps chosen the appropriate media to get traffic to the blog. (Kortesuo & Kurvinen 2011, 27.)

Comparing the Blogger Canvas segmentation with the Business Model Canvas equivalent, the biggest differentiation is, that in the blogger should select specific segments groups, but the companies’ segmentation groups can be one or more based on.
4.3.2 Uniqueness

The Uniqueness element includes those elements that make the blog different than other blogs. These elements are a name, topic, perspective, style, and all things that make the blog as unique. These elements are also one main part of blogging and define how the blog be different than other blogs with the same topic.

When the author starts to design the Blogger Canvas, this element, as also Segmentation, Traffic, and Interaction, has already designed be part of the canvas.

Several sources emphasize that the blogger should found the niche, choose how to stand out from the crowd and have a unique style. Based on the background survey (Chapter 3) the bloggers advice to a new blogger to found an writer voice, be honest, be unique and do not copy anyone else, sharing a personal passion and though is the topic something that is offered a similar way in a million other blogs. It is important to find the niche from a topic for a stand out from others.

In the Business Model Canvas, this element is the Value proposition. With this box, the Canvases have differences.

The values proposition in the blogging is essential, but not necessarily be presents so clearly. Blogger should share the content continuously what readers are waiting to get. The quality of style of content can be the reason, why readers come back. Part of Uniqueness is skill product similar style content.

4.3.3 Traffic

For the blog that wants be successful and reach the audience, the traffic is a keyword. The traffic element found in the Blogger Canvas because the blogger should carefully think the actions to get the traffic. The traffic has a natural role between the Segmentation and the Uniqueness. In the segmentation need to select “to whom,” in the uniqueness part “what” and the traffic answer the question how these two elements meet.

In the background survey (Chapter 3) came up how the bloggers had got the traffic. The main tactics were advertising itself on the several channels. The paid advertising (in social media like Facebook) was one style reach the target audience. Sharing links in the social media channels, commenting and sharing blog links in other bloggers pages and different forums, (get a backlinks to the blog), telling friends and coworkers and sharing a post in
forums what belongs to the topic (for example Facebook groups) are ways to reach the readers.

The same tools what inbound marketing using works with the blogs: Blog itself, SEO and social media.

Comparing the Business Model Canvas and the Blogger Canvas, the function of this element is the same. In the Business Model Canvas companies want to bring them Value to the client, in the Blogger Canvas blogger want to share the blog with the readers.

4.3.4 Interaction

The main idea of the Interaction in the Blogger Canvas is to think how the blogger behaves with stakeholders. This element contains how the blogger handles the relationships with other bloggers, readers, the partner in cooperation but also technical parts and how person presents the blog and a blogger brand.

The navigation in the blog could compare with the store where the customer should have found all items easily (the signs, a template, the products what they came looking for), floor map should be clear and logical, and a customer should feel be welcomed and that they can be shopping easily. If the customer think that shopping experience does not fit his/her wishes, the customer will start looking for other options where he/she will get better. In the same way, if a reader has difficulties navigate in the blog or some elements disturbing the reader he/she could leave a page even the topic and the content are interesting.

The author took the brand in this element because the personal brand combined with the blog topic niche set the blog apart from other blogs. The reader will make the conclusion about the blogger-brand based on what reader read and saw. That is why the blogger should have a clear vision about a personal brand and bring the brand visible from all actions. For a blogger, the branding is necessarily what the blogger is known for and what people discover. (Courtenay-Smith 2016, 88-89.)

In the Business Model Canvas in this part is a Customer relationship. For a blogger, this could be stakeholders' relationship, but the author felt that interaction reflect the element better.
4.3.5 Motivation

Initially, the author has a very clear view that this element also covers another subject than money. In the Business Model Canvas, this box is Revenue streaming where should think revenue, additional sources of it and the overall revenue structure (Canvanizer 2017).

Based on the theoretical material and the background survey, the author chose motivation as the name of this element, because motivation is

"internal and external factors that stimulate desire and energy in people to be continually interested and committed to a job, role or subject, or to make an effort to attain in a goal" (BusinessDictionary 2017c).

The bloggers can have different reasons start a blog and motivation keeps them continue to do the blog.

In the Blogger Canvas user guide is talking about incomes, but the blogger who not look incomes or the goods from the blog, need to think what other things are motivating to do a blog. In the beginning, when enthusiasm and vision to start a blog are the biggest, is important wrote down the motivations of doing a blog. The main reasons can forget if the blog does not get traffic, reach goals as was planned or something else happening what can have an effect on the motivation and at that moment is good to go back to the beginning and look for what the main reason to start a blog was.

4.3.6 Goals

In the Blogger Canvas the goals, the Action, and the Observation elements were parts what the author needs to determine the most. These three elements belong the strategical planning of the blog: Observe and analyze the other bloggers and create plans and setting goals.

Goals in the Blogger Canvas can be measurable goals, for example, how many posts per week the blogger will share. The goals have a direct connection with other elements. If the blogger decides that his goals are shared new content every day, he need take care that he has time for that (the Requirements element) and what he wants to reach for that (the Motivation element). It also has the effects on the Traffic, what have direct contact with to uniqueness and segments. The blogger can also observe other bloggers and look how many, and what kind, a post they have done and planned his action based on that.
In the background survey (Chapter 3) the most of the bloggers did not have any goals at the beginning (19 responders from 27), and those who had has mentioned them goals belongs to the post scheduling and hopes from the amount of readers.

The author decides to include in this element the logical and emotional goals. The logical goals are as measurable goals or touchable, but the emotional goals can service other need, for example, find equilibrium from sharing feelings in the blog and got peer support. From emotional goals not be so easy to say when the goal is received.

In the Business Model Canvas, this element is key resources. In the Blogger Canvas, the key resources belong to the Requirements elements. For blogging do not need so many resources and the author thought that box for that was not necessary.

4.3.7 Action

The Action element includes technical part how the unique content will present. These technical components in this element are the blog platform or site what the blog using, the theme/layout of the site, how the content is present and scheduling of posts.

For Action element, the blogger will get information from the Observation element and the element has a direct connection with the Goals, the Requirements, and the Uniqueness. A schedule what is planned well motivated to create the content.

With this element, the Business Model Canvas and the Blogger canvas has similarities. In the Business Model Canvas, this element is Key activities and as the Action element is the element that relates to that how the things are doing.

4.3.8 Observation

The Observation element main task is learning from another blogger. Learning to happen as observing what the other bloggers offer. Observation gives to the blogger information about what are the reader’s expectation of the blogs, what kind of content please the readers, and what mistakes the blogger should avoid with the blog. This information is necessary when looking out the niche.

If the blogger wants to get visibility to the blog, is the Observation element important. To gain an understanding of what the blogosphere offer helps the blogger find own unique-
ness and the niche. As the starting company, the blogger needs to understand the play-field and competitors. In the observation element, the blogger can do the SWOT analysis and analyze of own strengths, weaknesses, opportunities, and threats. The analyzing help determines the goals and the actions and founds a way to identify the niche.

Bloggers can learn from other blogs, for example, which elements are practical in the blog and what things should avoid in the blog. From blogs can also determine what kind of headers could use, what kind a content share, what is good picture size and type of fonts, what kind of content have gotten comments and how the readers have to comment. The comments can reveal what kind content the readers want to have.

In the Business Model Canvas, this part is the Key Partnerships. In the Blogger Canvas, the partnerships found in the interaction element.

4.3.9 Requirements

The Requirements element include the costs of the blog and what the blog takes from the blogger. The start-up cost of the blog is low. The cost structure is depending, the bloggers' reasons to do blog and what are the goals. In this element, the author also takes into consideration the bloggers who start without any monetary expenses: The blogger needs the time for blogging. From the background survey (Chapter 3) come advice that new blogger should make sure that he has time for invest in blogging.

In the Business Model Canvas, the element name is cost structure, and the name itself could be in the Blogger Canvas too, but because the content is different, there was more apparent change the name. The author chooses the name, Requirements, for reflecting a need what can include the blogging. Under the Requirement could also add the skills what blogger need, but in this thesis, this topic was left out from the canvas and the user guide.

4.4 User Guide

When the thesis was planned, the author planned to publish the user guide in eBook format. During the design process, the author decided that the eBook format does not give additional value for the thesis and abandon the idea. The outcome from the thesis is the Blogger Canvas and the user guide for that. The Blogger Canvas is presented in the user guide and the user guide is presented in Pdf. format. Appendix 4 presents the user guide and given version is an updated version after getting the testing results (Chapter 4.5.3).
As the author mentioned earlier, the Blogger Canvas is designed for a different kind of blogger need. With correct guidance, the user can use the Blogger Canvas. For this thesis, the author decides to create the user guide for bloggers with business purposes. The original idea was creating two user guides: one for bloggers without any business purposes and one for bloggers with business purposes. The time of thesis project was limited and the author chooses to design the user guide for bloggers with business purposes. The topic fits better the author studies and working with the user guide process increased the author knowledge how the bloggers can earn money from the blogs.

The author shares in the user guide small introduction how to use the Blogger Canvas. After reading the user guide, the user should first print out or draw the canvas on the big paper. The user can write directly to the paper or use post-it papers. First, the user doing a fast version where she/he do not use so much time but fill out to all elements that come in mind. Time should use about five minutes per element. After this, the user can go deeper with planning. The user should focus on those elements where she/he did not write so much in the first round. If elements are empty, it means that element need working more. The Blogger Canvas can use as a treasure map or a development tool.

Information for the user guides the author get from several web sources (blogs, for example, BlogTyrant 15 February 2017; Google 2017;), background survey (Chapter 3) and from books (for example Courtenay-Smith 2016; Kortesuo & Kurvinen 2011; Scott 2015;).

From the beginning the author planned, that use guide will not guide for a start a blog. On the web is shared a lot of information about how to start a blog. The author wants to create the user guide for Blogger Canvas and shows how to a reader can use the canvas for blogging purposes. In the guide is given questions what purpose helps the reader understand what kind subjects the blogger should take into consideration.

4.5 Testing

The following subchapters explain the Blogger Canvas testing process. First is present the testing plan, a testing method, the testing group, and a testing process. Two last subchapters cover the results and the reliability of the test process.

4.5.1 Testing plan, group, and process

The testing process aimed to get honest opinion about what the testing group felt about the Blogger Canvas. The testing was done as a computer-assisted survey and survey was
implement with Webropol webtool. The survey was select because the author did not have time meet the testing group face-to-face or like the optimal testing style, where a group of people used the Blogger Canvas for starting the blog and based on that experience give feedback how they felt the hands-on tool.

The members of the testing group were collected from four different sources: 1) during the background survey 2) Open invitation to bloggers in Facebook bloggers group 3) Open invitation to the student in Haaga-Helia and 4) personal invitation. The target was got to the testing group 10 people who represent as blogger, non-blogger and marketing professional. The testing group was selected based on information about what was given. Six people entered and all was approved to the testing group. Three people the author asks personally.

The testing group was nine people. The members of the testing group present several different people. In the testing, the group has students who knew the Business Model Canvas and had knowledge about blogging (two people), bloggers (four people), two marketing professionals who were selected based on the background and knowledge about blogging and one who did not have blogging experience. The bloggers' background was also varied: Two of bloggers was long blogging history, and two has done blog one - two years. One of the bloggers was an entrepreneur and had the degree of product and service development. The testing group includes one male and eight females.

The questions are presents in Appendix 3.

The Survey includes questions about the appearance of the user guide, instruction, using, language, Business Model Canvas, and background questions.

For the author, most important questions in the test are question 6 (Association about Blogger Canvas: Positive, Negative, Neutral) and in question 5 statements: Blogger Canvas gave me new ideas; and Blogger canvas is useless. These questions aimed to get knowledge will the testing group think that the Blogger Canvas is viable, and should the author continue developing the Blogger Canvas.

The testing was implemented in a two-week period in on 28 August to 10 September 2017. A testing material, the user guide in Pdf. format and link to survey were send in an email on Sunday 27 August. The test group was reminded to answer during the testing period. The first reminder sends on Sunday 3 September, the second reminder on
Wednesday 6 September and final reminder day before the testing time ends on Saturday 9 September.

### 4.5.2 Feedback / results

From nine test group members, five replied to the survey before the testing time ends. Respondents were non-blogger, students and bloggers, but not a person who represent the marketing professionals in the testing group. The number of answers was less than the author hopes, but the answer percent is over 50 (56%), so the author thought that the answers gave great opinion about Blogger Canvas.

Question 1 includes ten statements what all belongs to the appearance of the User Guide. All respondents thought that name was clear, the number of a page was good, and there were not too fewer pages, the information was presented clearly, and it was easy to follow the user guide. Four from five thoughts that name reflects the content of the user guide and name raise interesting. In these statements, one responder did not have an answer (I do not know). The size of the font was for three good, for one the font size was not good, and one person did not have an answer. The biggest difference between answers came in a statement "the pictures fit the topic." Two responders thought that pictures fit the topic, two responders thought that pictures do not fit and one person did not have an answer. Almost all respondents like the horizontal presenting style, but one would like to see in vertical format (Chart 1).

![Chart 1. Question 1 Answer to the statements based on appearance of the User Guide (n=5)](chart1.png)
To every statement had possible give an open text answer. In question 1, the structure of the user guide got recognition, even there was given comments about grammar solecism and disliking from three column text style. Respondents would also like to have more colorfulness and vibrant pictures.

In the question 2, respondents could give the idea about the hands-on tool name. The next name suggestions were left: "Guide to blogging," "How to improve your blog" and "Beginners guide to meaningful blogging."

To question 3, proposals to a name of the user guide when the user guide is meant to share in social media, did not get any answers.

The question 4 handled the instructions and how well the test group understood all parts of the user guide. All parts of the user guide were present, and the respondents understood the best instructions of a Segmentation, Uniqueness, a Traffic, an Interaction, a Motivation and an Action. Even, in the goals and requirements parts, some respondents (1 from 5) did not understand everything. Respondents have understood the instructions as 97 per cents everything or almost everything.

The question 5 handled the Blogger Canvas and how the user guide for business purposes fit for to the person who likes to use the Blogger Canvas to start a profit-oriented blog. From the fifth question, found two statements what the author was chosen to survey for getting information about how the testing group felt about the Blogger Canvas. (See Chapter 4.5.1) The question included eight statements, but these two was the most important statements was: Blogger Canvas gave me new ideas, and Blogger canvas is useless.

To the statement "Blogger Canvas gave me a new idea" four from five answers, yes, and one did not know. This one person was the answer to seven from eight statements "I do not know," and because of that, for this responder could not put a lot of importance in this question. Based on the rest four answer, the test group thought that the Blogger Canvas will give new ideas.

To statement "Blogger canvas is useless" four from five answer noes and one answer did not know. Based on these four answer the responders thought that Blogger Canvas is useful. These four answers verify the author personal opinion that there is demand for this kind hands-on tool.
In the question 5 was also asked the opinion about how clear the Blogger Canvas is, and all responders thought that the canvas is clear. The author did not design the Blogger Canvas lay-out, only change names, and one reason the author selects the Business Model Canvas to base on the Blogger Canvas was the clear layout of the hands-on tool. The responders also thought that the Blogger Canvas is easy to use.

With the rest, statements were more incoherence between respondents. Only three responders saw thought that Blogger Canvas helps see the blog as a coherent whole and believe that they could use the Blogger Canvas for developing the blog. One responder gave feedback, that responder thought that guaranteeing of quality of the content was left too low.

The statements what handled the user guide usefulness to bloggers who like to get benefits from the blog got comments from responders who thought that from the user guide is useful. All the commenters thought that user guide fit to the purposes and extend necessary parts. One responder recommends to leave out the perspective of hobbyist (Sunday drivers) and focus only those who want income from the blog.

To last statement in the question five, responders thought that user guide could use if do not want benefits from the blog. The responder, who was answer that user guide could not use was commented that,

"Yes, but I would not really recommend it now because of the quality matter (the quality of content) what I mentioned earlier".

Other responders mention that in the guide was many important things if want readers and not just wrote to itself.

The question 6 asked association about Blogger Canvas as a hands-on tool and developing the blog. This question was the third question what the author felt important to know: how the members of the test group felt the Blogger Canvas. None of the test group members did felt any negative feelings about the Blogger Canvas. Mostly (3 from 5) had neutral react to the Blogger Canvas and two felt it positive (Chart 2).
Chart 2. Question 6 Association about Blogger Canvas as the hands-on tool and developing the blog (n=5).

The responders were given comments in question 6. The responders who felt the Blogger Canvas as positive gave feedback about self-introduce

"Self-introduce in first pages bring the writer near to reader"

and personal experience

"It was useful to me when I was thinking about the blog ."

The responders who felt the Blogger Canvas as neutral has thought that tool could work, but biggest questions were which part of blogging career tool should use and to whom this tool is for.

One responder comment:

"This is a good mapping tool for the monetization efforts of a new blog for individuals, but I do not think that on this base more blogs should be set up, at least those who are trying to get free stuff/attention through their actions. On blogging should be about a man and his desire to express himself and the benefits should come from organically through actions. In the overpopulated market, the solid preparation may not help, but on the contrary, it may cause a heavier attack on the human psyche, as he fails for apparent things that he could not influence because the internet is not a good place. For such a person, the use of this tool may even be unenforceable. I still do not deny that the tool does not work - it would make the sense of the principles of social monetization's background thinking."

Another responder commented:

"For the beginner might leave too many open questions, because many things need to find out things elsewhere. However, as an entrepreneur, I found the tool useful".
The last responder thought about the tool from blogger view who does not have goals to get incomes from the blog: If it does not have financial goals, it may not jump at so the analytical tool, at least in the beginning.

Based on these comments the author thought that the Blogger Canvas has potential as the author was thought from the beginning. The user guide was created for business purposes but based on the answers other guides should be creating for to showing the potential of the Blogger Canvas.

The seventh question handled about language and a choice of words. All responders understood the words what was used, but they did not see that language was fluent (three from five). Four from five thoughts that name of boxes reflects well of the contents of the boxes.

The last question handled the difference between Business Model Canvas and the Blogger Canvas. Two responders were familiar with the Business Model Canvas. They both saw the connection between this two tool, but disagree that Blogger Canvas would be similar to Business Model Canvas.

The responders have possibility give comment or feedback to every question, but in the survey also had one question for giving optional feedback about a hands-on tool and an instruction. Two responders commented there and gave some ideas how the tool could be developing:

- Grammar
- More picture
- Highlight the key words or key sentence from text
- Check the text size and page layout as paper copy
- To action part: anniversary clock
- List of useful links - for example, what platforms can use, anniversary clock cloqqa.com

4.5.3 Reliability of the test process

In the test was asking an opinion about the hands-on tool. Because the opinion is personal and based on the individual backgrounds and personal preferences, as well as how they understand the given question, varies individually, answers can handle as the opinion from an individual person. With other test group and with other testing methods can be differences. Because the testing group was heterogeneous is a reason to doubt that test result would be the same with other similar size testing group.
During the testing time, the only contact with responders and the author was reminder letters. The author did not share any extra information or open the text and questions to the testing group. Based on this information, all test group members were on the same level with knowledge about given material. One responder was familiar with the tool and the user guide earlier because she participates in the same Thesis planning course and the author and responder were in the same opponent team. She was proofread the user guide once before. The author assumes, that her knowledge of material effect only the time what her use of testing. For other test group members, the material was new. All the test group members uses more than 30 minutes for the testing process (Chart 3).

![Chart 3. Time to use for testing (n=5)](image)

The test group was small, but it covers different kind experience. Out of the responders was the personal type who has not ever read blog and marketing person who works with blogs and bloggers, but the group includes bloggers different kind blogger with different blogging experience. All responders least read blogs sometimes, and almost everyone has or had had a blog (Chart 4). From four responders who answered doing a blog, one was under a year, two people 4-6 years and one over ten years.
This testing process gave important information about Blogger Canvas and helped the author see how the tool needs to develop in the future.

In the next chapter, the author shares the action plan for the blogger Canvas developing and close to the thesis project with the evaluation of the project and self-evaluations.
5 Evaluation of the project

The main object of the thesis was to design a hands-on tool for bloggers. This chapter discusses the final project outcome, the future proposals are suggested by the author, the overall project evaluation and the self-evaluation by the author.

The test group members’ feedback of the tool and user guide, strengthen the author opinion that the Blogger Canvas is a potential hands-on tool for bloggers, but it needs to be developed before it is ready to publish. The Blogger Canvas itself is ready as it is now, but the user guide needs to be updated and modified for other purposes. For this thesis, the author will not make any changes to the content of the user guide, but proofread it because of the feedback about grammar errors. The proof-reader version of the user guide is added to Appendix 4.

The author has made a developing plan for the Blogger Canvas, and the Table 5 below will present the developing task based on the answers of the testing group and the author’s own personal vision of the Blogger Canvas.

Table 5. Action plan for the Blogger Canvas developing

<table>
<thead>
<tr>
<th>Feedback/Opinion</th>
<th>Plan</th>
<th>Responder</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Last page picture not give the correct picture</td>
<td>Need to update the picture and add for example abbreviation, bolding etc.</td>
<td>The author</td>
<td>Year 2018&gt;</td>
</tr>
</tbody>
</table>
| Guaranteeing of the quality of the contents | a) Update the text  
                                             b) Wrote the user guides to different user types  
                                             c) Translate the user guide to Finnish | a), b) & c) the author (with voluntary persons) | a), b) & c) Year 2018> |
| Grammar errors                          | a) Go through the text and check it again  
                                             b) The user guide in Finnish | a) Found person who can proofreading the text  
                                             b) The Author | a) Immediately  
                                             b) Year 2018> |
| Font size & layout                      | a) Check the font type and size  
                                             b) Create the ebook | a) & b) The author  
                                             b) The author | a) & b) Year 2018> |
| More picture / colors                   | Design the layout and pictures | The author (with voluntary persons) | Year 2018> |
| Anniversary clock, & Link list          | Website to the Blogger Canvas where found the user guides, printable/electronical Blogger Canvas, link list and other necessary information | The author (with voluntary persons) | Year 2018> |
Based on a conversation with the thesis mentor, the author changes one box name from Blogger Canvas. Initially, the Uniqueness was Unique, but the original word did not fit the content as it was. The author thought about the comment that the unique is only word what is an adjective in the Blogger Canvas boxes names. The author decides to change it, but this happened after the testing.

5.1 Project evaluation

The Blogger Canvas project was an interesting and long journey, and it is possible to continued even though the Blogger Canvas is created. The trigger of the whole project was the author’s personal needs and outcome is something that could help the bloggers to develop their own blogs.

The vision of the tool was clear from the beginning, and the project was well planned. Because the planning work was done well, it was easy for the author to follow the plan and make changes when it was necessary. The project itself did not change a lot from the original plan, but the author’s personal life influenced the management of time. After all, the outcome is as it was planned. The big changes did not come during the project. Only major change compared with the plans was that the author decided to leave the eBook style out of the thesis.

All project tasks were executed as it was planned. First, the author increased the knowledge about Business Model Canvas, blogging and motives of blogging (Chapter 2 & 3) Secondly, the author designed the elements of the Blogger Canvas and explained the use of the elements in the user guide (Chapter 4). The third task was testing the blogger canvas (Chapter 4) and the final part of this thesis were plans for the future (Chapter 5). All tasks were completed on time.

The challenges in this project were how to gain members to the testing group and how to manage all the data that was possible to use. A number of the members of the testing group did not turn out as big as what the author had originally planned (a testing group of ten people who are non-bloggers, bloggers, and marketing professionals), but the test group fills the requirement that author had defined. In other circumstances, the testing would have been done in a bigger group and in a group or face-to-face interview. The second challenge that author confronted was the amount of information on how to start a blog. The reliability or author of the information was not always clear. Many companies that offer services to bloggers (or users of the other website) share information on how to start a blog, but those companies use their own products or/and partner in cooperation.
Because of this, the author decided to avoid giving any recommendation of websites, applications, or tools in the user guide.

### 5.2 Self-evaluation

The thesis project has been interesting and increased the skills of the author. To choose a project-based thesis without a connection with commission company was the best option because the thesis topic was interesting and motivation persisted during the whole thesis project. It was also sufficiently challenging and teaching much about project management and time management. The project initiated for egocentric reasons and during the thesis project author saw the option how the author could develop the authors blog on a more profit-oriented path. The blog can be a profitable business, but it requires an active role and courage from the blogger. It is not possible to succeed without these qualities. The developing process will happen with Blogger Canvas.

Personally, the time management was the biggest challenge; even the project was finalized on time and following the schedule. The author is a mother of two-year-old son and when the thesis project beginning the author was on study leave. Because of the author’s role as a stay-at-home mom it was not always helped to engage with studies.

Couple hours in the middle of the day and at night time were enough for the author to continue the project in time. During the time of the thesis project, the author returned to working life which decreased the time study even further. The time to study was minimized and had to be taken away from family time. The author is glad how well the thesis project proceeded. The focus on the project, a positive attitude and clear deadlines helped during this project.

The author believes that most important thing with this project was that the topic was interesting, and it brought something new. For the author creativity and innovativeness are important things, and in this project, the author could present those skills. The author has a long-term work history, and in this project, she could utilize that information.

This project also indicates to the author that teamwork is important even when to make a solo project. The author could increase her knowledge from other people’s opinions and experience. The background information could have been gathered from secondary data sources and existing information, but the author selected to challenge herself and take time to create a survey and ask people to share their experiences. The contacting style was web-based, but it demands courage make contact with a stranger. Problem-solving,
independent working without a supervisor, and project management skills are important in work life.

Key learning points:

- Time management – scheduling, follow the schedule, keep the deadlines, prioritization, leading own work and challenge itself, multitasking, organizing
- Project management – Create and develop the plan, keep the records, problem solving skills, handle the basic MS tools, capability using the social media and other tools to contact correct person, prospecting,
- Achieved knowledge about blog monetization – Understand and internalize the tactics how blog can use for business purposes, understanding how can develop own blog
- New design process method (Double Diamond) – Understand the process, information analysing
- Problem solving – Trust own decisions and capability are acting without supervising.
- Creation process – Skill manage and analysing many different type sources and bring alive something new
- The motives of the social media – Better knowledge about why people using social media and understanding from different kind theories.
- Deepen the knowledge of the Business Model Canvas – Better understanding of the tool for companies and entrepreneurs.
- MS Office OneNote as note book in project management – Learn how easy tool the OneNote is and how in many ways it can use.
References


Appendices

Appendix 1 Gantt chart of the thesis project schedule
Appendix 2 Background resource questions

Q1(2) The Blog starting year
Q2(3) The readers per month - The average from March-May 2017
Q3(4) Page views per month - The average from March-May 2017
Q4(5) What social media channels belong to the blog and are used?
Q5(6) Why you start writing a blog?
Q6(7) What were the biggest motives to start a blog? For example, money, visibility, income, developing the professional competence, personal branding, etc.
Q7(8) Where did you find the information for start a blog? Mention the channels and/or the sources what were useful. For example, literature, search engines, IT support, friends, other bloggers, etc.
Q8(9) What technical issues you had in the beginning? The technical issues what you had for example with blog templates, blog settings, other IT problems, the platform in mobile devices, photo and text settings etc.
Q9(10) What non-technical issues you had in the beginning? Personal and external issues, for example, how other persons react about blogging, competition (similarity with other blogs), fear (or other feelings) publish own text, fear of the self-expression, mistrust of own skills etc.
Q10(11) What things felt easy in the beginning?
Q11(12) What was your topmost feeling after publishing your first blog post? Emotional reaction what you felt after publishing the first post.
Q12(13) How you got the readers on your blog? Channels what you used
Q13(14) What kind the measurable goals did you have in the beginning? For example, amount of the reader, how often new post, etc.
Q14(15) Do you felt that your blogging topic is still entirely the same as it was in the beginning?
Q15(16) How you planned the topic before the beginning?
Q16(17) What are the things what are affected to the changing of the topic?
Q17(18) What actions affected to the visibility of blog? Other social media channels what are you using, other personal visibility, contacts, communities, groups, forums etc.
Q18(19) Did you start the blog just to get incomes or other commodities?
Q19(20) What kind of goals did you have about incomes or other commodities?
Q20(21) Continue to the Q20(21)
Q20/(21) What motivates you the most to blogging?

Q21/(22) If you start the blog now, what you would do in a different way?

Q22/(23) What starting guides would you give to a person who planning start a blog? Based on your own experience, for example, technical or non-technical, example: how to find topic or target audience

Q23/(24) You can share here link, if you have wrote a post about starting a blog. The post not need to be instruction but it can handle your motivations, feelings, reason to start blog, etc.

Q24/(25) Do you get any incomes or the commodities, for example, the goods from collaborations from your blog?

YES

Q25/(26) How you define yourself as a blogger: Hobbyist, small incomes/some collaborations; Hobbyist, lot of incomes/lot of collaborations; Professional, lot of incomes/lot of collaborations; Professional, business

Q26/(27) How long did you write the blog before the first collaborate where you got a commodity (the good, benefits, reward)

Q27/(28) How you get the collaborates? I ask from companies; I get offers via blogger communities; I get offers from companies

Q28/(29) How you got incomes or commodities? For example ads, pecuniary reward, merchandising, training, etc.

Q29/(30) How much you earn per month? Average in euros (€) from the rewards and the estimated value of products together from March- May 2017

Q30/(31) Do you have had any problem with getting incomes from the blog?

YES

NO

Closing page

Q31/(32) Do you have had any problem with getting incomes from the blog?
Appendix 3. Testing questions

Q1 Answer to the statements based on appearance of the User Guide
- Name is clear
- Name reflects a content of the user guide
- Name raise interesting
- Amount of pages is good
- Pages are too less
- Information is present clearly
- The user guide is easy follow
- Font size is good
- The pictures fit to topic
- I like horizontal presenting style

Options: Yes No I do not know + Text field for open comments

Q2 My proposal to name of the hands-on tool

Q3 My proposal to name of the user guide when user guide is meant to share in social media

Q4 How well you understood the instruction?
- (How to use canvas?) Blogger Canvas general instruction to fill out - before starting
- (How to use canvas?) Blogger Canvas general instruction to fill out - Let’s start planning
- Purpose of use the Blogger Canvas template
- Connection between the Blogger Canvas boxes
- Understanding the instruction of the Segmentation
- Understanding the instruction of the Unique*
- Understanding the instruction of the Traffic
- Understanding the instruction of the Interaction
- Understanding the instruction of the Motivation
- Understanding the instruction of the Goals
- Understanding the instruction of the Action
- Understanding the instruction of the Observation
- Understanding the instruction of the Requirement
- Understanding the instruction of the Tips and go

Options: I understood everything I understood partly I did not understood everything I did not understood at all + Text field for open comments

Q 5 Answer to the statements based on appearance of the User Guide
- Blogger Canvas is easy to use
- Blogger Canvas helps me to see the blog as coherent whole
- Blogger Canvas gave me new ideas
- Blogger Canvas is clear I believe I will use the Blogger Canvas to developing my blog
- Blogger canvas is useless
- This user guide is done for bloggers with business purposes. Is this user guide useful for blogger who want get benefits from the blog (the goods/money/income)
- Can the blogger who do not want get incomes use this guide?

Options: Yes No I do not know + Text field for open comments

Q 6 Association about Blogger Canvas: Positive, Negative, Neutral

Q 7 Answer to the statements based on language and words choices
- Language is fluent
- I understood the words what was used
- The names reflects the contents of boxes
Appendix 4 The Blogger Canvas and user guide – Updated Version after testing

Cover page
INTRODUCTION

Blogger Canvas is a hands-on tool, which is created to help you to take the first steps with your blog.

Blogger Canvas will not be a guide book that tells you how to start a blog, but it helps you in planning a new blog or developing your current blog.

You still need to do all the work, but let the Blogger Canvas be your guide.

The idea of the Blogger Canvas was born when I, international business student and a new blogger, tried finding a tool that I could use for developing my blog.

I had started writing my blog without any knowledge about blogging. In my studies, I acquainted myself with the Business Model Canvas (author Alex Osterwalder), and I tried to look for something that would have a similar structure.

As, based on my research, it turns out, a similar tool that could help me see the big picture in the same way as the Business Model Canvas could not be found.

The Business Model Canvas is a tool for companies, and it did not fit my purposes as it was. In the first version, I did some small changes, and it was not ready for blogging use, but it was a base on which the Blogger Canvas was created.

The first version saw the daylight at the end of December 2016. After researching and developing process, I designed the hands-on tool, and hands-on tool got a name: The Blogger Canvas.

The Blogger Canvas helps me in understanding the bigger picture and to put my ideas on paper. It also helps me to understand the connection between different elements.

I hope the Blogger Canvas will help you when you are planning your blog.

Do not hesitate to contact me if you have some questions on your mind. You can contact me at: mirkka.partanen@gmail.com

Best Regards,
Mirkka
HOW TO USE THE CANVAS?

The Blogger Canvas is split into nine boxes. All the boxes are independent parts of the canvas and have their own function, but together the boxes are creating a clear overview, where separate parts are connected to each other.

I will explain the connection later in this guide.

Before starting:
• Print out, or draw, the Canvas to a large paper (for example A3 size). You also need a pencil and an eraser. Sticky notes could be practical.
• Take time. Thinking and processing the new ideas takes time.
• Go through this guide, so you have a clear view about what the end result should look like.

Let’s start planning:
First, make a quick version. Use about 5 minutes to each box, but do not overthink. It is fine if you cannot fill all the boxes.

When you have done the first round, read what you have written and go deeper in your thoughts. If you had some empty boxes, you should use more time with those parts.

At this point, you maybe have realized, that for using the Blogger Canvas, you need to look for and find answers.

Depending on how much knowledge you have of blogging and your topic, you need to use less or more time.

Make sure, that you wrote down all your ideas. Even if you do not decide to use those right away. You can always come back and check what ideas you had in your canvas.

Remember: the Blogger Canvas can be a mind map or a treasure map.

Use different sources, your knowledge, your imagination, talk with your friends and family, find answers.

From the next page you can find the Blogger Canvas. After the Canvas I will explain each box and their purpose.
Blogger Canvas (2017)
BLOGGER CANVAS

The Blogger Canvas has nine boxes, and every box has an independent role.

The Observation, the Action, and the Goals are a part where you can do everything correctly, but still, for example, the reader’s decisions could affect the outcome.

The Uniqueness, the Interaction, the Traffic and the Segmentation are boxes where your actions and decisions affect the most.

The Requirements is a part that takes, and the Motivation will give. In the Motivation box, should be everything: revenue, income, hopes, and dreams that you are waiting to get from the blog. To the requirement box, you should add all cost, goings and what the blog takes from you.
SEGMENTATION

This box has an integral connection with Uniqueness, Interaction, and Traffic. These four boxes together are a section where you can affect most on your actions and decisions.

In the Segmentation, you need to think who your reader, your target audience, is.

Think what kind of readers you like to catch.

Write down gender, age, job, life situation, etc.

Specific details are helping you to understand who you are writing for.

Segmentation has an important role when you think your blog topic and niche of it. If you are writing a hobby blog, other people who have the same interest should be on your segmentation list.

The topic of your blog has a huge impact on who will be your reader.

Your readers, on the other hand, will have an effect on the content you share.

- Who is your reader?
- To whom are you doing your blog?
- What kind of readers do you want?
- Do you write to readers that are the same age as you/younger/older?
- Do you want to contact professionals/people with the same hobby/someone with the same life situation/etc.?
UNIQUENESS

In this box, you handle your topic and all those "things" that make the blog looks like your blog. When you are working with this box, you should find your niche and what you are offering to your readers.

In Observation box, you need to understand and find information on what the other bloggers do. In Action box, you need to think what you can do things otherwise, but in Uniqueness part, you decide what you are doing.

You should use time for this part because here you choose your differentiation strategy = plan how you are different from the others. It is up to you can offer something different or are you doing the same as everyone else. For example, topic, style, name, what you offer, perspective and how you bring information to your readers are pieces of a puzzles.

If you want to be unique, you need to know what others in your niche are doing -> You must observe what - and how - bloggers are producing content blogs. More about this in the Observation box.

When your goal is to get income from the blog, you need to think how your topic/name/descriptions "sell". Your topic and style should be interesting and not overly broad.

- What makes your blog unique?
- What is your topic and how can it be different from the other blogs in the same category?
- What is the blog’s name? Is there a story behind the name?
- What is a short description of your blog?
- What is a long description of your blog?
- What are your special skills in blogging?
- What is your perspective on the topic?
- What can you offer that no one else can give?
- How you give your content a unique style that pleases you and your readers?
TRAFFIC

When your goal is to get incomes, you need traffic to your blog site.

Traffic brings readers and readers are the key point when you are looking for collaborators.

Companies are more excited about your blog when you can show how many users visit your site.

You need to do actions for getting the traffic.

If your goals are high, then you need to do more work for your blog.

People read blogs, but how can you reach them? To have a blog is not enough, you need leading people, companies and search engines to find your blog.

You should find the best way bringing your blog available.

- What are the actions to get traffic?
- What channels are used?
- How do you reach your readers?
- How do you get traffic to your blog?
- What channels will you use?
- What channels you like to use, but you need to learn to use them?
- What blogs you already follow? Can you get traffic from there, for example from sharing your blog post link to the comments field?
INTERACTION

How does your blog look like and how you can navigate it, are things what you should think carefully.

The page should please you and your readers. The structure of the page can be simple if there are easily findable things. It can also have several levels if it eases navigation.

You should think what is included in your brand and how you present it.

Interaction can also be some real action with someone else.

Interactions are the actions that happen with you and the readers, other bloggers, blogger communities or companies. In the Interaction box, think how people, who read your blog or who visit the site for the first time, see the blog. How does it look to them?

Collaborations are part of it, but interaction can also be co-working with other bloggers, being part of the blog community, participating in blogger trainings and meetings or offering training to others.

Commenting is one way to get interaction with the readers and other bloggers.

Reader should have the possibility to leave comments because it creates the interaction between you and the readers.

If you want, you can make rules how you approve the comments: automatically or after reviewing. Some bloggers disable the comments.

Commenting on other bloggers’ posts, sharing your blog’s website or post links is one way of creating blank links.

When you are in interaction with someone else (reader, blogger or representative) you should remember that you represent yourself and your blog.

Your commenting style should be part of your brand.

- How can you get the connection with other bloggers?
- Can you start doing co-working with other bloggers?
- What network tools you can use for improving your work level?
- Who is the person behind the blog?
- What is your brand? How you bring it to your readers? Logo?
- What kind of collaborations are you looking for?
- How easily your readers can navigate on your website?
- What elements make your website easy to navigate?
- Shall your readers find the necessary information when they are coming to your website?
- Do you want to be independent or part of a community? Of which one?
MOTIVATION

When the goal is to get incomes, you need to be thinking what is the revenue you want to get from the blog and what are the actions that will get you there.

The Blogger Canvas is not created only for bloggers who are looking for business opportunities. It is also for bloggers who do not look any incomes.

Motivation is the driver to start a blog, but it is difficult to sustain.

Money (and incomes) can be a good motivator, but what are the other motives you have to write the blog and spending your time with it? What are you getting from sharing the words, the pictures, and your time to strangers?

When you start a new blog, you can have some expectations, hopes, and dreams that motivate you doing the blog. You should write those down because those notes will be excellent later, reminding you why you are doing your blog.

- How you want to get incomes?
- What channels do you use?
- Why do you write your blog and use your time for it?
- What is the dream you want to reach with your blog?
- What other motives, other than income, you have for writing the blog?
GOALS

The Measurable goals are achievements that you can follow and assess.

For example, Measurable goals can be:
• the amount of new posts per a week/month/quarter/year
• a number of readers before day x
• the number of followers on Facebook/Instagram/Twitter/some other channel
• the amount of comments in a week

 etc.

Name the goals you want to follow and plan what tool or system to use for tracking. The correct tool, or system, can help you follow and improve your goals and give other valuable information.

You can have logical and emotional goals. Logical goals are, for example, a car or vacation. Logical goals are usually short-term goals and are something that you can reach and when you are sitting in your new car you can say you have reached your goal.

The emotional goals are much challenging to measure. The emotional goals are long-term goals and can be, for example, financial freedom or healthy self-esteem.

What are your goals and how will you follow them?
What measurable goals do you have?
What are your short-term goals?
What are your long-term goals?
ACTION

Important part is what platform or site will you use. You can use sites that offer the bloggers almost everything or create your web page from zero. You can buy your domain name or use the host sites’ domains.

Do your research and use the time for learning the differences between host sites.

For example, some templates or widgets do not work on all platforms. You can find many templates that you can use, but you should think what content you have on your site.

Before launching your blog, ask someone to check how your blog looks and works. The site could look different on a computer and on mobile devices.

Depending on your topic, you should think what kind of content you offer to readers. You can use photos, pictures, long text, short text, no text, videos, etc.

Different sources offer tips what a good length of the texts is. Generally, one could say that everything from 0 to 5000 words is good if the text is good, interesting and someone wants to read it.

You need to choose what is the best length for you, and what is good for your readers.

Scheduling your post create the deadlines to you. Scheduling the year calendar gives you tips to the content.

When you have planned your next step, you can take contact to the companies and ask collaborations.

- What platform/site will you use?
- Shall you use a domain name the site offers or buy your own?
- What is an expectation of the theme?
- Layout: Shall you use the free theme? Shall you buy theme somewhere?
  - Shall someone design theme to you?
- How do you do things?
- How you schedule your posts?
- What does your annual plan look like?
- Short or long content?
- What type of content?
**OBSERVATION**

The Observation box is for learning from others. Even if you do not yet have a blog, you can learn what your future readers would like to have.

**Observation**

You may have some knowledge on what the other bloggers in your topic offer, but you should investigate more carefully to see what have they done.

You can check:
- what kind of a homepage they show
- how often they post a new blog
- what kind of blog posts they have
- how they use links, keywords, or question in the text
- what kind of content they have
- What other information they have that could help you.

When you are observing the blogs, think what is done well, which things need improving and what you would never want to see in your blog.

List the pros and cons. It is educative to learn from others but beware of copy pasting directly.

You can find some helpful ideas that you can use, but you should remember that your page needs to be unique.

When you copy someone else's work, you will not be unique.

Observation should be done from the blogs which have similar topic/niche to yours.

- What kind blogs already found and what your "competitors" offer.
- What your competitors do well?
- What could be done better?
- What kind comments have readers left?
- How the blog could improve?
- How much they have readers?
- What kind post/titles/post got most comments?
- What keywords do they use?
- What kind backlinks they have?
- How many competitors in the same niche?
- What social media channels competitors use and how?
REQUIREMENT

Based on your goals you need to think what the blog and the blogging takes from you.

The cost can come from:
- the plans about a platform/website
- social media channels
- outsource or order services
- new investments, for example, camera, laptop
- exhibition visit
- travel cost
- design services

- domain name
- web hotels
- advertising.

You can start from 0 euro, but if your goals are to achieve a lot at a fast pace, you will get some expenses before you get some incomes.

Depending on your post schedule, content, etc. you should think how much time you can use for blogging. The time that you use for blogging is away from somewhere else.

Advertising can help to reach readers from your segmentation. More readers = more traffic.

More traffic can help you to reach your goals, and whenever you reach your goal, you keep up the motivation.

What is your effort to your blog?
- How much time?
- How much money?
- What is the biggest expense in a month/year?
- What skills can you use?
- What are the starting costs per month? Per year? (For example domain name, web hotel, marketing, advertising, design services, etc.
- What is the biggest expense?
- How much time you need to take from your other hobbies/jobs?
- How you handle the taxes or other mandatory cost, for example, invoicing?
- How much advertising will you use? (even not for business purpose but to get traffic -> reach goals -> keep up your motivation)
TIPS AND GO

- Blogger Canvas is the hands-on tool; it means that you need to do the job.
- Research.
- Come up with questions and look for answers.
- Be brave. Be Unique. Be you. Be the Blogger.
- Learn from others, but do your own things.

Brand = most valuable assets. How you want your blog to be viewed? Not only the visual aspect (logo, symbol, colors, style) but the reputation your blog name carries.

Niche = Specific area in your topic