Improving search UX through investments in usability and contextual search results

*Or, you can’t always get what you want, but you just might find, you get what you need*

Edward Galore  
Murphy & Associates for Microsoft,  
HCDE graduate  
November 19, 2009
Useful URLs

URLs we actually need

112

The Rest

1,000,000,000,000
Search Engine Share

- Google Sites: 65%
- Yahoo! Sites: 18%
- Microsoft Sites: 10%
- Ask Network: 4%
- AOL LLC Network: 3%

Source: ComScore
The Challenges

- Google is great at relevancy, but relevance isn’t everything
- 50% of searches fail on the first try
- Only one query in four is ultimately successful
- 72% say search results are too disorganized
- Search must be an intelligent dialogue
- Great search enables serendipity
Components of a Good Search UX

- Relevance
- Disambiguation
- Preview
- Context
- Related results
- Instant results
- Organization
- Categorization
- Scanability
- Task-based/Scenario-based features
- Filtering
- Visual results
seattle to vegas

ALL RESULTS

Seattle to Las Vegas
Affordable flights to Las Vegas on JetBlue. Book low fares now!

Seattle To Vegas
Find Flight + Hotel Packages from Seattle to Vegas. Save at VEGAS.com

Cheap tickets from Seattle to Las Vegas
$162 SEA-LAS
All deals from Seattle
All deals to Las Vegas
30-Day Outlook for SEA-LAS

Cheap flights from Seattle-Tacoma Intl to Las Vegas City
Seattle-Tacoma Intl to Las Vegas flights. Book cheap flights to Las Vegas City from Seattle-Tacoma Intl (SEA). Search multiple flight deals from various travel sources with one click.
www.cheapflights.com/flights-to-las-vegas/seattle-tacoma-intl

Seattle to Las Vegas to Seattle, Best route? [Archive] – The Great ...
[Archive] Seattle to Las Vegas to Seattle, Best route? Going to Las Vegas!

Alaska Airlines Vacations - Las Vegas
Seattle to Las Vegas Stratosphere Las Vegas Hotel Casino $399. 2 nights. Seattle to Las Vegas Planet Hollywood Resort & Casino $439. 2 nights

Flights to Las Vegas, NV (LAS) from Seattle, WA (SEA)
Book a flight to Las Vegas, NV (LAS) from Seattle, WA (SEA) with Expedia flight search.
flights.expedia.com/Flights_SSSEA_DLAS.htm

Cheap flights from Seattle to Las Vegas City
Seattle to Las Vegas flights. Book cheap flights to Las Vegas City from Seattle City. Search multiple flight deals from various travel sources with one click.
www.cheapflights.com/flights-to-las-vegas/seattle

Flights from Seattle, Washington to Las Vegas, Nevada | Bing travel
Best time to fly from Seattle, Washington to Las Vegas, Nevada. Travel tools that save you money based on Science, not Marketing.
Cheap flights from Seattle to Las Vegas

Bing travel utilizes over a billion airfares on a daily basis to bring you Price Predictors, and now we're using that data to uncover cheap flights from Seattle to Las Vegas every day. Note that deals are compiled on yesterday's lowest airfares and can change often.

Featured flight deal from Seattle to Las Vegas

**$162** Seattle (SEA) to Las Vegas (LAS)

Fares rising | Save $71 off average low found today

Leaves: Sat. Nov 28

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<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
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Return: Wed. Dec 2

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</table>

$162 round trip

Leave: Sat. Nov 28

Return: Wed. Dec 2

Adults: 1

Find flights

Track this fare

Lowest fares from Seattle to Las Vegas

Use our flexible travel graph to find the lowest airfare from Seattle to Las Vegas. Currently the cheapest flight you can find in the next 30 days from Seattle to Las Vegas departs on 11/28/2009 and returns 12/02/2009 with a low fare of $162.
Unit Conversion

You can use Google to convert between many different units of measurement of height, weight, and volume among many others. Just enter your desired conversion into the search box and we'll do the rest.

Example: 4 lbs in kg

Back to top

Movie Times

To find reviews and showtimes for movies playing near you, search for "movies". If you've already saved your location on a previous search, the top search result will display showtimes for nearby theaters.

Example: movies

Back to top

Sports Scores

To see scores and schedules for sports teams type the team name or league name into the search box.

Example: dallas cowboys

Back to top
Visual Search
The Future of Search
Pivot by Microsoft Live Labs

http://www.getpivot.com/
WTF?
Continuing Challenges of Search

- Categorization
- Context and privacy
- Multi-modal interaction
- Organizational agility
- Relevance is still king
- Ubiquitous computing
Conclusion

- Good search UX design consists of multiple components of which relevancy is still the most important but only useful if you know what you’re looking for.
- Search has improved significantly since the dawn of the Web age, but good UX design is taking it further than back-end enhancements can alone.
- Seeing search as a dialogue can serve as a model for UX professionals.
- Good search UX enables serendipity, finding what you didn’t know you needed.
Thank you for coming!

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References

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