

# CREATING A NEW SEARCH SUGGESTION EXPERIENCE

## UX & UI Design

### The online search

Search is the conversation between the user and the website. The user expresses their information need as a query, and the website expresses its response as a set of results. Users expect smooth experiences when searching and they typically make quick judgments about a website's value based on the quality of one or two sets of search results.



### The Goal

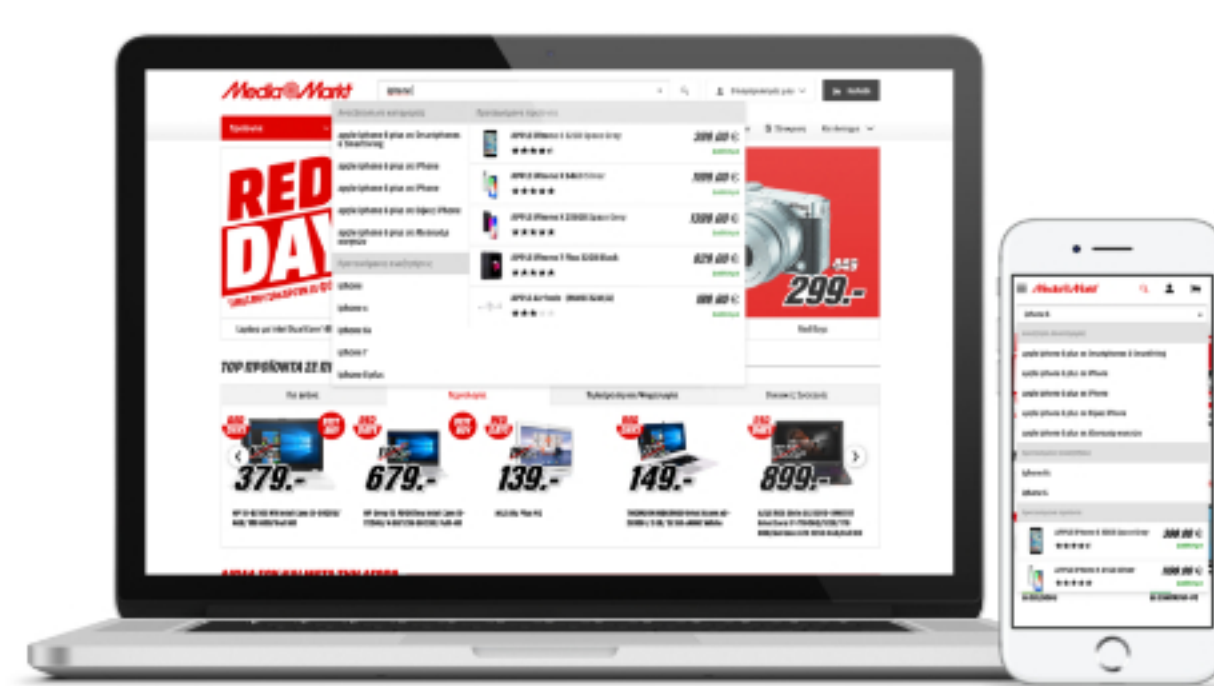
Create a less confusing, more user friendly & more accessible search suggestion experience.

## Analysis

### The status quo.

In order to gain the best user experience possible, I analysed the status quo and faced a lot of problems.

- There is too much distraction / no clear focus
- There is no clear auto suggestion
- There is no search history
- The search button is not identifiable at the first view
- There are different experiences for mobile & desktop
- No keyboard navigation
- Often scrollbars on mobile (based on search query)



## Competitor Analysis & Ideation



## Solving the problems

### The solution

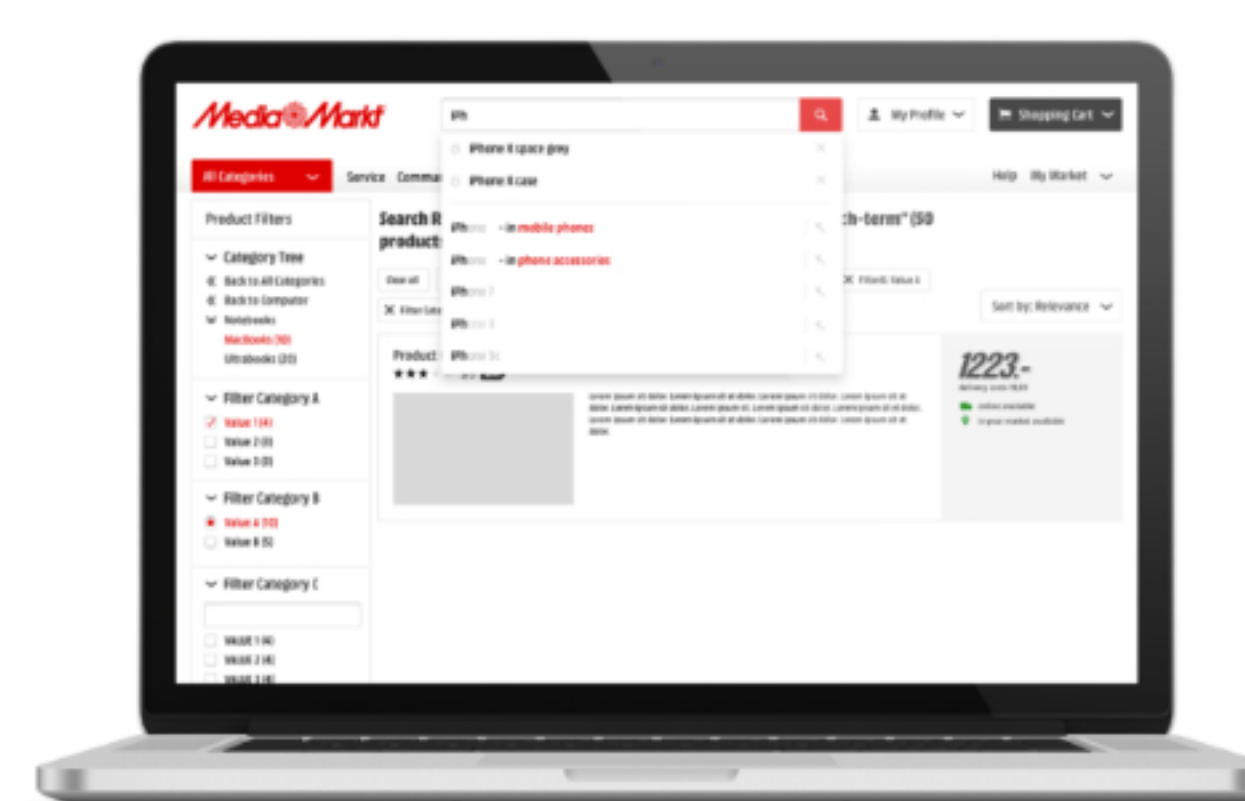
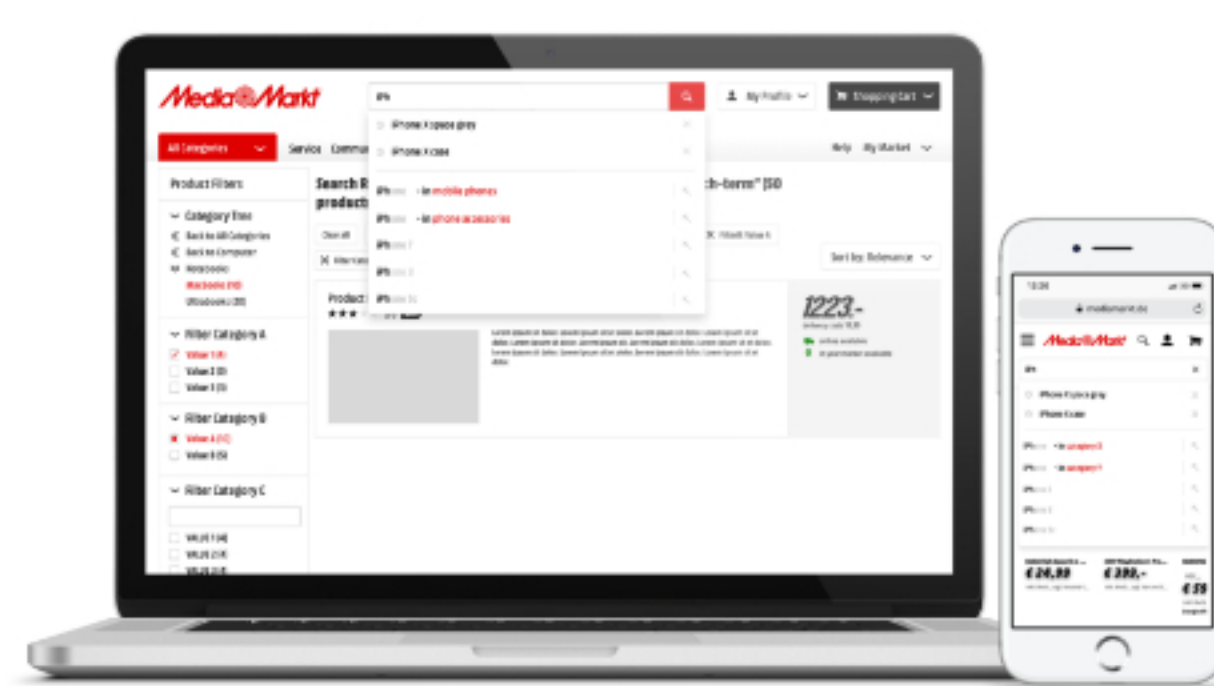
Clear suggestions work pretty well. It's not about speeding up the search process but rather about guiding the user and lending them a helping hand in constructing their search query as they are typing.

The autocomplete search field presents items which match the users input as they type. As the user types in more text into the search field, the list of matching items is narrowed down.

The list of matching items allows users to select items using input devices such as keyboard arrow navigation, touch and mouse click. This allows the user to quickly select the term without having to type out the entire term. The number of matching items is limited to display only relevant data so the user has no need to scroll within the search area.

Matching items are ordered by relevance with the most relevant or likely category at the top of the list. This will allow the user to quickly select his or her match.

If the user has already searched for a specific item, the browsers cache will display the matching search history on top of the results.



## Qualitative User Testing

### UX Lab Testing

To make sure my assumptions were correct, I created a user testing scenario in our own build user experience laboratory.

Therefore we invited 10 different users of our focus group and asked them to try our new and old product whilst they're being filmed and observed live.

One room was prepared for the participants with cookies, drinks and three different devices - desktop, tablet and mobile.

The observers (Product Owners, UX-Designers and everyone who was interested) were sitting in another room and monitoring how the user behaved.

During the interview we gave some tasks to the participant and a moderator guided him through the process.

In the meantime, all the spectators noted down everything interesting and pinned the walls of their room with post-its.

The outcome was very clear.

## The results

1 / 10 Users	1 / 10 Users	0 times	0 / 10 Users
loved the new product	understood the functionality	faster decision making	intuitively used the keyboard navigation

## Quantitative User Testing

### The next steps & partial rollout

Due to the great testing results, we decided to create a partial rollout to 4 of 14 country websites, matching our main demographic focus group.

To get clearer testing results, the category suggestion was not rolled out at first.

6 weeks later, after the first results came in, the category suggestion was published as well.

It is currently rolled out to 6 of 14 country websites and is going to be iterated based on tracking results as well.

