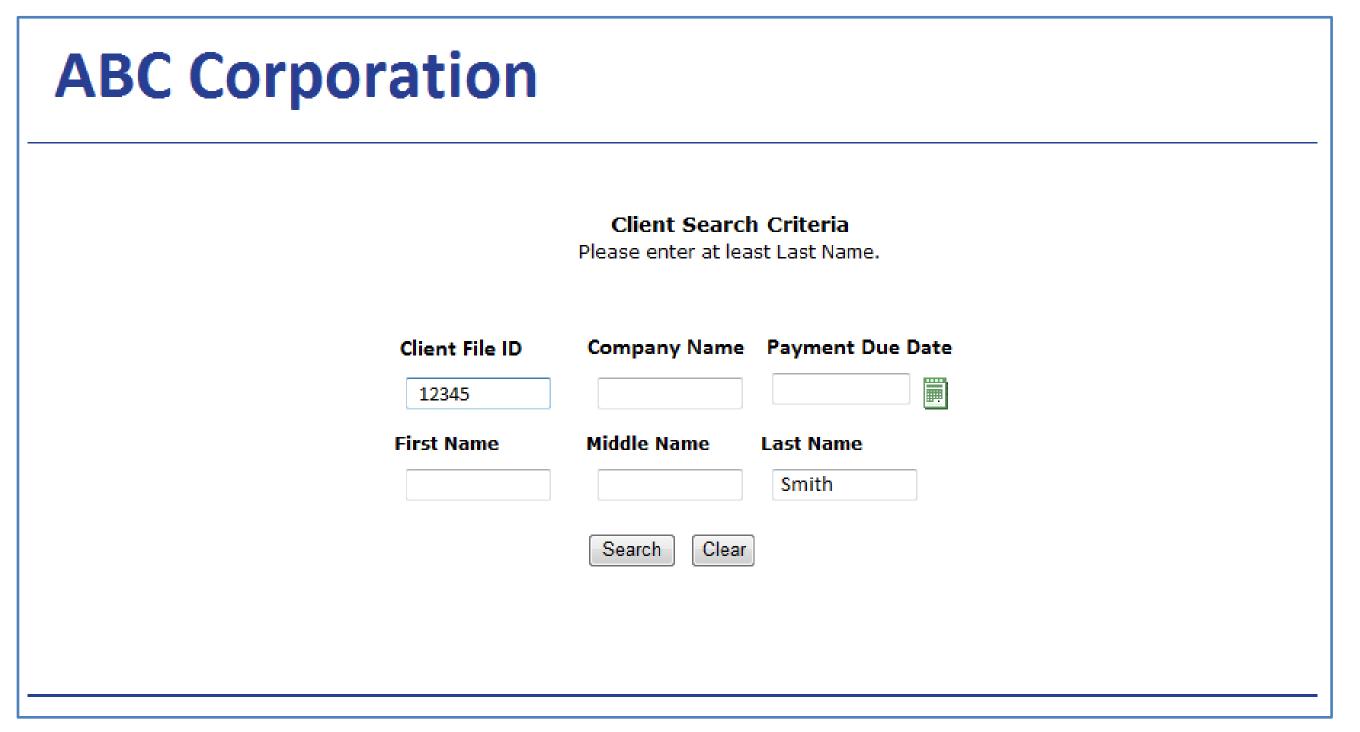
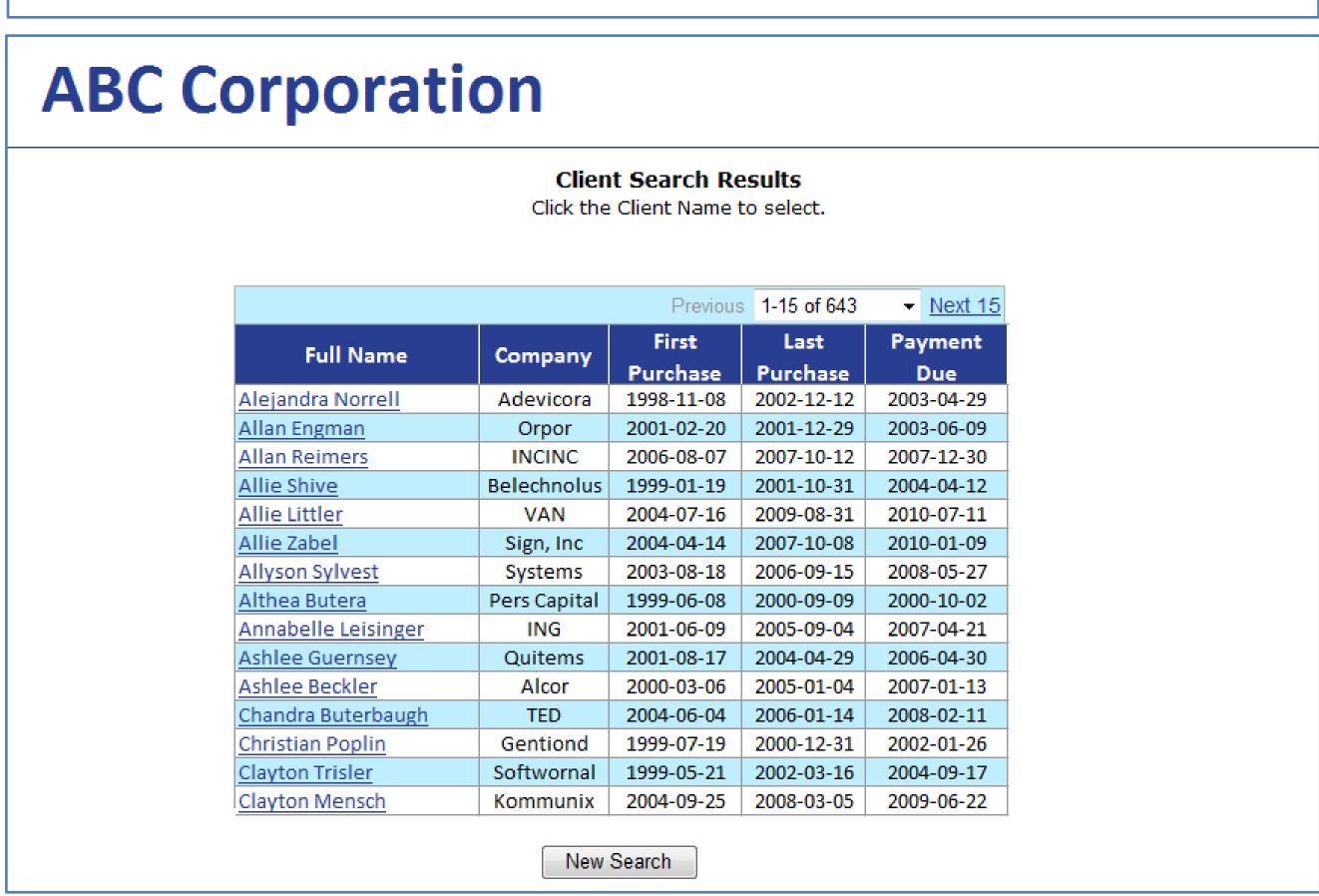
Increasing User Satisfaction by Optimizing Search Characteristics

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Old Search Process





Shortcomings

- Exhaustive search interface
- Complexity of search
- Results in non user recognizable format
- Non-sortable results
- Limited search criteria
- Structured search
- Not flexible

Research Question

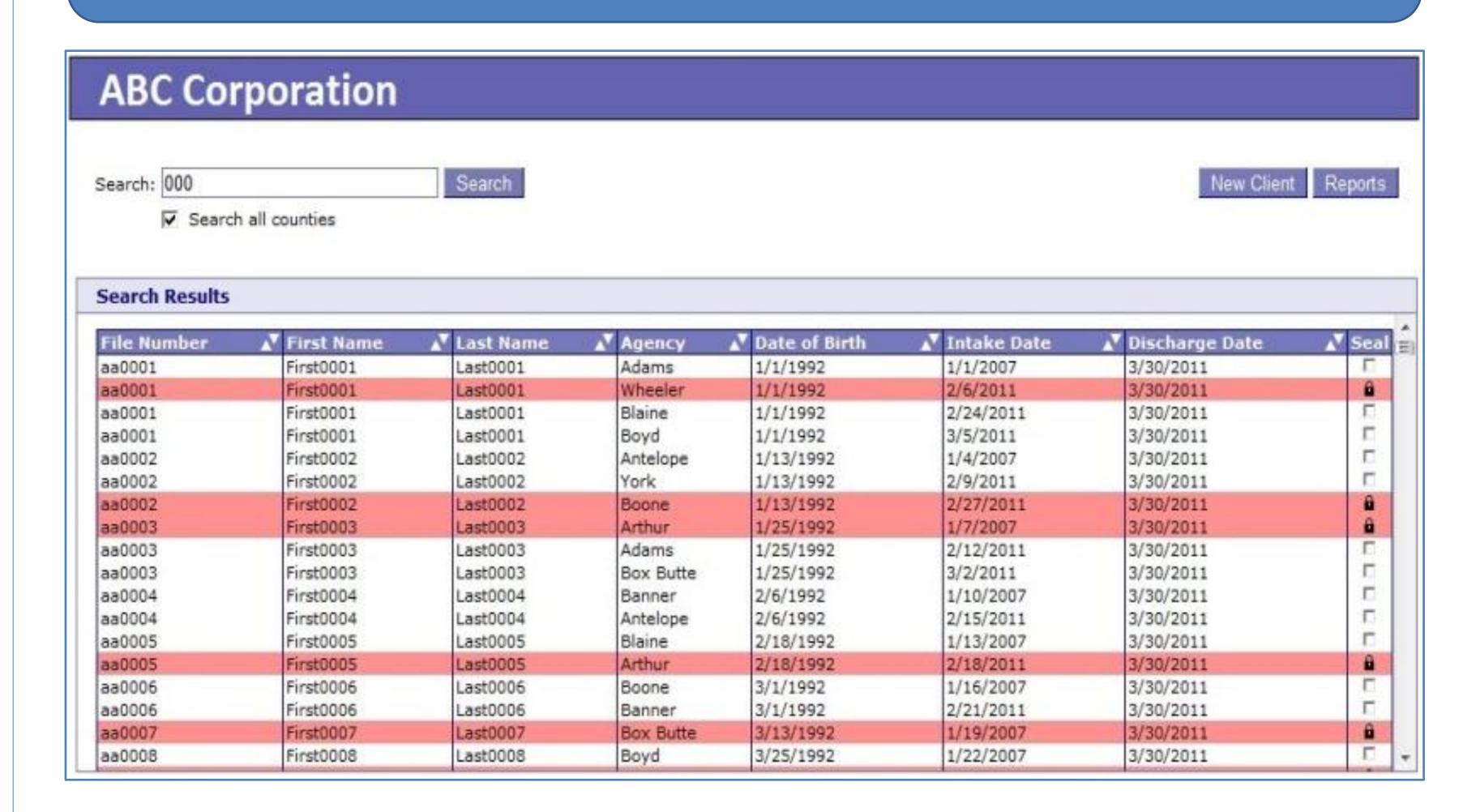
Does user satisfaction of an application increase with a simple search interface, organized results, relevant results, and ease of search.

Good Search Design Characteristics

- Simple search interface
- Organized results
- Relevant results
- Ease of search
- Increased usability
- User focused solution



New Search Process



Merits

- Immediate results
- Desired level of search criteria
- Results are in user recognizable format
- Sortable results on various criteria
- Ability to see generalized/specific results
- Ability for restricting access level

References

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