Behind the Black Box of Search: Risk, Findability & Discovery

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Problem 1: You Don’t Have a Label

Problem 2: The Label is Wrong

1880s radical mastectomy --- 1903 radiation --- 1947 chemotherapy --- 1997 targeted therapies --- 2005 Cancer Genome Atlas Project

Problem 3: Labels Don’t Attract Information

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- Focus on restoring operations at the cost of forensic analysis and learning from incidents
- Functional silos between technical depts and fleets inhibit collective sensemaking, detection of systemic issues and predictive maintenance opportunities
- Technical knowledge of improved designs, documented requirements not utilised - CCD shoe design, TRSA damage potential from damaged CCD shoes

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"SMRT should do more to facilitate interaction, collaboration and peer review among its technical departments as the sharing of knowledge is critical for systemic failure identification and improvement of maintenance practices."

COI ES36

Recognition
Statistical patterns
Semantic analysis
UNDERSTANDING THE CONTENT LANDSCAPE
UNDERSTANDING THE USER LANDSCAPE
Taxonomy, Search & Text Analytics

Recognition
Statistical patterns
Semantic analysis
Three Problems

3. Labels don’t attract information
2. The label is wrong
1. You don’t have a label
Questions!

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Further Reading

Maish Nichani – What is Search Experience? (Series of articles)
https://olasearch.com/articles/what-is-search-experience

Patrick Lambe – Behind the Curtain: Understanding the Search and Discovery Technology Stack