Planning for Enterprise Search

Maish Nichani
PebbleRoad, Ola Search
Agenda

- About me
- About search
- 4 search stories
- What is enterprise search
- Elements of search experience
- Search strategy
- Search projects
About me

PebbleRoad is UX strategy and design consultancy specialising in enterprise web and service design.

Ola Search is an enterprise search consultancy offering quick deployments using the Ola Search interface.
What does enterprise search mean to you?
“Just make it work like Google”
https://www.youtube.com/watch?v=cbtf1oyNg-8
Want search to work like magic
But starts like a black box not many understand
The journey
4 search stories
We use search to become one of these for a while

Secretary  Explorer  Analyst  Executive
Secretary

How many pounds in a kg?

Do I need a visa to enter Myanmar?

What does this transaction code mean?
What do I advertise for Java developers?
Who sells good wooden furniture?
What are my employment benefits?
Which is the best phone to buy for dad?

Does that company really sell ‘fair-trade’ coffee?

How does the VW Golf compare with other cars in its class?
Executive

How has sales fared since the apology for cheat software in our cars?

How many cases were opened this year and how many of them closed?

Which areas in Singapore have the highest office rental yield?
How many pounds in a kg?
Which areas will give highest rental yield?
Which phone to buy for dad?
Infoseeking behaviours

Formulate query → Refine results → Find perfect match

Initial query → Results

Questions mark the process of infoseeking, with refining and finding the perfect match.
Enterprise search
Enterprise search leverages powerful stack of technologies to tame large volumes of heterogeneous information in order to offer users a fruitful search experience.
Why enterprise search?

Limit risks of:

- Not finding the existing information (leading to duplication)
- Taking too long to find the right information
- Not able to discover related information
- Not finding the right people with the right expertise
- Taking too long for newcomers to get used to learn a ‘messy’ environment
Elements of search experience
User

Designing the Search Experience, Tony Russell-Rose and Tyler Tate
Content
Modelling for relevance
1. No metadata, no search
2. Bad metadata is worse than no metadata
Context

Searching from Bukit Timah
Interface

The beautiful box
Technology

- Dates
- Duplicates
- Entity extraction
- Faceting
- Multi-lingual
- People search
- Query management
- Ranking
- Sentiment analysis
- Spell checking
- Stemming and lemmatization
- Stop words
- Summarisation
- Tokenization
...
Technology

1. Strength
2. Scalability
3. Satisfaction - ease of use

You may find that open source search engines are equal to, if not better than, commercial ones.
“The impact of search on business performance depends more on the level of investment in a skilled team of people to support search than it does on the level of investment in search technology.”

Martin White, author of *Enterprise Search*
Governance

How is it done?
How is it measured?
How is it improved?
How is search performance measured?

- How many users are using the search box?
- What are the top xx places users begin their searches?
- What are the top xx search queries?
- What are the top xx pages reached through search?
- What are the queries with 0 results?
- What are the queries with 0 click-throughs on the SERP?
- How many times was search used immediately after the first SERP?
- What are the queries that result in more than 3 SERPs?
- How many users used facets or filters?
- How many users use “best bets”?
- ...
Thank you!

maish@pebbleroad.com