

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

Patrick Lambe &
Maish Nichani

February 2017

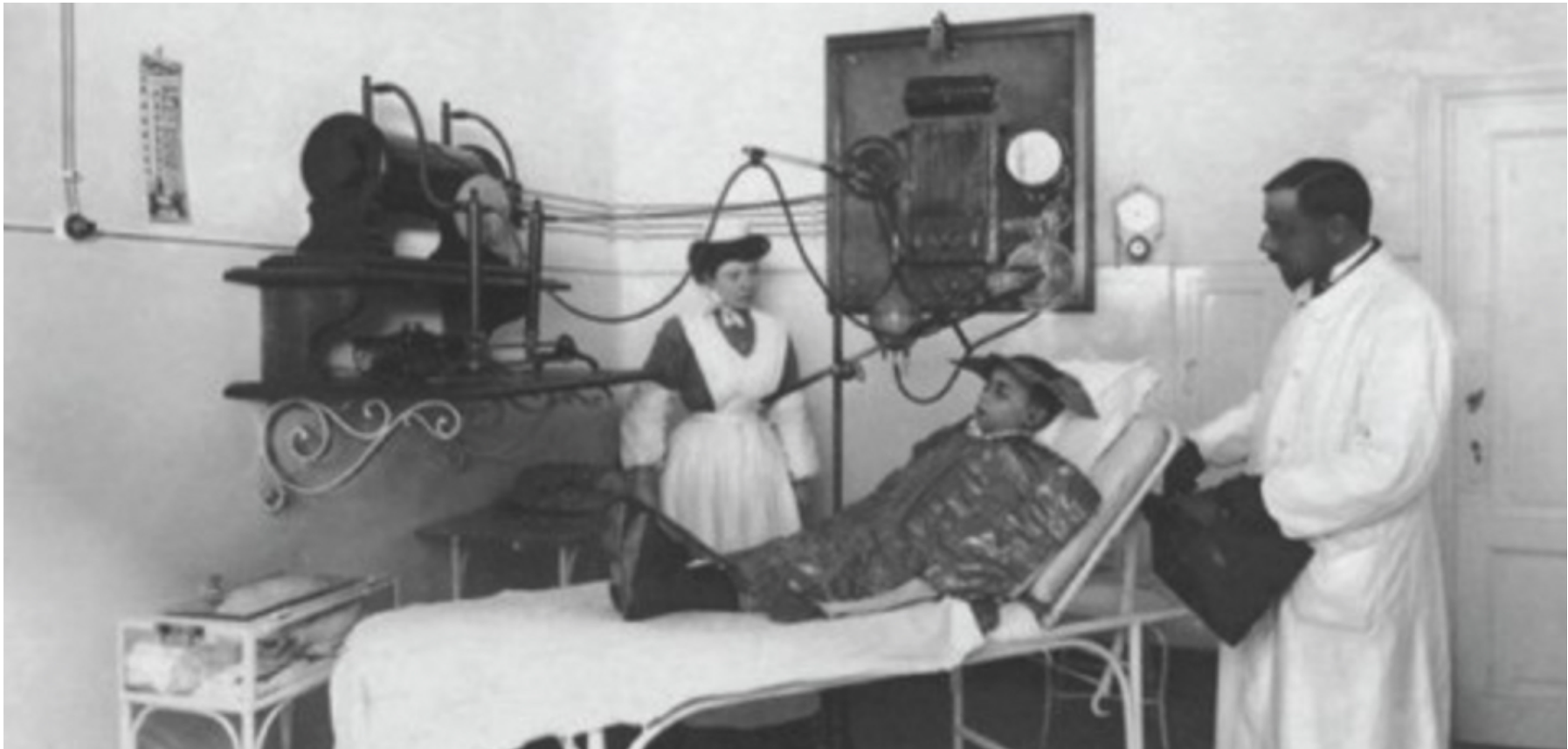


Problem 1: You Don't Have a Label



Faria, N.R. et al (2014) 'The early spread and epidemic ignition of HIV-1 in human populations' Science 346(6205):56-61

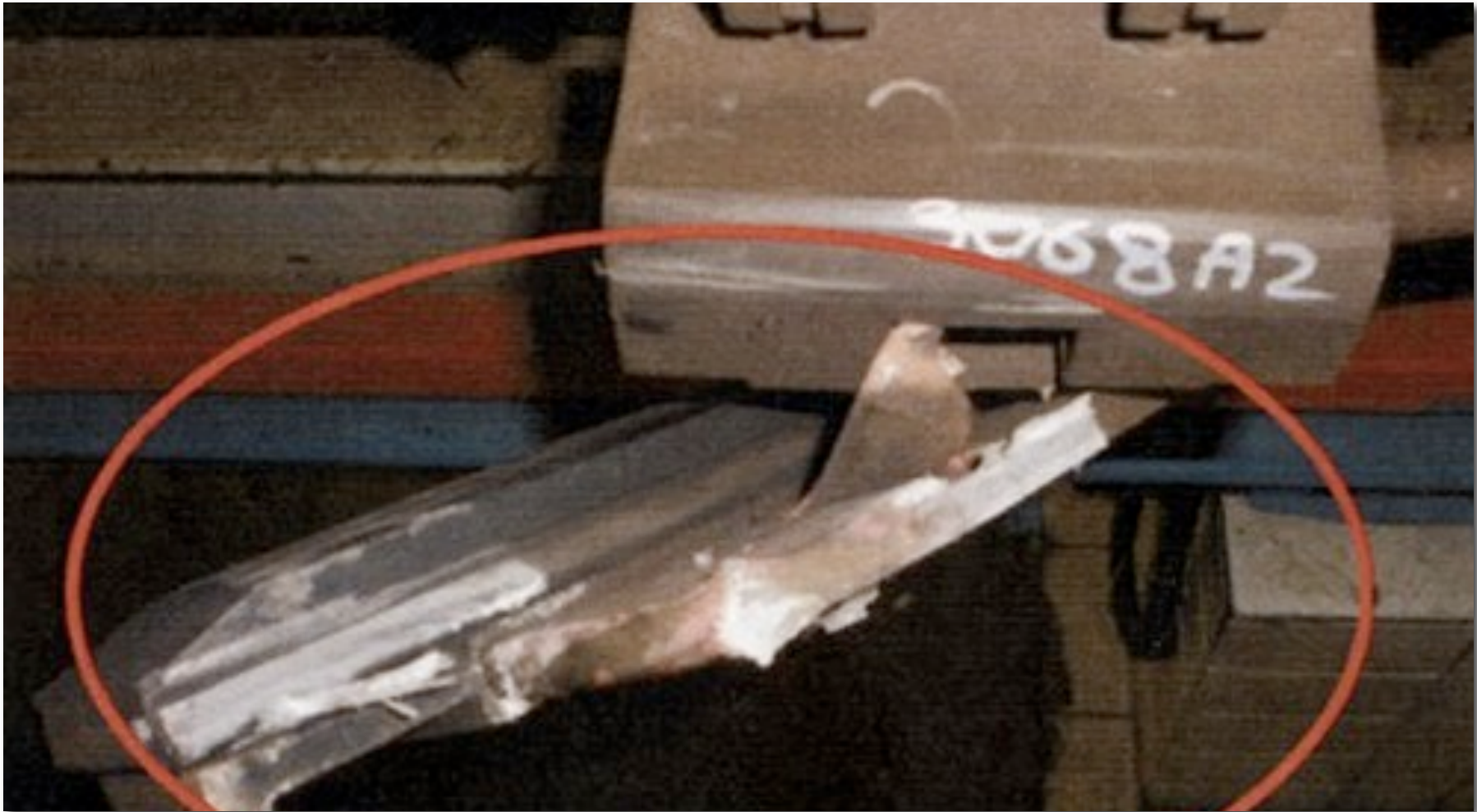
Problem 2: The Label is Wrong



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

Siddhartha Mukherjee (2010) *The Emperor of All Maladies: A Biography of Cancer* (NY: Scribner)

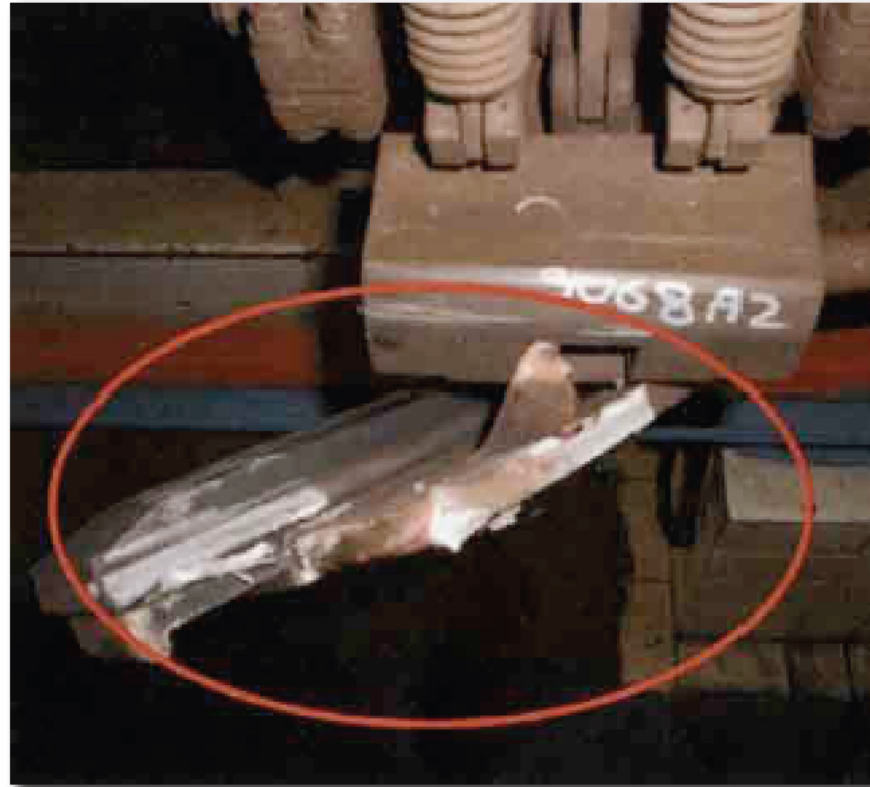
Problem 3: Labels Don't Attract Information



Ministry of Transport Singapore (2012) *Report of the Committee of Inquiry into the Disruption of MRT Train Services on 15 and 17 December 2011*

Problem 3: Labels Don't Attract Information

- Poor documentation of maintenance tasks and inspections, documentation not portable
- 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



Ministry of Transport Singapore (2012) *Report of the Committee of Inquiry into the Disruption of MRT Train Services on 15 and 17 December 2011*

Problem 3: Labels Don't Attract Information

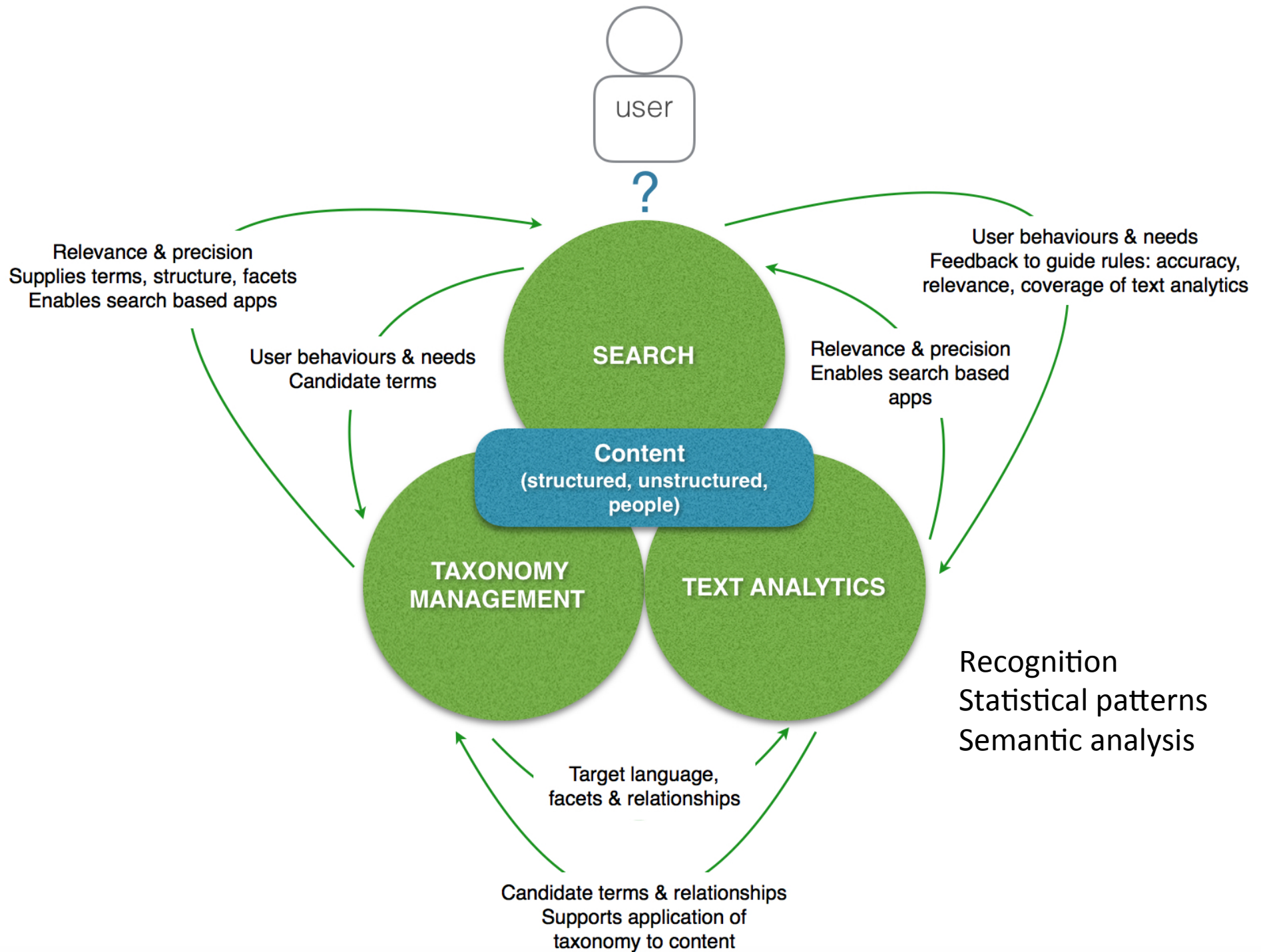
- Poor documentation of maintenance tasks, inspections, documentation not portable
- Focus on restoring the cost of foregone learning from incidents
- Functional silos between technical depts inhibit collective sensemaking, detection of systemic issues and predictive maintenance opportunities
- Technical knowledge of improved designs, documented requirements not utilised - CCD shoe design, TRSA damage potential from damaged CCD shoes

“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

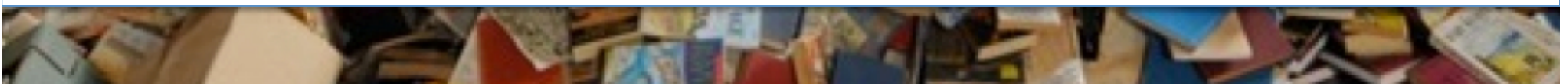


Ministry of Transport Singapore (2012) *Report of the Committee of Inquiry into the Disruption of MRT Train Services on 15 and 17 December 2011*





UNDERSTANDING THE CONTENT LANDSCAPE





ASSISTANT



EXPLORER

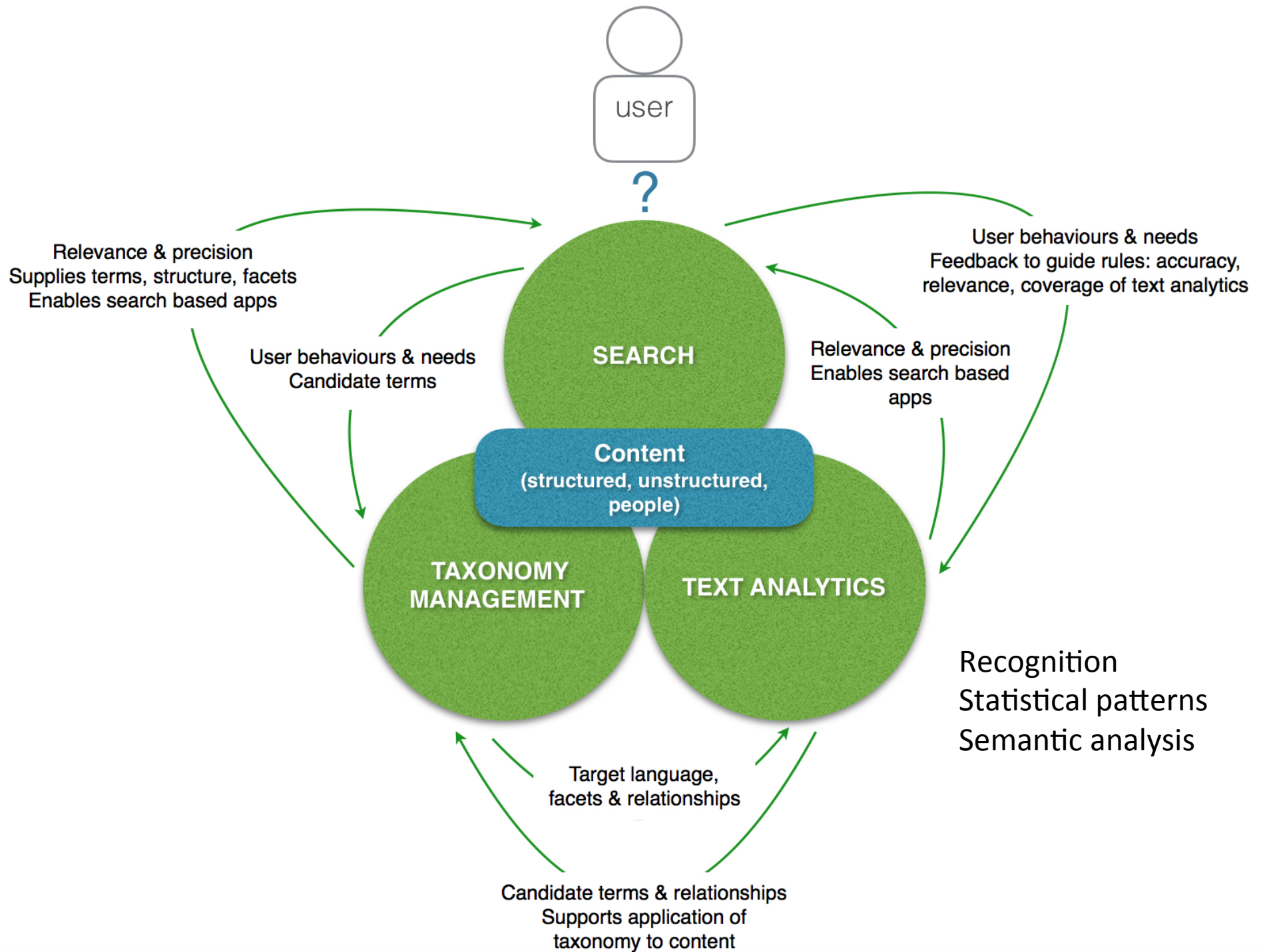


ANALYST



EXECUTIVE

UNDERSTANDING THE USER LANDSCAPE



Three Problems

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



Questions!

plambe@straitsknowledge.com

maish@pebbleroad.com



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

[http://www.greenchameleon.com/uploads/Search and Discovery Technology Stack v4.pdf](http://www.greenchameleon.com/uploads/Search_and_Discovery_Technology_Stack_v4.pdf)