Planning for Enterprise Search

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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?

Explorer

What do I advertise for Java developers?

Who sells good wooden furniture?

What are my employment benefits?

Analyst

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
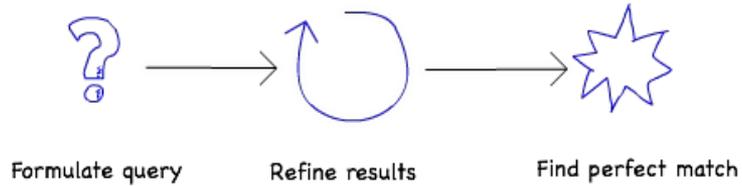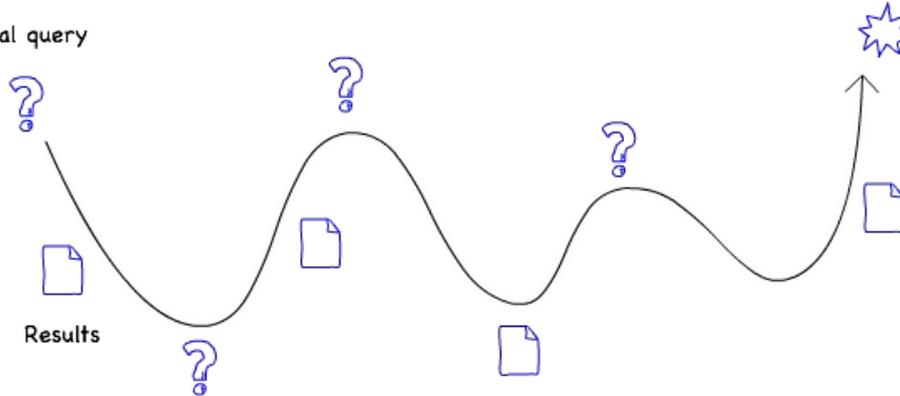
Enterprise search

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

Search outcomes

User   Interface   Technology   Context   Content

Governance

User

Expert/Novice

Can start with using the right keywords

Double expert

No problem.

Double novice

Big problem.

Novice/Expert

Can pick up by exploring the collection

Domain expertise

Technical expertise

Designing the Search Experience, Tony Russell-Rose and Tyler Tate

Content

Modelling for relevance
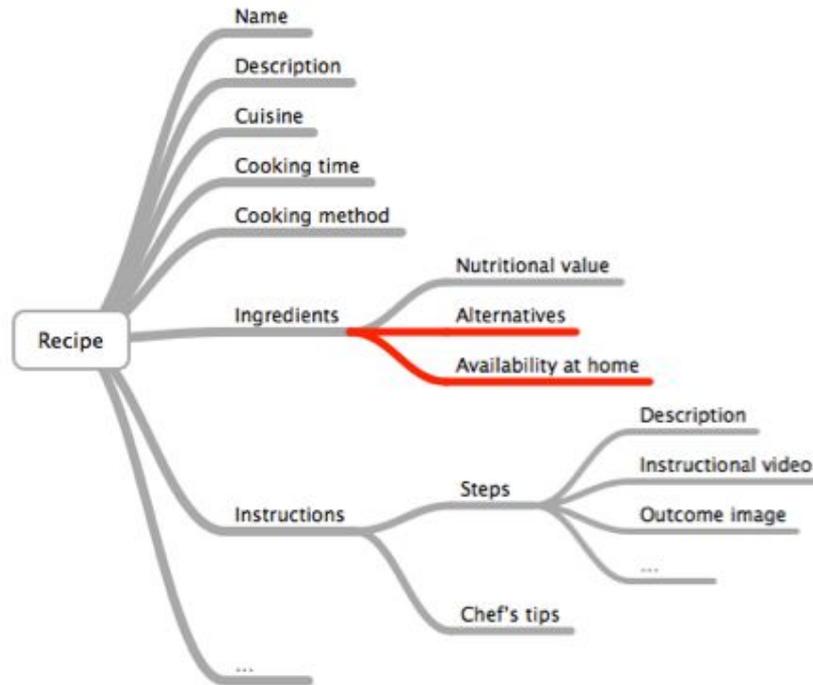
1. No metadata, no search
2. Bad metadata is worse than no metadata

Agnes Molnar

Context
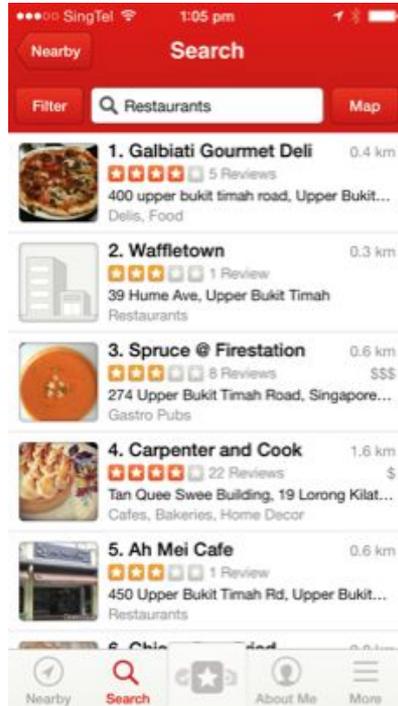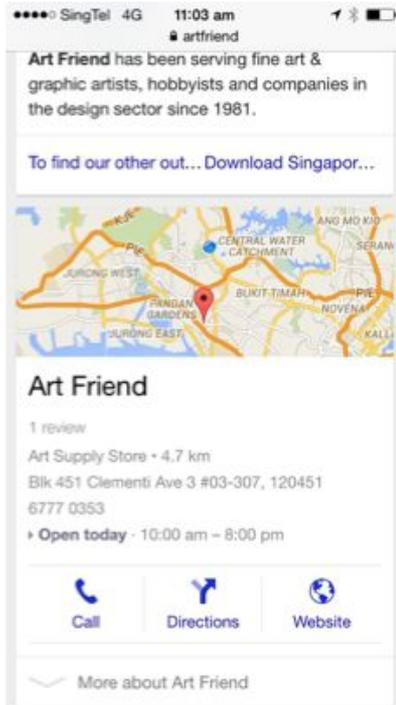
Searching from Bukit Timah

Context

Who	Where	What	When
Identity	**Location**	**Activity**	**Time**

Towards a Better Understanding of Context and Context-Awareness, https://smartech.gatech. edu/bitstream/handle/1853/3389/99-22.pdf
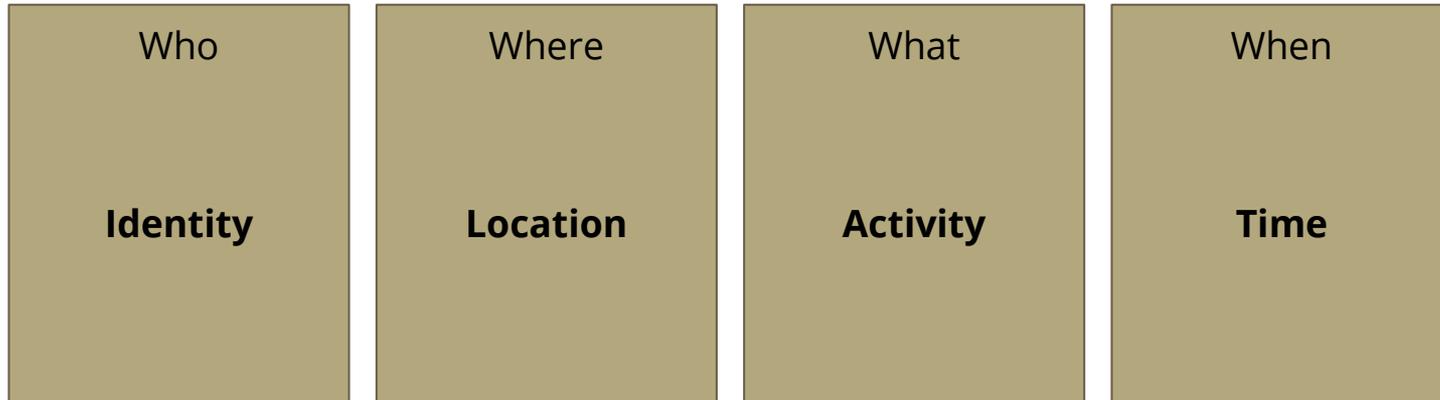
Interface

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

...

Commercial
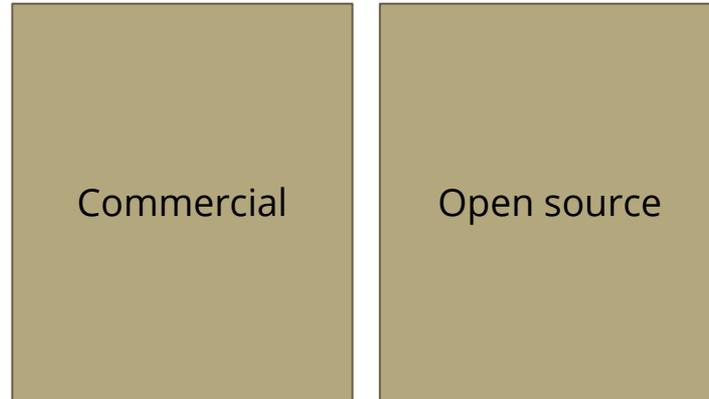
Open source

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.

Governance

"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

Search outcomes

User → Interface → Technology ← Context ← Content

Governance
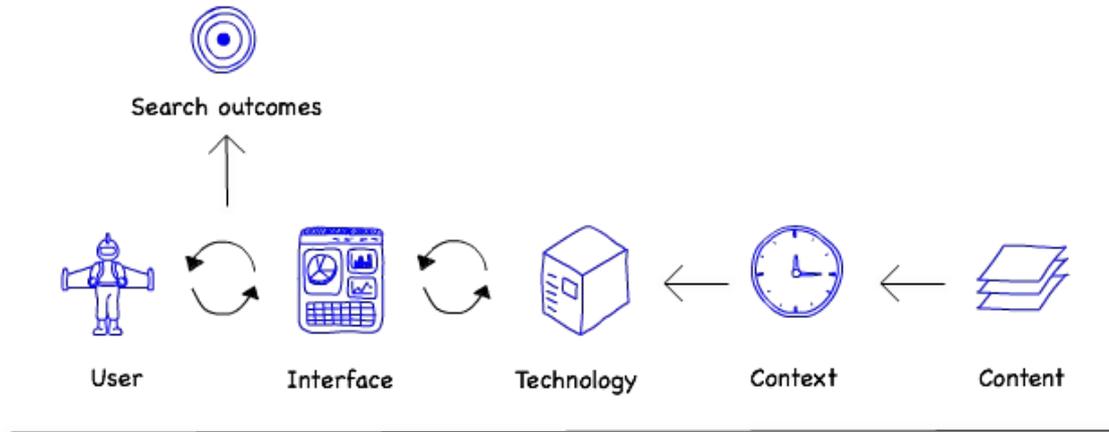
How is it done?
How is it measured?
How is it improved?

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!

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SEARCH