## Designing Search UX STRATEGIES FOR ECOMMERCE SUCCESS

GREG NUDELMAN

## Contents

	Foreword	xxvi
	Introduction	xxix
PART I •	OPTIMIZING ECOMMERCE SEARCH RESULTS PAGES	1
CHAPTER 1	STARTING FROM ZERO: WINNING STRATEGIES FOR NO SEARCH RESULTS PAGES The No Search Results Page: Your Key to	3
	Competitive Search Advantage	4
	Create a Robust Partial Match Strategy	.11
	Employ Multiple Content Strategies.	.15
	Case Study: Hotmail No Search Results Page	.17
	How Can Your Site-Search Analytics Help You?	.19
	References	.22
CHAPTER 2	HOW SHOPPERS SEARCH	23
	How People Search	. 24
	How Shoppers Search	.29
	Search as a Multichannel Experience	39
	References	. 48
	Perspective References	.48
CHAPTER 3	CHOOSING THE RIGHT SEARCH RESULTS	
	PAGE LAYOUT	51
	Using Liquid Layouts	.52
	Using Fixed-Width Layouts	.54
	Optimizing for Your Best Customers.	.56
	Handling Margins in Fixed-Width Layouts.	.57
	References	.59

CHAPTER 4	BALANCING POGOSTICKING AND	
	PAGE RELEVANCE 6	
	Pogosticking Is No Fun	2
	Overly Rich Search Results Can Be Unhealthy for Your Site	5
	Optimize Results for Your Business and	5
	Your Customers	7
	The "Feel" of Searching	0
	References	
CHAPTER 5	MAKING \$10,000 A PIXEL: OPTIMIZING	
	THUMBNAIL IMAGES IN SEARCH RESULTS 7	<b>'</b> 3
	A Picture Is Worth a Thousand Words	4
	Make Thumbnail Images Large and Informative 7	5
	Include Supporting Text	7
	Go Easy on the Borders	9
	Keep the Focus on the Image Content 8	0
	Help Customers to Judge an Item's Actual Size 8	1
	Be Creative in Choosing Informative Images 8	2
	References	3
CHAPTER 6	BEST PRACTICES FOR ADS IN SEARCH RESULTS 8	35
	Don't Kill Your Golden Goose8	6
	Integrate Ad Displays with the Rest of Your Site. 8	6
	Make Sure Customers Can Easily Distinguish Ads	
	from Content	8
	Keep Ads Relevant and Appropriate	4
	Understand How Your Customers Interact with Ads 9	5
	Understand What Makes a Good Ad	7
	Limit Cannibalization	00
	Provide Ads for Internal Merchandise Instead	
	of Third-Party Advertising	02
	Search Results	03
	In Conclusion	06
	Eyetracking Tips and Tricks	07

PART II •	DESIGNING ECOMMERCE SEARCH INTERACTIONS	111
CHAPTER 7	BEST PRACTICES FOR DESIGNING FACETED	
	SEARCH FILTERS	113
	Choose Drill-Down or Parallel Selection.	114
	Provide Undo for Filter Selections	118
	Make All Filters Easily Available	.122
	Provide Only Filter Options That Reflect the	100
	Available Inventory.  Provide Filter Options That Encompass the	123
	Complete Inventory	125
	Test Your Faceted Search Interface	
	The Design of Faceted Search UI Controls.	
CHAPTER 8	NUMERIC FILTERS: ISSUES AND BEST PRACTICES	131
OF TELL	Representing Discrete Values for Aspects as Sets	.0.
	of Ranges.	.132
	Numeric Sliders	135
CHAPTER 9	DATE FILTERS: SUCCESSFUL CALENDAR DESIGN	
	PATTERNS	141
	Provide Good Defaults	142
	Show Only Valid Date Values	144
	Minimize Clicks.	146
	Retain Customer-Entered Values.	148
	Consider if You Need Your Customers to Enter Dates	149
	References	153
CHAPTER 10	THE MYSTERY OF FILTERING BY SORTING	155
	Filtering by Sorting: It Was Colonel Mustard	
	in the Study	156
	The Mystery of Filtering by Sorting	156
	Five Myths of Sorting	
	Case Study: Redesigning Hotmail Sorting	166

CHAPTER 11	SOLUTIONS FOR ONLINE SHOPPING	169
	Which Canon?	170
	Show Related Searches	
	Default to Category	174
	Present a Prominent Category Selector	
	Case Study: Home Depot Query Disambiguation Redesign Using the Expanding Category Widget Design Pattern	178
	Clarify, Then Refine	182
	References.	184
CHAPTER 12	INTRODUCING THE MORE LIKE THIS	
	DESIGN PATTERN	185
	Show Me More	186
	Make Group Organization Simple and Obvious.	187
	Focus on Helping Customers Make Decisions	189
	Format Groups Differently from Search Results.	192
	Case Study: TripAdvisor Redesign Using the Two-Dimensional More Like This Pattern	194
CHAPTER 13	DESIGNING EFFECTIVE BREADCRUMBS	197
	Historical Breadcrumbs.	198
	Hierarchical Breadcrumbs.	. 202
	Emergent Breadcrumb Designs That Integrate Search and Browse	203
	Case Study: Integrated Faceted Breadcrumbs	
	on Walmart	214
	Usability, SEO, and Faceted Navigation	219
	On the Future of Breadcrumbs.	. 225
	References	226

PART III	THE FUTURE OF ECOMMERCE SEARCH	227
CHAPTER 14	Introducing Visual Browsing.  Browsing Images Using Text Attributes or Tags. Using Images in Queries. Using Images for Navigating in the Real World. Reading Barcode Images on Mobile Devices. Augmented Reality and Mobile Near-Field Computing. Social Search Can't Be Solved by an Algorithm. Personalized Search and Recommender Systems References.	230 230 236 238 240 242 245 248
CHAPTER 15	DESIGNING MOBILE SEARCH: TURNING LIMITATIONS INTO OPPORTUNITIES  Understanding Mobile Platforms.  Optimizing User Experience for Mobile Context of Use.  Changing Search Paradigms.  References.	260 266
CHAPTER 16	DESIGN PATTERNS FOR MORE EFFECTIVE MOBILE FACETED SEARCH  Mobile Faceted Search Challenges. Four Corners and Modal Overlay Patterns. Status Bar Drop-Down Menu Pattern. Watermark Pattern with the Full-Page Refinement Options Pattern. Teaser Mobile Design Pattern. Basic/Advanced Parallel Architecture Pattern. References.	<ul><li>273</li><li>275</li><li>279</li><li>283</li><li>286</li></ul>

CHAPTER 17	SEARCH ON TABLET DEVICES: THE FLIGHT	
	OF DISCOVERY	291
	Tablet Behaviors and Ergonomics	
	A Fine Line: The iPad as a Portable Device	
	Buttons Are a Hack	299
	Tablet eCommerce Search	
	What's Next?	311
	References	
	Conclusion	318
CHAPTER 18	SEARCH FOR ECOMMERCE HELP SYSTEMS	(ONLINE ONLY)
APPENDIX	DESIGNING SEARCH: BEST PRACTICES	(ONLINE ONLY)

319

Index