SEARCH USE CASES

A review of Search features

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CONTENTS

This document showcases different search use cases and design options using a range of EmpathySearch features

It's divided into three main sections:

01
THE SEARCH BOX

Everything that happens within the search box to guide and inspire users through the search journey

02
THE SEARCH RESULTS PAGE (SERP)

Everything that happens once a query has been performed and the initial set of results is displayed

03
THE ZERO RESULTS PAGE

How to handle no results pages, reduce user frustration and increase product findability

WELCOME
SEARCH
LAYER

The following examples use a layer as a dedicated area below the search box. This is the conversational area that will create rich interactions between the user and the brand

When the user clicks on the search box, the following events take place:

Search Layer Opens
Using cool motion effects where possible.

Your Recent Search History
List of user's previous searches (only possible for returning visitors with search activity).

Trending Now (*queries*)
List of top queries (most popular) during the last 48hrs (the timeframe is configurable).

Last Viewed by You
Displays last viewed items (only possible for returning visitors with search and click activity).

Trending Now (*products*)
List of top clicked products in search during the last 48hrs (the timeframe is configurable).
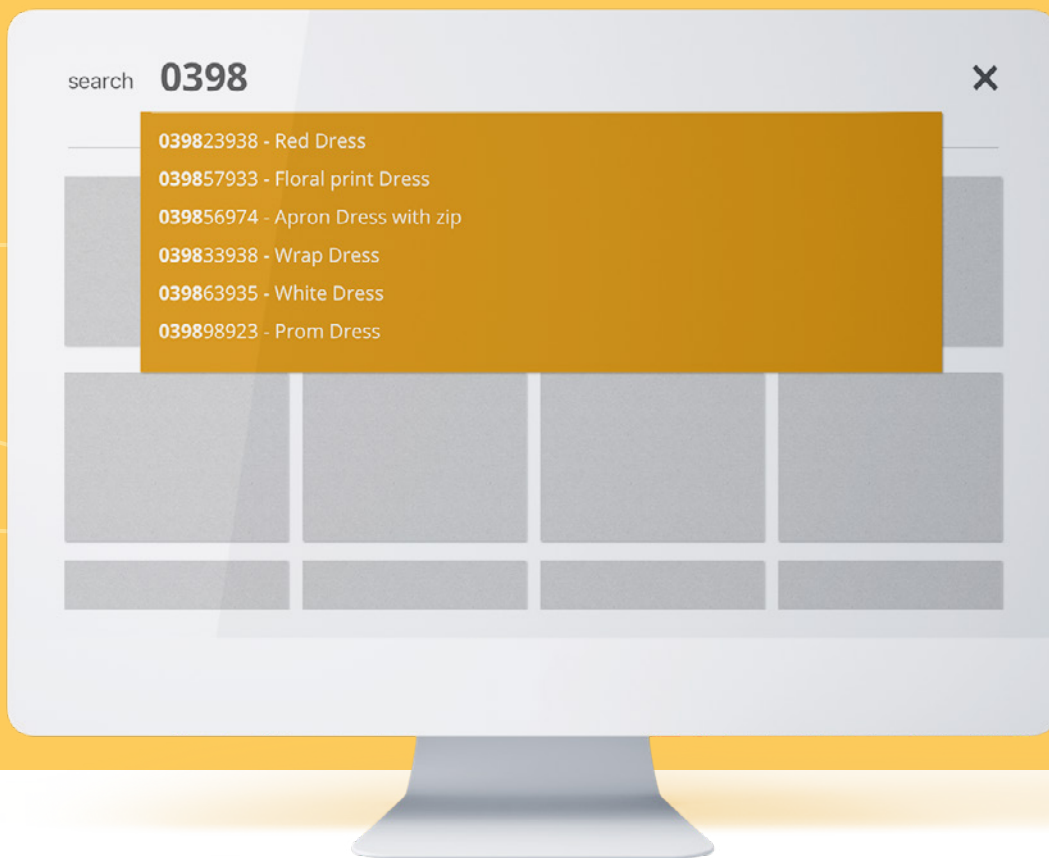
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SEARCH SUGGESTIONS

When the user starts typing the following features appear:

- Top Terms and Filters
- Autocorrect / Spell Check

Suggestions can be displayed right after the first letter is typed and subsequently for every single token thereafter.
The same applies for the deletion of characters.

For second, and subsequent queries, a new type of contextually related Search Suggestion can be added. See the "Next Queries" section.

search **0398** ✕

039823938 - Red Dress
039857933 - Floral print Dress
039856974 - Apron Dress with zip
039833938 - Wrap Dress
039863935 - White Dress
039898923 - Prom Dress
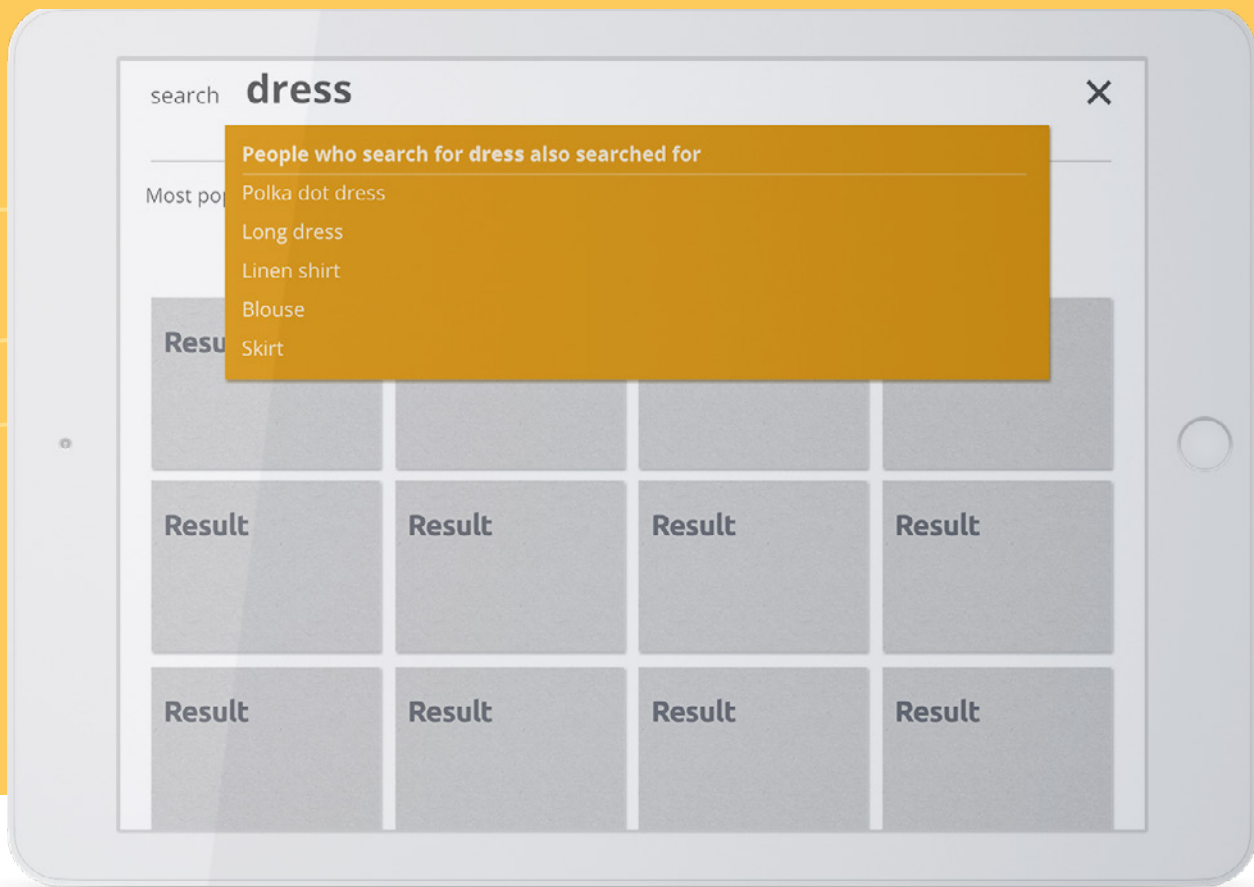
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PRODUCT SUGGESTIONS

When the user starts typing and a Product SKU or Reference is detected then the Product Suggestions feature should appear

Search suggestions can be displayed in different ways, grouped by category, or expanded to full SKU attribute schemes.

In an instance where a colour is say out of stock, the feature will suggest another colour or product within the same family.

search **dress**   ✕

People who search for dress also searched for

Polka dot dress

Long dress

Linen shirt

Blouse

Skirt

Most po...

Resu...

| Result | Result | Result | Result |
| Result | Result | Result | Result |

EMPATHIZE

NEXT QUERIES

If the user comes back to the search box, a new set of related queries, called Next Queries, will be displayed

These are automatically generated from past user search session activity through collaborative filtering and machine learning processes. These queries are related to the initial intent because they have been inferred from the same session of multiple users previously searching.
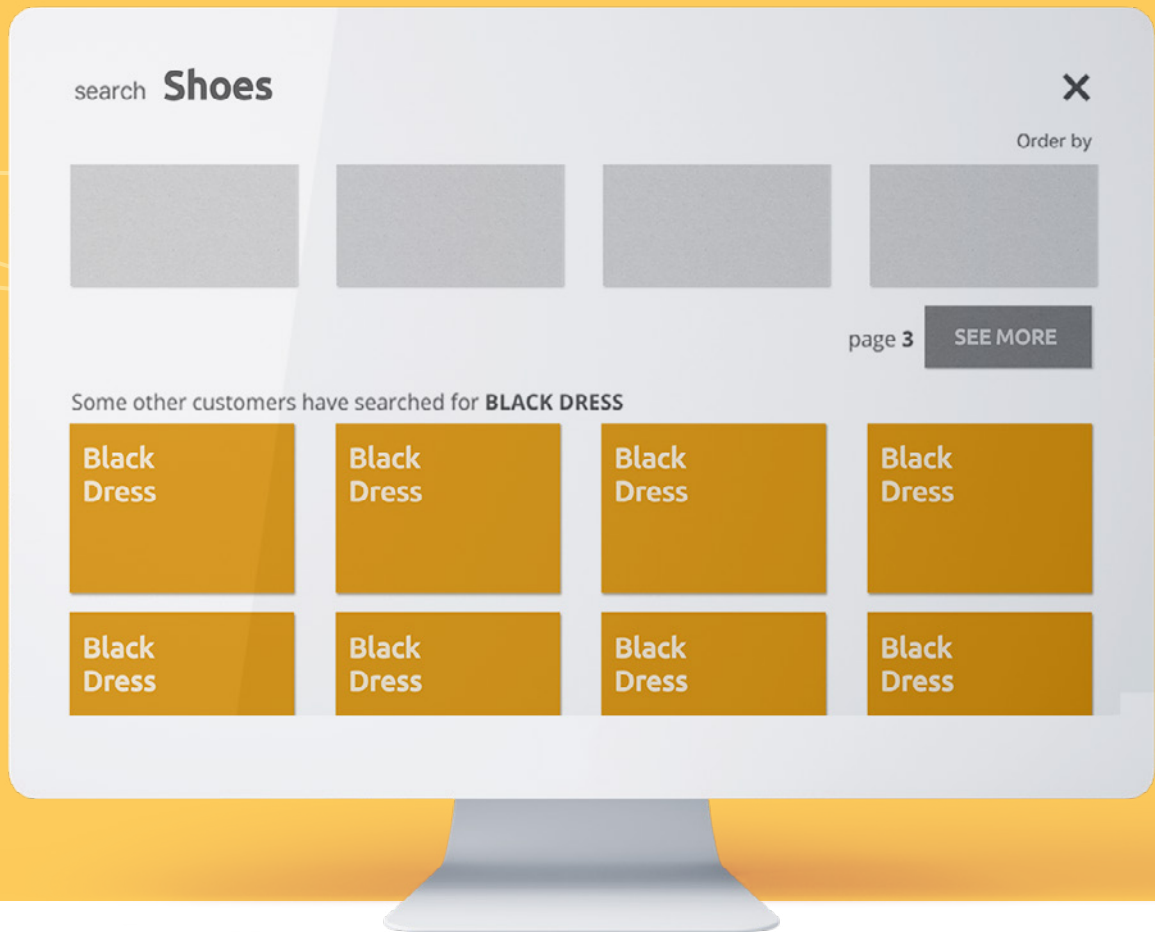
RELATED TAGS

Helps the user to
refine their search
with just one click

Once the user performs a search query, the search
results page is presented.

Below the search box, similar to Pinterest search buttons,
a list of contextually Related Tags can be presented to
help the user refine the initial search query without the
need to type further.

When a click on a related tag happens, the text will be
added to the search box as a refinement. A box with a
delete tag option can also be offered.

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NEXT QUERIES

Discover new products related to your search

Next Queries helps users to visualize refinements of their original query and discover new, related products.

Next Queries can be presented right in the autocomplete layer and also as part of the results page, in the bottom for instance, or as part of the scrolling experience. So, after the user has scrolled down and viewed the first 50+ products, next queries could display related products.

EMPATHYCONTEXT

PERSONALIZED SEARCH RESULTS

EmpathyContext offers personalised results for each single user based on their previous search and purchase activity as well as by understanding user and query context

For the same query, most returning search visitors will see a different result set, as long as the query is related to their past activity.

Personalised results could be of two different types:

- **Display "Last viewed by you" or "Last purchased by you"** results based on the previous click stream activity of the user.

- **Display "Recommended for you"** results based on product affinities inferred from previous search and purchase activity, such as gender, brand, style, family, etc...
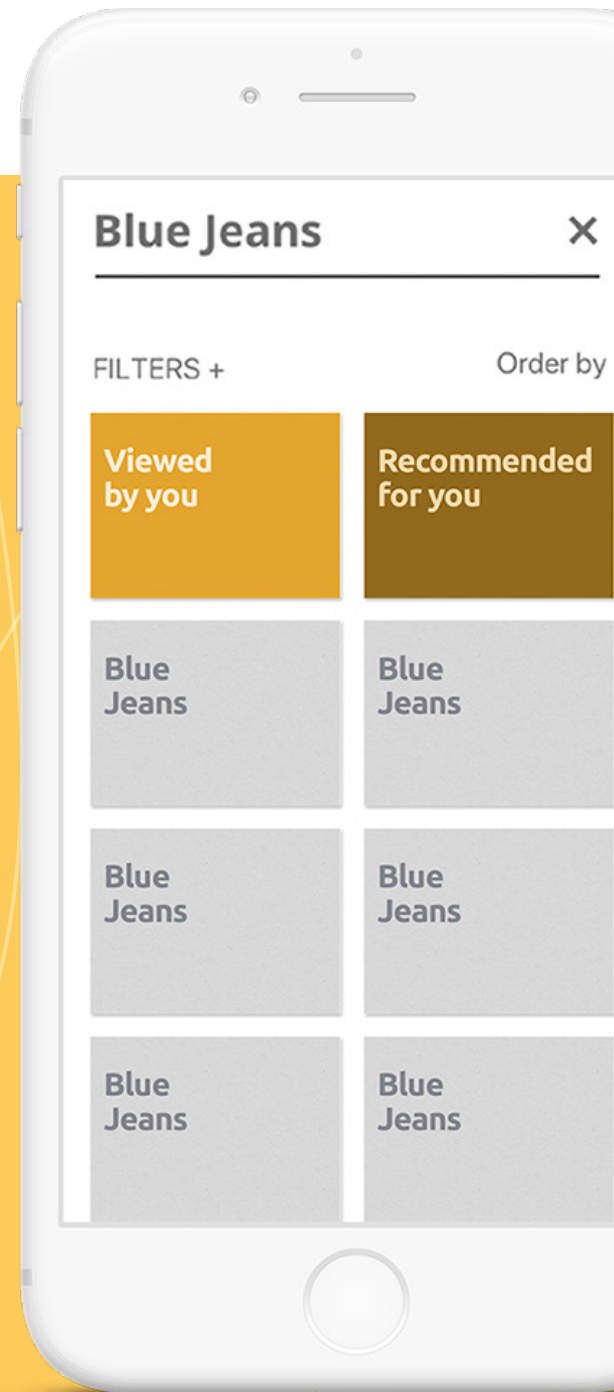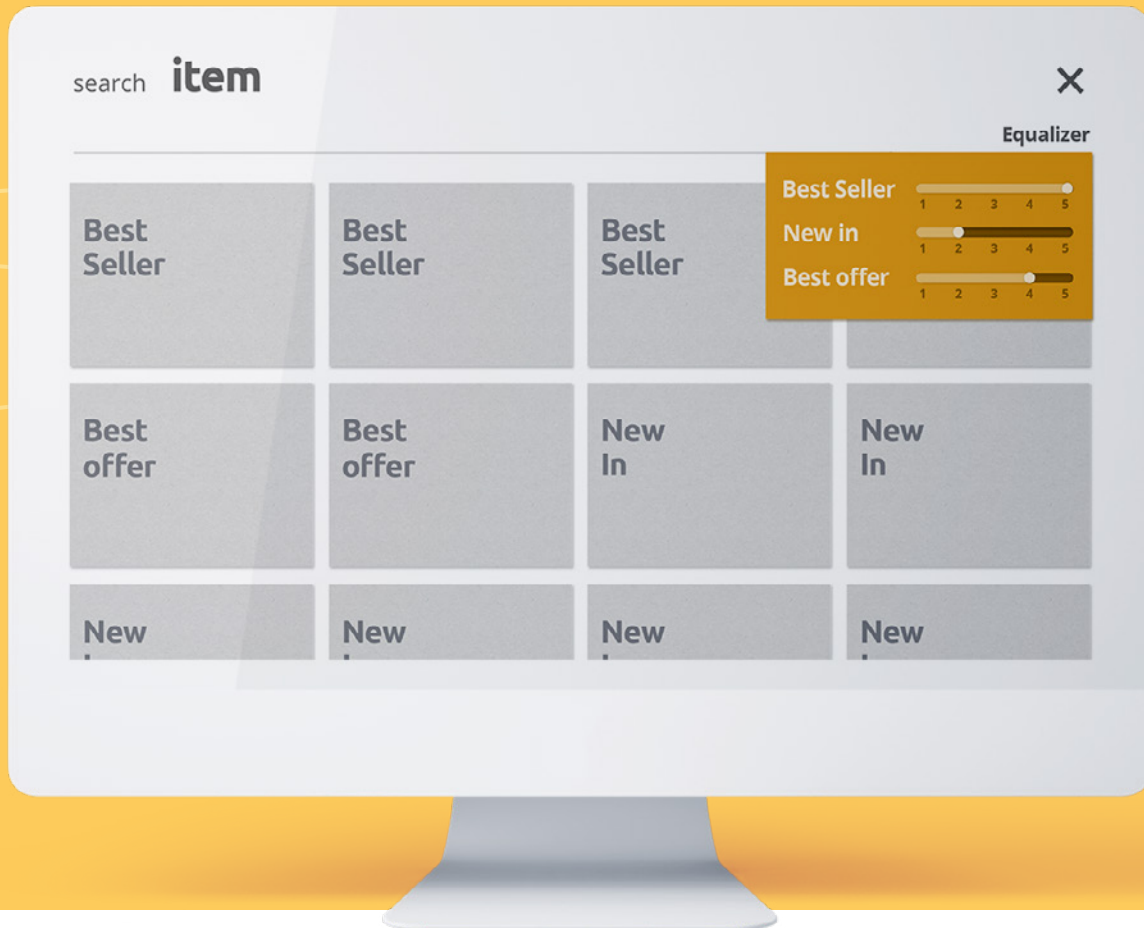
EQUALIZER

CONFIGURABLE SEARCH RANKING

Adapt your search results to your merchandising needs

Search ranking is easily configurable and without the need to involve your IT team. You can boost bestsellers, promotions, new in products or any other ranking criteria simply by sliding the bars in the Search Equalizer.
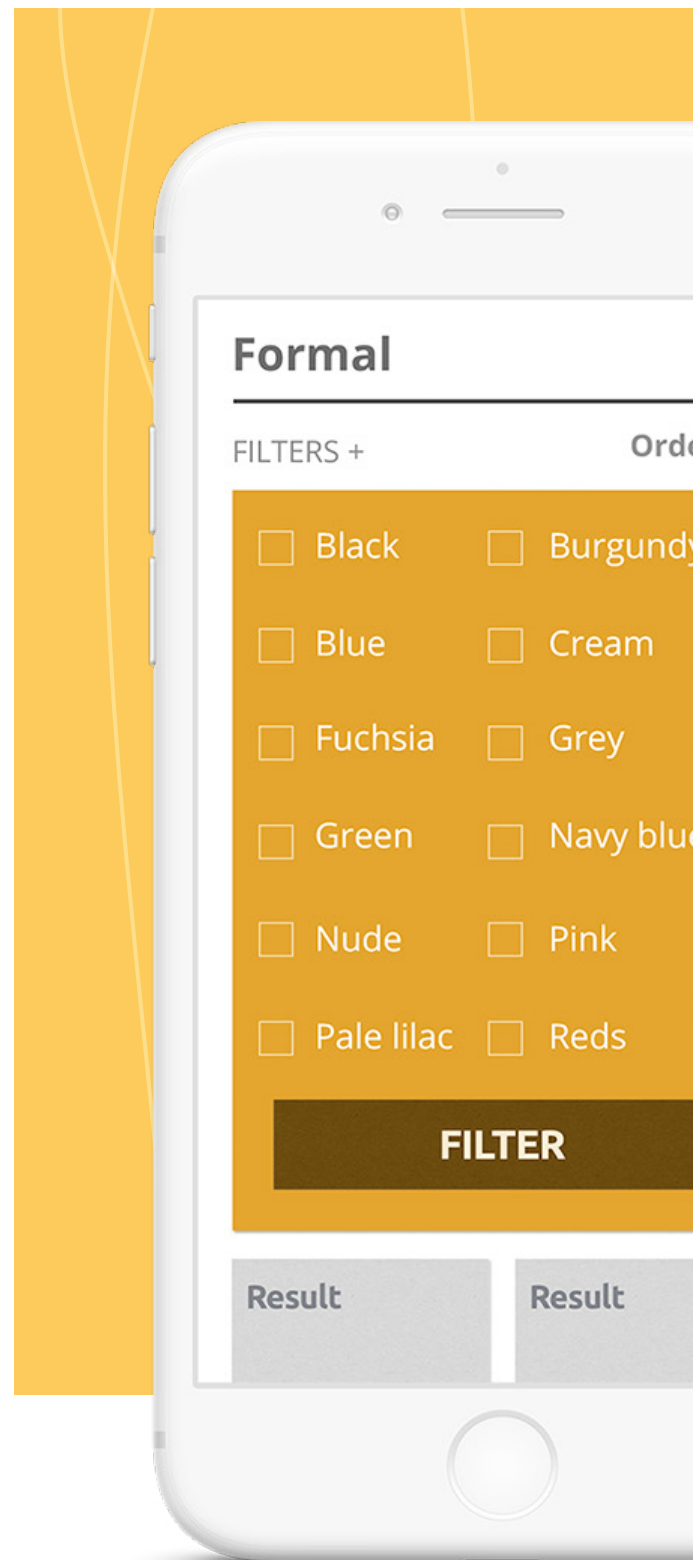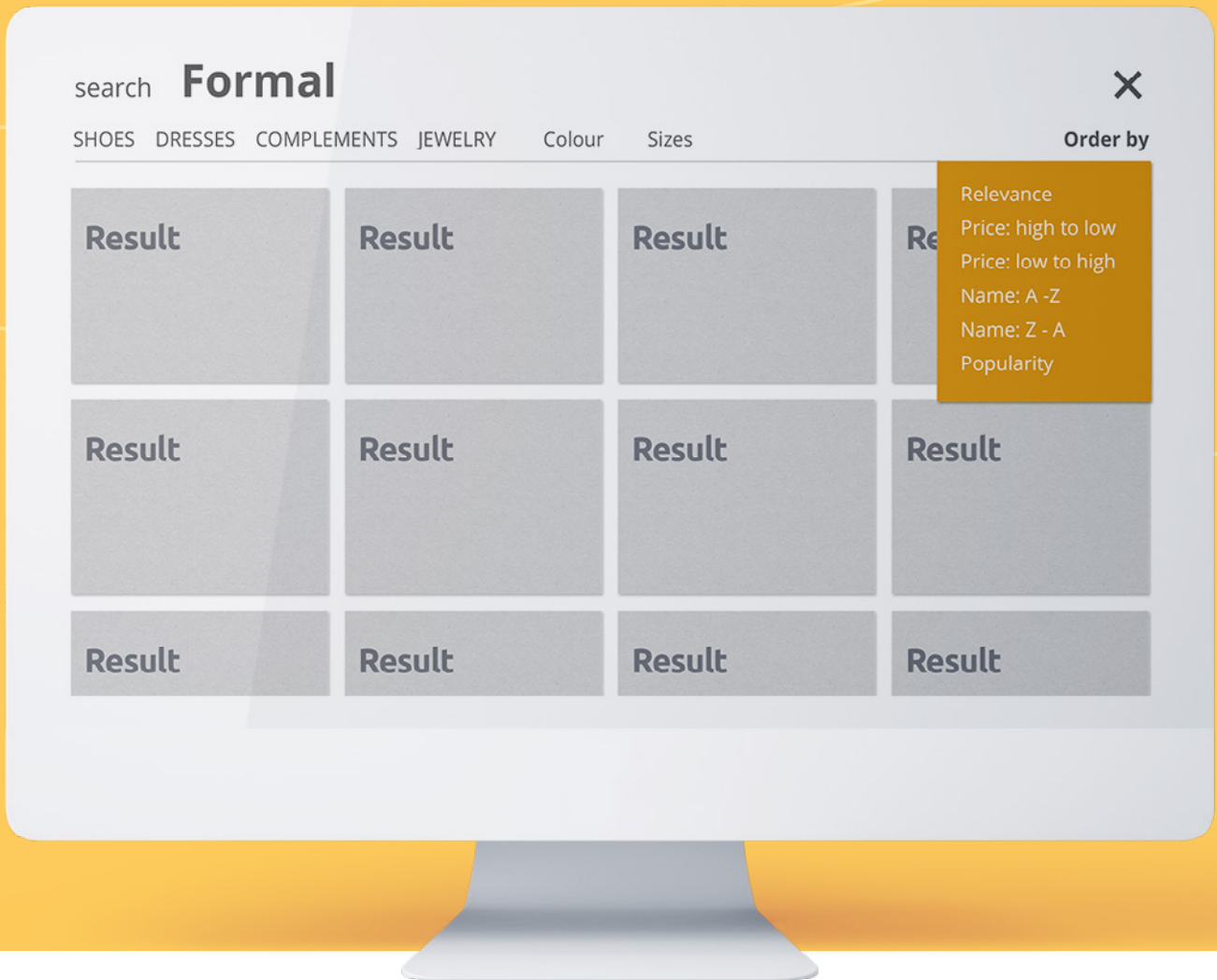
FACETS

USE OF AVAILABLE ATTRIBUTES TO FILTER RESULTS

A successful query with results that match the desired information for the user may be enhanced with direct access to relevant filters

The use of filters, such as colour, brand, size, product type etc., help users reduce the total number of results.

Filters can be configured in multiple ways such as by multiple selection, dynamic etc.


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search **Formal**   ✕

SHOES   DRESSES   COMPLEMENTS   JEWELRY   Colour   Sizes   **Order by**

Result	Result	Result	Re
Result	Result	Result	Result
Result	Result	Result	Result

Relevance
Price: high to low
Price: low to high
Name: A -Z
Name: Z - A
Popularity

SORT BY

RESULTS SORTING

Arranges results according to user preferences

Sorting helps order the same result set in different ways, such as by price (from highest to lowest), launch date or new in, name, etc.
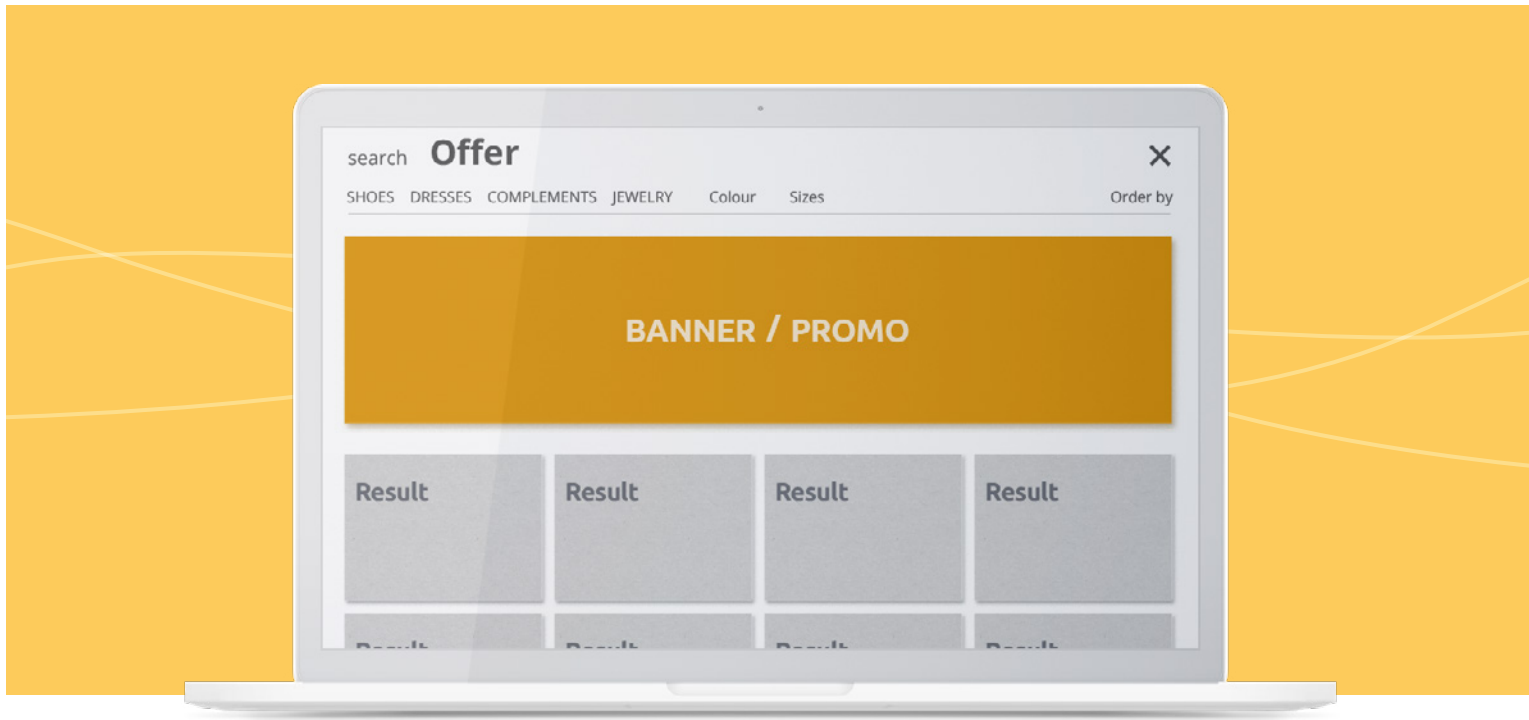
PROMOTED BANNERS

ON-DEMAND BANNER PLACEMENT

A successful query, with results that match the user's desired information, can be enhanced with direct access to special sections, offers, and products that are proven to be more profitable or buried at the bottom of a results page

Keywords like "promotions", "sales" and so on will include associated banners to redirect the user directly to the areas of interest.
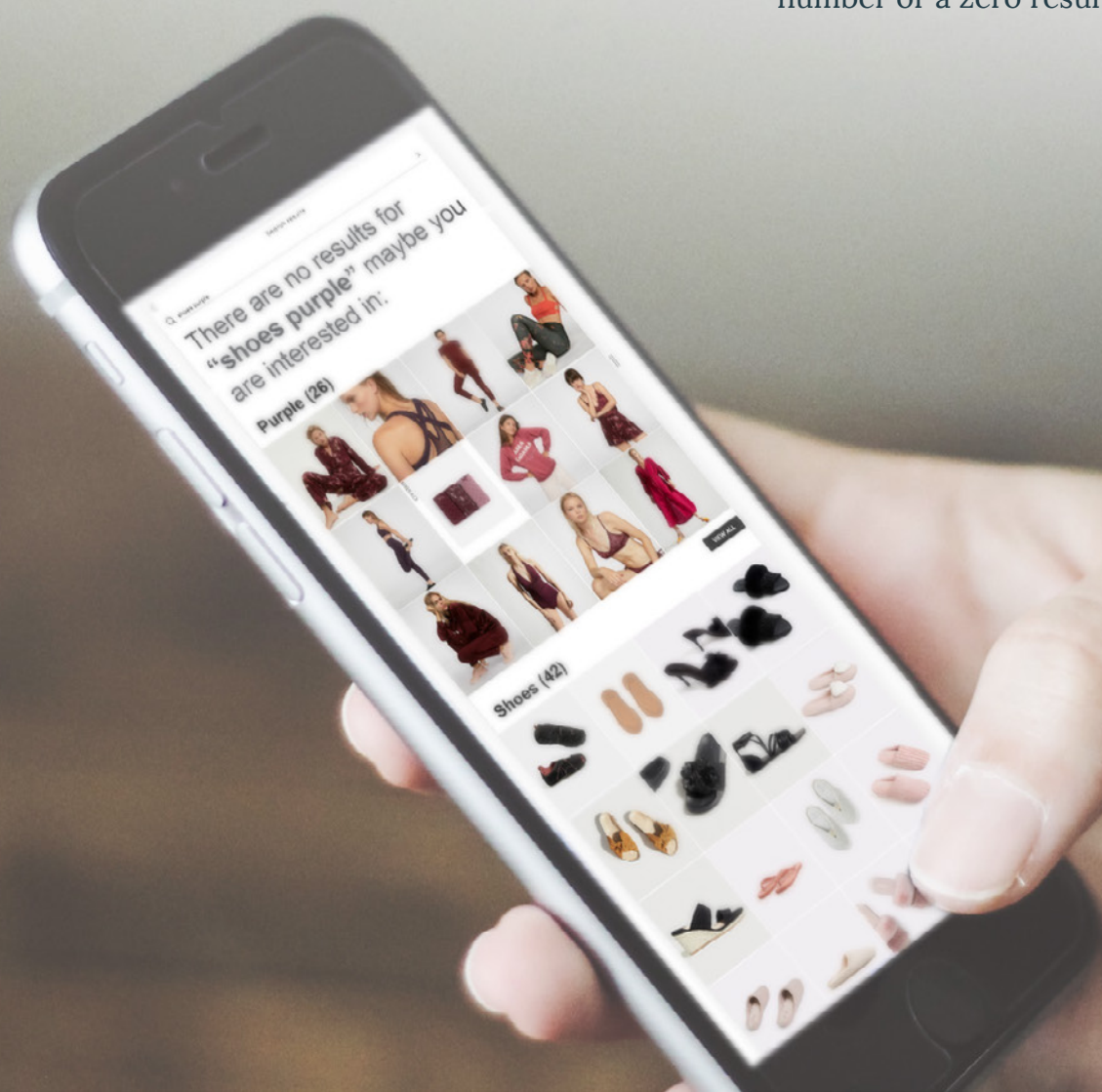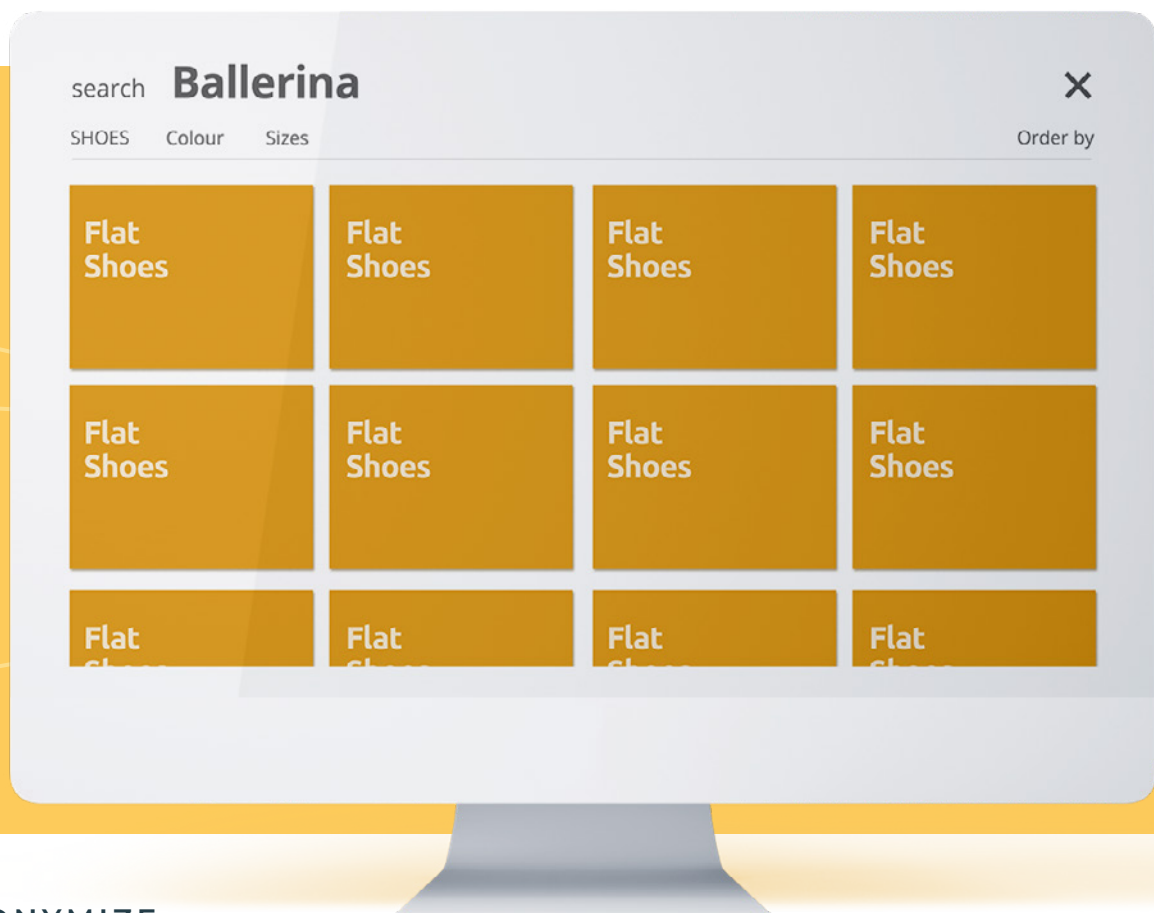
PARTIAL RESULTS

RESULTS PAGES FROM SPLIT QUERY

In some queries the user may perform a query that has few results (2-3) or no results at all

To add value from the catalogue the page can display partial queries from the entities detected on the original query.

This way the user sees a broader catalogue instead of a limited, low number or a zero results "blank" page.

search **Ballerina** ✕

SHOES   Colour   Sizes   Order by

|			
Flat Shoes	Flat Shoes	Flat Shoes	Flat Shoes
Flat Shoes	Flat Shoes	Flat Shoes	Flat Shoes
Flat Shoes	Flat Shoes	Flat Shoes	Flat Shoes

SYNONYMIZE

SYNONYMS BASED ON PREVIOUS USER BEHAVIOUR

This service automatically detects what people searched for right after a zero results query and suggests it to future users

If people that searched for "ballerinas" got zero results, and then searched for "flats" and clicked on a product, then it will automatically suggest results from "flats" to all future users that search "ballerinas." The system is able to learn from the behaviour of previous zero results users.

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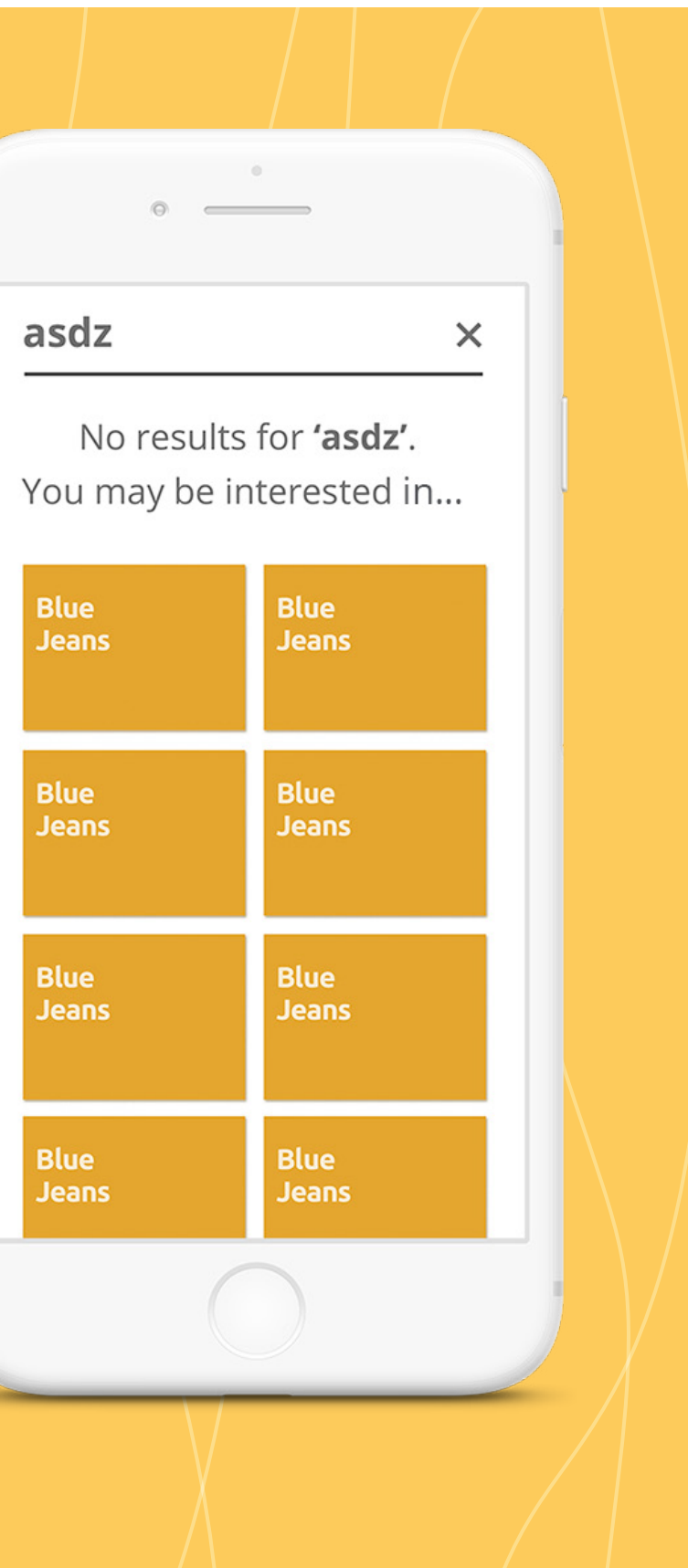
TOP CLICKED RESULTS

TRENDING NOW

Display a list of the Most Searched for Products instead of a blank page

When a user performs a query that can't be corrected by the spell check service or it simply doesn't match any products, the results page shows a branded "error" page that offers the most searched for products in the last 48hrs (the timeframe is configurable).

The products at the bottom are labeled as "You may be interested in…" and refer to the most clicked among all users.

DIRECT LINKS

REDIRECTION TO SPECIFIC PAGES FROM CERTAIN KEYWORDS

Certain searches, like in this example, may redirect the user to specific sections or products directly

A "city" query is identified as a location, therefore "shop", and gives immediate feedback to the user enhancing the UX experience.

Direct links are very useful for non catalogue queries such as orders, returns, stores, etc... which could be easily redirected to the appropriate webpages.
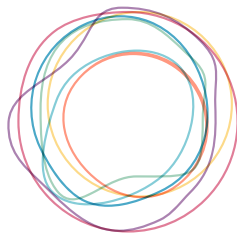
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LONDON | ASTURIAS | GALICIA