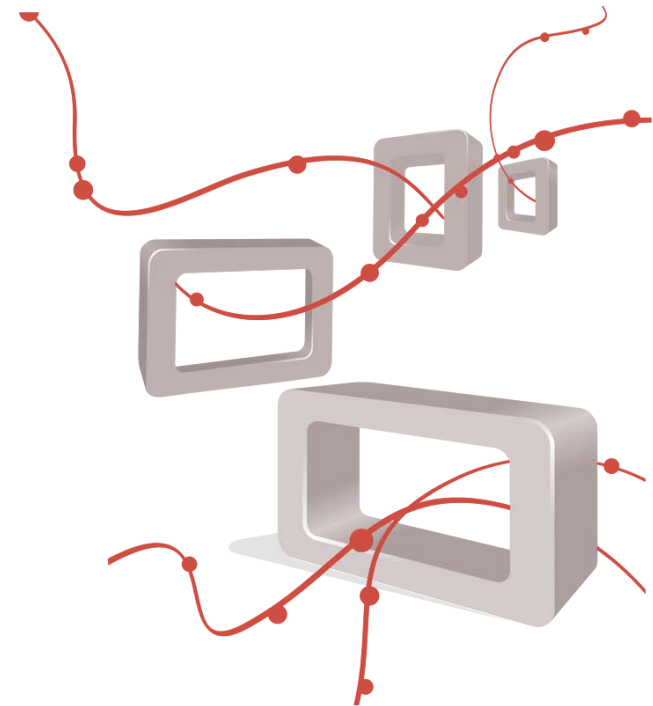


User eXperience ^{Ru} 2011

Ravi Mynampaty

October 6, 2011



HARVARD | BUSINESS | SCHOOL



Developing Findability Standards For Web, Intranet, and Applications

Рави Майнапати

About me

- Search guy
- Engineer
- Linguistics
- Data Visualization





THE RETURN

HARVARD UNIVERSITY

ST. DANIEL MONASTERY

RETURNING OF ST. DANIEL'S BELLS
HARVARD UNIVERSITY • ST. DANIEL MONASTERY
VERITAS
«THE LINK OF TIMES» FOUNDATION

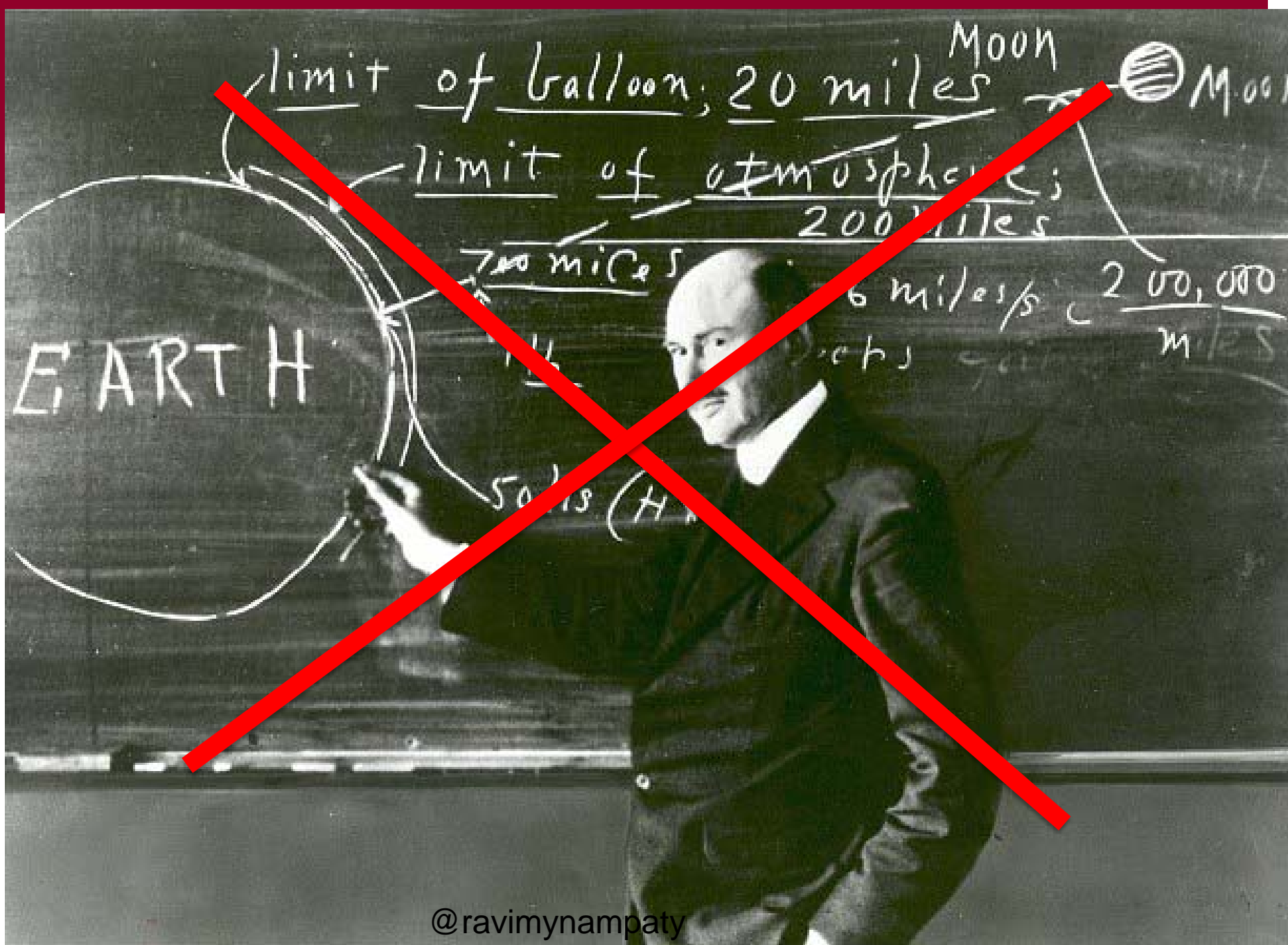
- «THE LINK OF TIMES» FOUNDATION
- RETURNING
- NEWS
- PUBLICATIONS
- LINKS
- THE BELLS



A special tour "The Danilov bells" to the returned historical bells of the Danilov monastery

05.06.2009

@ravimynampaty



Outline: The Five W's of Findability

1. **Why?**
 2. **What?**
 3. **Who?**
 4. **How?**
 5. **When?**
- ~~List of standards~~

Alternate Title

**Your search engine doesn't matter
(so much)**



Search GO

tuition

[Search Tips](#)

Results for tuition in "All HBS Web"

Page 1

[Cost Summary for HBS MBA Program](#)

Get an overview of costs related to the MBA program including **tuition**, health services and room and board and other fees.

<http://www.hbs.edu/mba/admissions/costsummary.html>

[Financial Aid for HBS Doctoral Programs](#)

Learn about financial support available to HBS doctoral students including fellowships for **tuition**, stipends and DART program.

<http://www.hbs.edu/doctoral/financial/index.html>

[HBS Executive Education Program: Fees, Payments, and Cancellations](#)

Learn about payment, fees and cancellation policies for HBS Executive Education programs.

<http://www.exed.hbs.edu/admissions/policy.html>

[The Ethics of Rising Tuition - Viewpoint](#)

...Viewpoint The Ethics of Rising **Tuition** Richard Lee, OJ Issue date...It decided to reduce its **tuition** by 34%. For a college...After years of colleges increasing **tuition** by more than double the...

<http://media.www.harbus.org/media/storage/paper343/news/2001/02/05/Viewpoint/The-Ethics.Of.Rising.Tuition-25310.shtml>

[Financial Review \(1 of 5\) - Annual Report 2007 - Harvard Business School](#)

...s revenue comes from MBA **tuition** and fees. Fiscal 2007 was...percentage of revenue than MBA **tuition**. Reflecting the success of the...fees rose as well. MBA **Tuition** and Fees **Tuition** and fees revenue from the...

<http://www.hbs.edu/about/annualreport/2007/financialreview-1.html>

Results Found In:

▶ All HBS Web (201)

- Alumni (26)
- Baker Library (12)
- Centennial 1908-2008 (0)
- Executive Education (0)
- Faculty & Research (8)
- HBS Publishing Catalog (10)
- HBS Working Knowledge (7)
- Institutional Memory (0)
- MBA (8)
- Newsroom (3)
- Other HBS (136)

How did it get to this state?

1. Each findability problem was solved independently
 - Without benefit of a global view
 - Without benefit of common standards
2. In other words:
 - HBS findability evolved **normally**, the way most things evolve

Why Findability Standards?

- **Problems:**
 - Proliferation of different search tools
 - Multiple UI design patterns
 - Lack of optimization, standardization
 - No formal support system
 - No formal feedback system
- **Risk:**
 - Users not finding information they need
 - Borne out by recent user research
 - Getting Findability wrong can be costly
- **Need standards to tackle the above**

Improving Findability: Goals

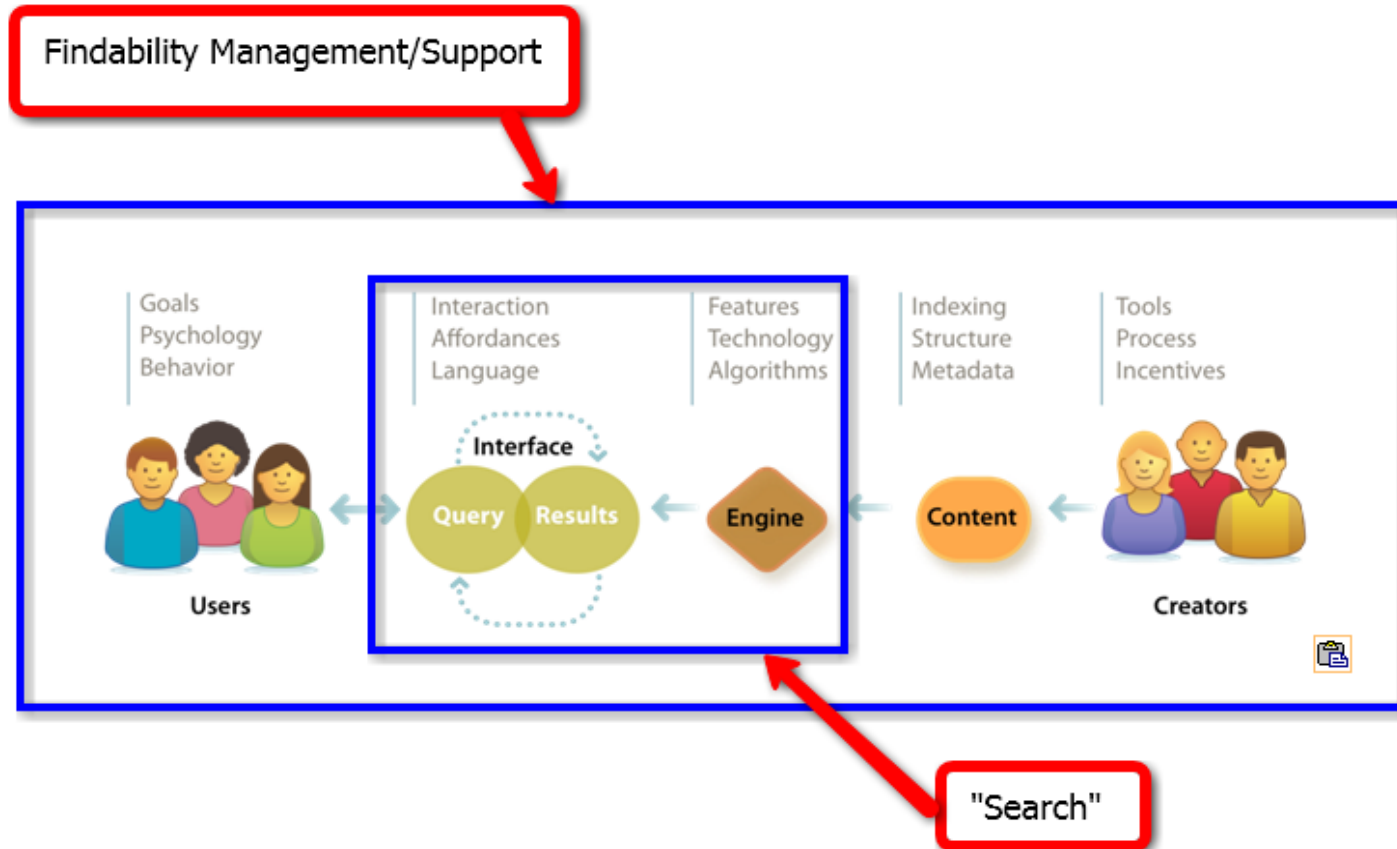
- 1. Develop a global view of HBS Findability**
- 2. Develop standards, practices, support mechanisms for HBS Findability**
- 3. Develop a plan for the evolution of HBS Findability**

What is Findability?

In the context of HBS Web, Intranet, and Apps...

- 1. The way in which end-users locate information.**
- 2. The way the information is displayed so that end-users understand what they have found.**
- 3. The precision and relevance of the information presented to them.**

Findability Components: Framework



Findability Components

- 1. Analytics and User Research**
- 2. UI**
- 3. Engine**
- 4. Content**
- 5. Creators**
- 6. Management & Support**



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Roadmap to Standards

- Researched best practices
- Conducted business owner interviews
 - ER, Exec Ed, MBA, M&C, DRFD
- **Milestone: Desired state**
- Created draft standards by Findability Component
 - User research, UI, Engine, Content, Creators, Management & Support

Biz Owner Interview Questions

- **Analytics & User Research**
 - What info do you collect?
 - What mechanisms?
 - Segmentation?
 - Devices?
 - Precision/recall?
- **Interface**
 - Is UI optimized to user needs?

Biz Owner Interview Questions

- Search Engine
 - No questions
- Content
 - Content types?
 - Access structures?
 - ROT ?
 - Repository types?

Biz Owner Interview Questions

- **Creators of Content**
 - What roles?
 - How do you motivate creators?
 - What training do you provide?
- **Management & Support**
 - Metrics for success?
 - Which analytics matter most in making management decisions?

The Most Important Questions!

- What is the overall business purpose /objective of this search UI?
- Current specific behaviors of users?
- Desired specific behaviors?
 - Use cases

Sampling of Standards

- **User Research**
 - A findability analytics plan should be established in order to understand user search behavior.
- **UI**
 - Show informative result surrogates.
- **Engine**
 - Recognition and indexing of explicit and implicit content metadata
- **Content**
 - Develop and adopt a formal content policy for the project
- **Creators**
 - Examine analytics reports and incorporate findings into content creation process.

Who Can Use The Standards?

- **Everyone**
 - Business Owners
 - UI Designers
 - Analytics Specialists
 - User Research Specialists
 - Search Admins
 - Content Managers
 - Individual Authors
 - Project Managers
 - Software Developers
 - Information Management Team

How we are implementing standards

- Offers services to support and meet findability standards
 - Large Projects (Web, Intranet, Applications)
 - Other projects as necessary
- **Services:**
 - Analytics, Search, Metadata, Taxonomy, Content
- **Can help:**
 - Articulate goals
 - Implement and use standards
- **Findability Audit**

Findability Audit

- Perform an analysis
- For each findability component, report on:
 - What's working well
 - Specific recommendations for improvement
 - Recommendations are
 - Immediate
 - Longer-term

How / When

- Roll out standards to Web, Intranet, Applications
 - Engage with projects having a major findability function
 - Work with biz owners to determine which standards to apply
- Examples:
 - Faculty & Research Website redesign
 - HBS Mobile Directory app

Standards Applied: Mobile Directory

- **UI**
 - Design the no-query SERP to offer simple error-handling features
 - Design no-results page to avoid dead-ends
 - On SERP always show the query that was entered in the input box.
 - Type-ahead for search-by-section, maybe a client side only solution.
 - Show search help in the input box using gray text
- **User Research**
 - App needs to be analytics enabled, esp. need to capture search strings and no result queries.

Summary

Adoption of Findability Standards will...

- Help end-users discover/locate valuable HBS information
- Make that information more findable across HBS
- Break down information/findability silos



Thank You

- Questions?

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