

Insights from Search Listening Lab 4/29/2008

- 1 Users were satisfied with Google and the current .NET search. If they couldn't find what they were looking for, they offered other sites where they could get info (Fancast, ABC, etc).
- 2 Although they were satisfied with current search, all users reacted extremely positively to this results page. The image really drew them in and they immediately knew that they had found the information that they were looking for.
- 3 Right Rail didn't seem relevant to the users, but the Comcast exclusive was mentioned by 2 of the 3 users. What users looked at in the right rail depended on their task.
- 4 None of the users cared where the content came from. They only cared that they found the content. The simple design that didn't attribute content was seen as a result and not an "ad".
- 5 Items that seem irrelevant were ignored. Items that looked relevant caught their eye.

What:

We watched 3 CIM employees look for LOST information on three search engines: their preferred engine (Google and comcast.net), the current Comcast.net search, and our improved version.

Who:

We watched Justin Higman, Jennifer Sharp, and Connie Lumpkin.

Conducted by **Eddie James and Phoung Tran**

Watch the videos on Effen:
Z:\IAU\search\search user test - 04-29-2008

The screenshot shows the Comcast.net search interface with the query 'lost'. The main results area features a large image of the show's cast and a summary of the series. Below this, there are several search results, including a 'Lost Quiz' and various fan sites. The right-hand side of the page contains a 'News Results' section with a link to a Pakistan Kite Festival and a 'Video Results' section with a link to a pregnancy teller. The bottom of the page includes navigation links for Web, Video, Images, News, and Yellow Pages, along with a search bar and a Comcast logo.