Increasing User Satisfaction by Optimizing Search Characteristics

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Old Search Process

ABC Corporation

Client Search Criteria
Please enter at least Last Name.

Client File ID: 12345 | Company Name: | Payment Due Date:
First Name: | Middle Name: | Last Name: Smith
Search | Clear

ABC Corporation

Client Search Results
Click the Client Name to select.

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Full Name	Company	First Purchase	Last Purchase	Payment Due
Alejandra Norrell	Adevicora	1998-11-08	2002-12-12	2003-04-29
Allan Engman	Orpor	2001-02-20	2001-12-29	2003-06-09
Allan Reimers	INCINC	2006-08-07	2007-10-12	2007-12-30
Allie Shive	Belechnolus	1999-01-19	2001-10-31	2004-04-12
Allie Littler	VAN	2004-07-16	2009-08-31	2010-07-11
Allie Zabel	Sign, Inc	2004-04-14	2007-10-08	2010-01-09
Allyson Sylvest	Systems	2003-08-18	2006-09-15	2008-05-27
Althea Butera	Pers Capital	1999-06-08	2000-09-09	2000-10-02
Annabelle Leisinger	ING	2001-06-09	2005-09-04	2007-04-21
Ashlee Guernsey	Quitems	2001-08-17	2004-04-29	2006-04-30
Ashlee Beckler	Alcor	2000-03-06	2005-01-04	2007-01-13
Chandra Buterbaugh	TED	2004-06-04	2006-01-14	2008-02-11
Christian Poplin	Gentiond	1999-07-19	2000-12-31	2002-01-26
Clayton Trisler	Softwornal	1999-05-21	2002-03-16	2004-09-17
Clayton Mensch	Kommunix	2004-09-25	2008-03-05	2009-06-22

New Search

Shortcomings

- Exhaustive search interface
- Complexity of search
- Results in non user recognizable format
- Non-sortable results
- Limited search criteria
- Structured search
- Not flexible

Research Question

Does user satisfaction of an application increase with a simple search interface, organized results, relevant results, and ease of search.

Good Search Design Characteristics

- Simple search interface
- Organized results
- Relevant results
- Ease of search
- Increased usability
- User focused solution

University of Nebraska Omaha

New Search Process

ABC Corporation

Search: 000 Search | Search all counties | New Client | Reports

Search Results

File Number	First Name	Last Name	Agency	Date of Birth	Intake Date	Discharge Date	Seal
aa0001	First0001	Last0001	Adams	1/1/1992	1/1/2007	3/30/2011	
aa0001	First0001	Last0001	Wheeler	1/1/1992	2/6/2011	3/30/2011	
aa0001	First0001	Last0001	Blaine	1/1/1992	2/24/2011	3/30/2011	
aa0001	First0001	Last0001	Boyd	1/1/1992	3/5/2011	3/30/2011	
aa0002	First0002	Last0002	Antelope	1/13/1992	1/4/2007	3/30/2011	
aa0002	First0002	Last0002	York	1/13/1992	2/9/2011	3/30/2011	
aa0002	First0002	Last0002	Boone	1/13/1992	2/27/2011	3/30/2011	
aa0003	First0003	Last0003	Arthur	1/25/1992	1/7/2007	3/30/2011	
aa0003	First0003	Last0003	Adams	1/25/1992	2/12/2011	3/30/2011	
aa0003	First0003	Last0003	Box Butte	1/25/1992	3/2/2011	3/30/2011	
aa0004	First0004	Last0004	Banner	2/6/1992	1/10/2007	3/30/2011	
aa0004	First0004	Last0004	Antelope	2/6/1992	2/15/2011	3/30/2011	
aa0005	First0005	Last0005	Blaine	2/18/1992	1/13/2007	3/30/2011	
aa0005	First0005	Last0005	Arthur	2/18/1992	2/18/2011	3/30/2011	
aa0006	First0006	Last0006	Boone	3/1/1992	1/16/2007	3/30/2011	
aa0006	First0006	Last0006	Banner	3/1/1992	2/21/2011	3/30/2011	
aa0007	First0007	Last0007	Box Butte	3/13/1992	1/19/2007	3/30/2011	
aa0008	First0008	Last0008	Boyd	3/25/1992	1/22/2007	3/30/2011	

Merits

- Immediate results
- Desired level of search criteria
- Results are in user recognizable format
- Sortable results on various criteria
- Ability to see generalized/specific results
- Ability for restricting access level

References

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