

At-a-Glance: Search, Its Fundamentals and Evolution



Ballardvale Research
Andover, Massachusetts

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Summary

- **What is Search?**
 - 3 Applications
 - 3 Processes
- **Increasing Search Productivity**
 - Gain #1: Replacing Paper Search (3 Steps)
 - Gain #2: Emulating Workflow (1 Step)
- **The Future of Search**
 - Integrated UI
 - Search + Action

Search = 3 Applications

- **Web Search**

- Examples: Google, Yahoo!, MSN
- Universe: Web pages on the Internet

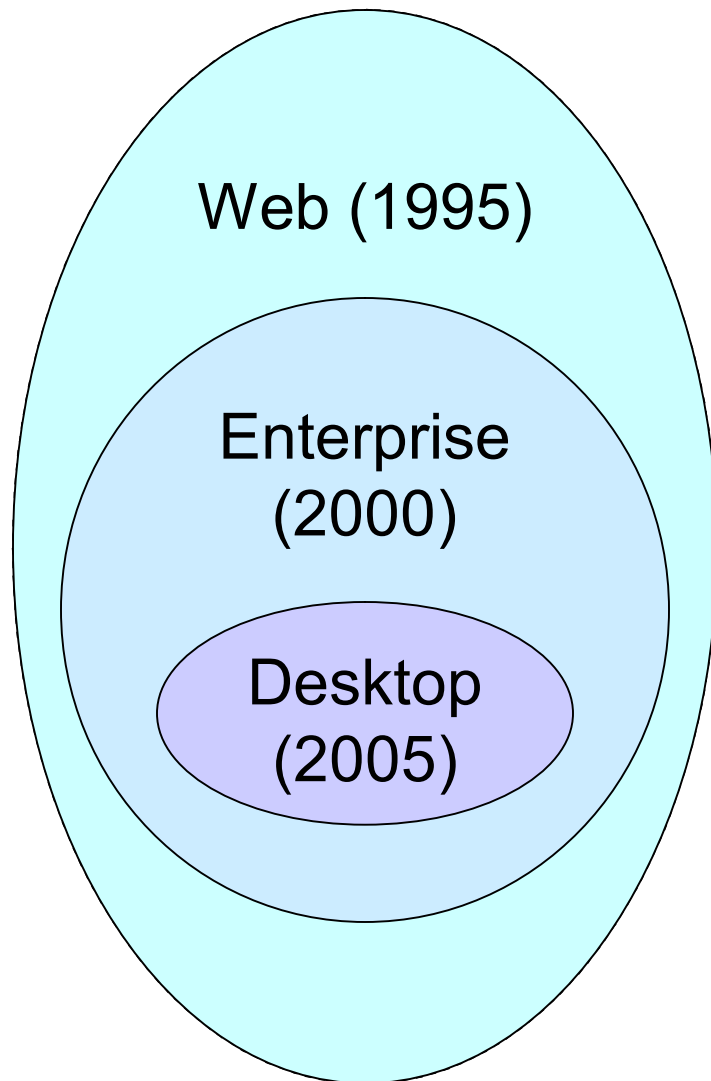
- **Enterprise Search**

- Examples: Amazon, Endeca, iPhrase
- Universe: Web pages/documents within a company

- **Desktop Search**

- Examples: Copernic, Google, Microsoft, X1
- Universe: Documents on a PC or within a department

Technology: The Evolution of Search



Web

Enabler: Common digital format (HTML)
Challenges: Scalability, ranking

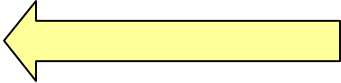
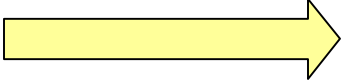
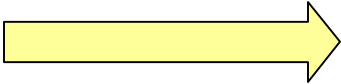
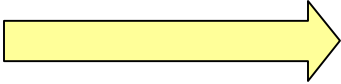
Enterprise

Enabler: Official digital documents
(memos, data sheets)
Challenges: Taxonomy, security

Desktop

Enabler: Completely digital workspace –
no need to go to the file cabinet
Challenges: Multiple file formats, UI

Search: 3 Different Design Goals

	Web	Enterprise	Desktop
Scale 	High: billions of Web pages	Medium: 10,000+ pages	Low: 1,000+ documents
Security 	Low: None, except subscriptions	Medium: Role, user-based	High: Personal documents
Document Complexity 	Low: HTML	Medium: Word, Excel, PDF	High: personal apps, music
User Interface 	Standard: text box	Corporate: text box, taxonomy	Personal: variety of UI and control

Search = 3 Ad Hoc Processes

- **Shortcutting**

- Definition: Jumping to an article
- Google's text box search
- A developer finding a bug report on Microsoft.com

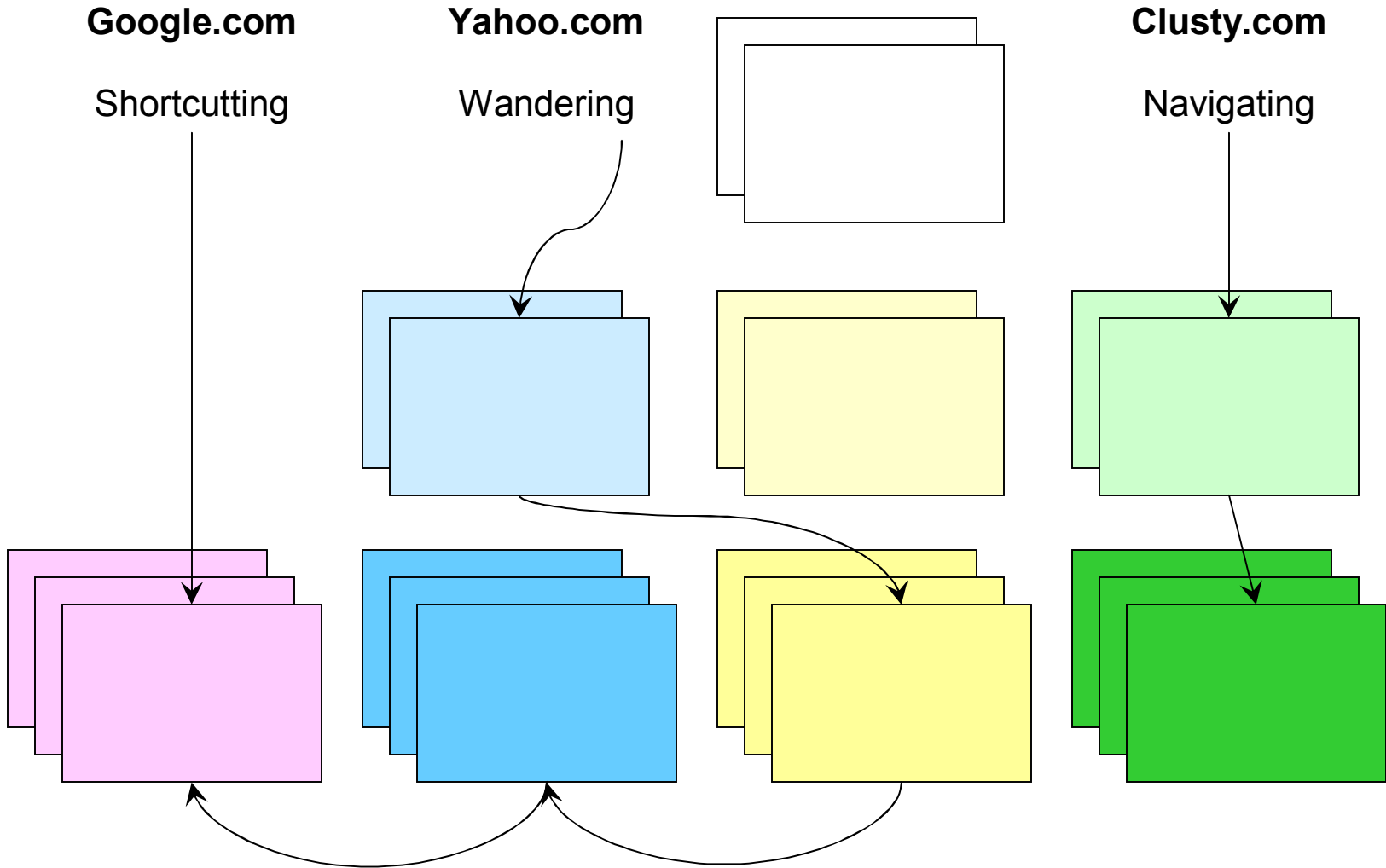
- **Wandering**

- Definition: Wandering through the taxonomy as a way to become familiar with the subject
- Yahoo!'s Web directory
- A student looking through course offerings

- **Navigating**

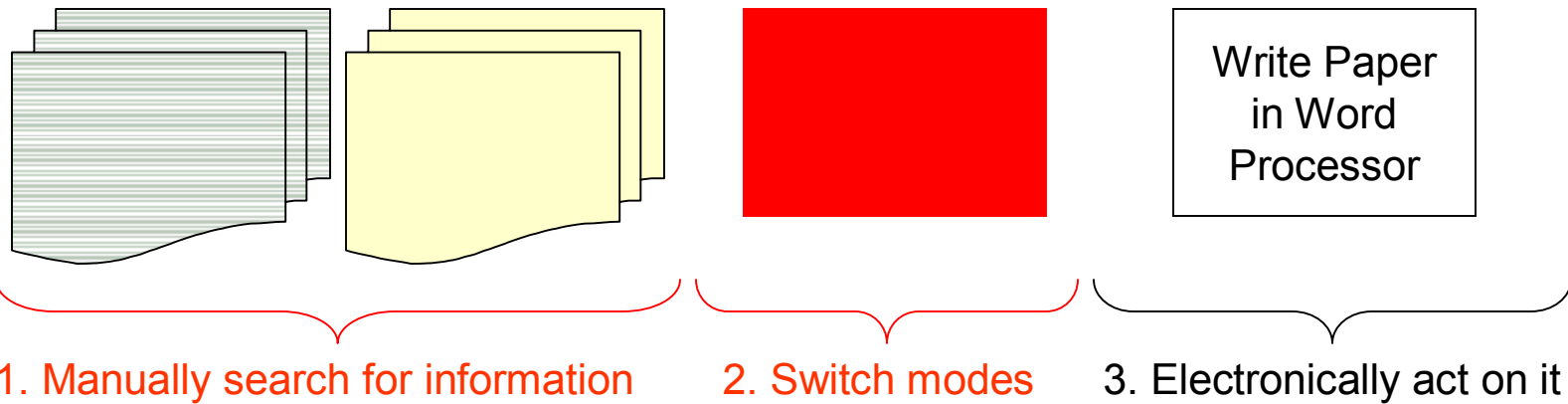
- Definition: Cross between shortcutting and wandering; navigating to an "information neighborhood"
- Endeca, Northern Light, Vivisimo's clustering
- A visitor looking to buy comedy DVDs on Amazon.com

Search = 3 Ad Hoc Processes

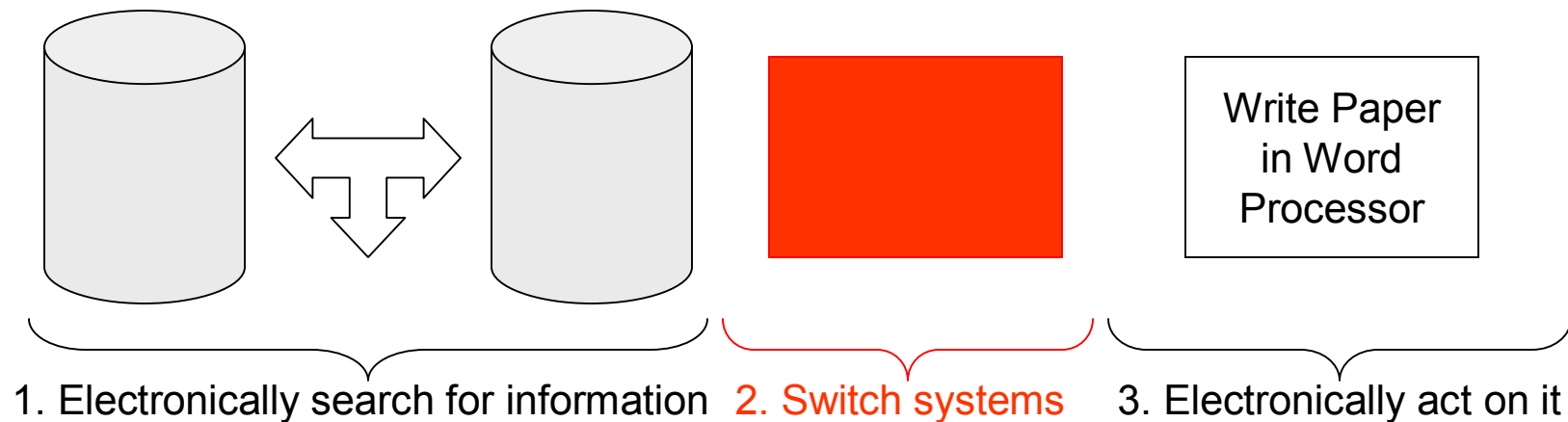


Search Productivity: Gain #1

Ten Years Ago: Manually Search, Switch, Then Act

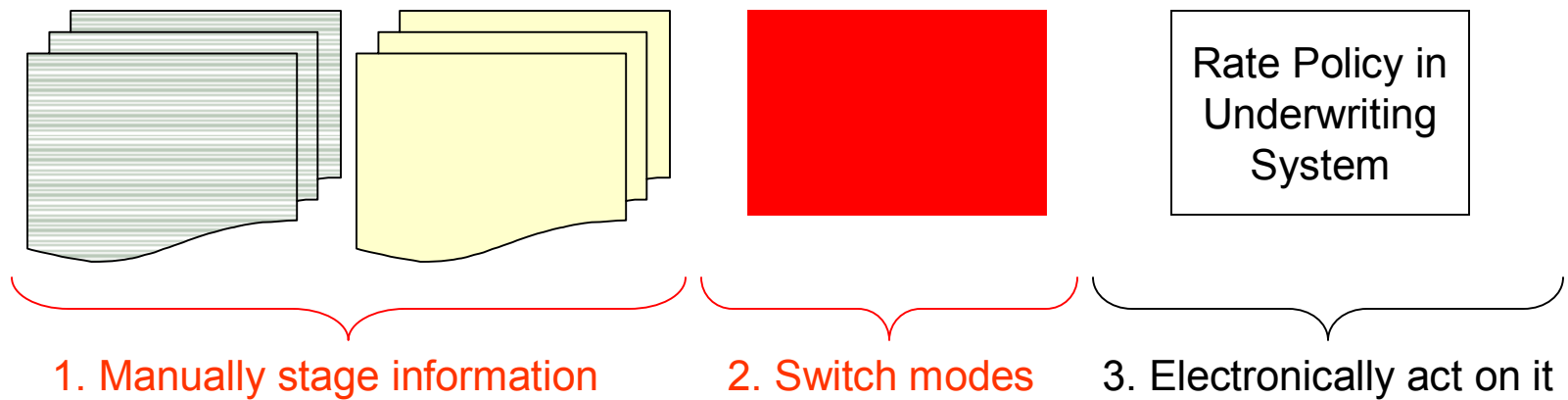


Today's Productivity Gain: Electronically Search, Switch, Then Act

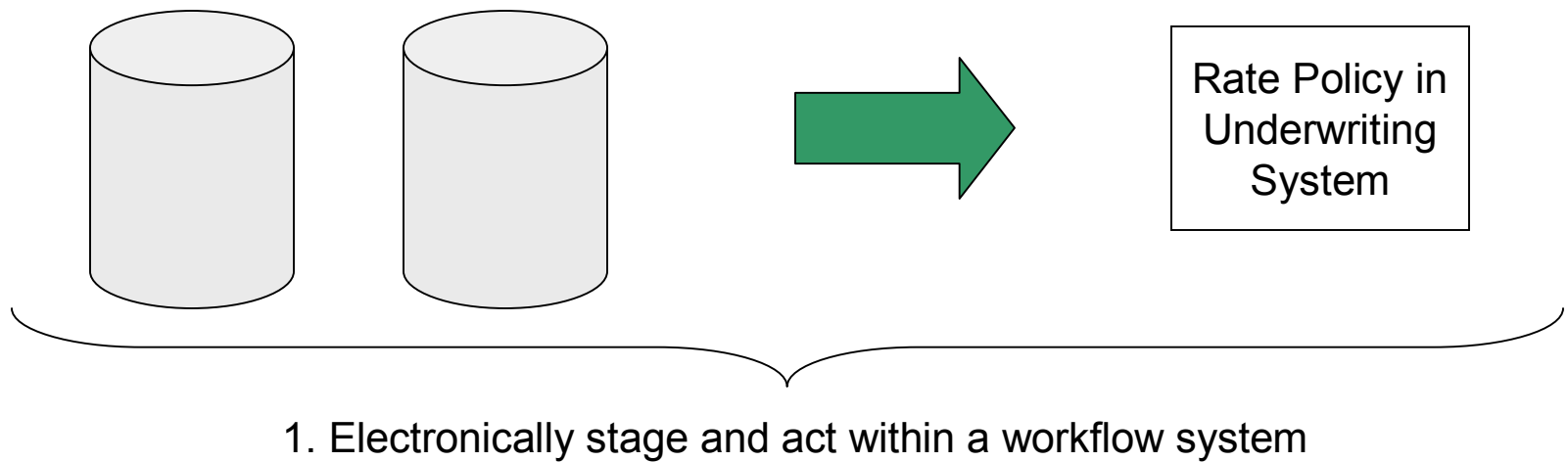


Workflow Productivity: Gains #1 & 2

Ten Years Ago: Manually Stage, Switch, Then Act

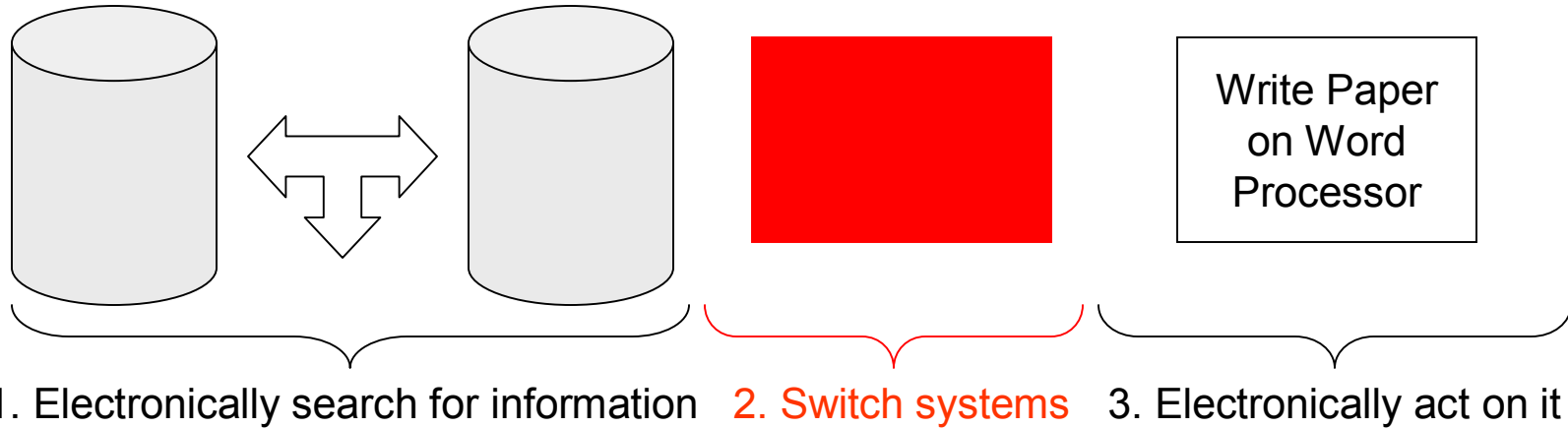


Today's Productivity Gain: Electronically Stage + Act

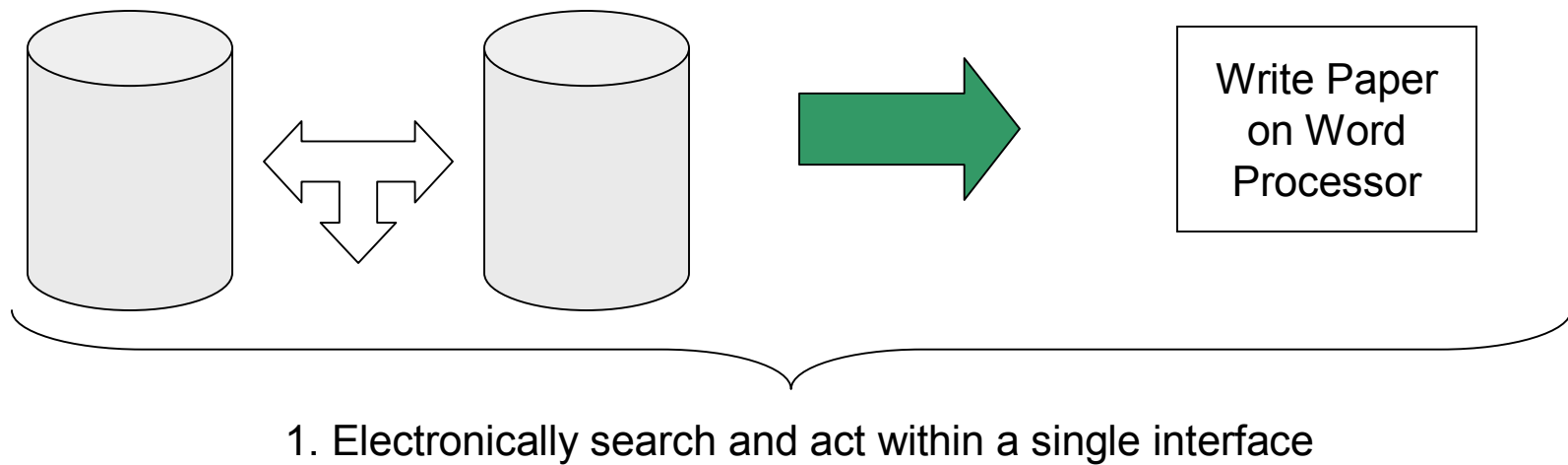


Search Productivity: Gain #2

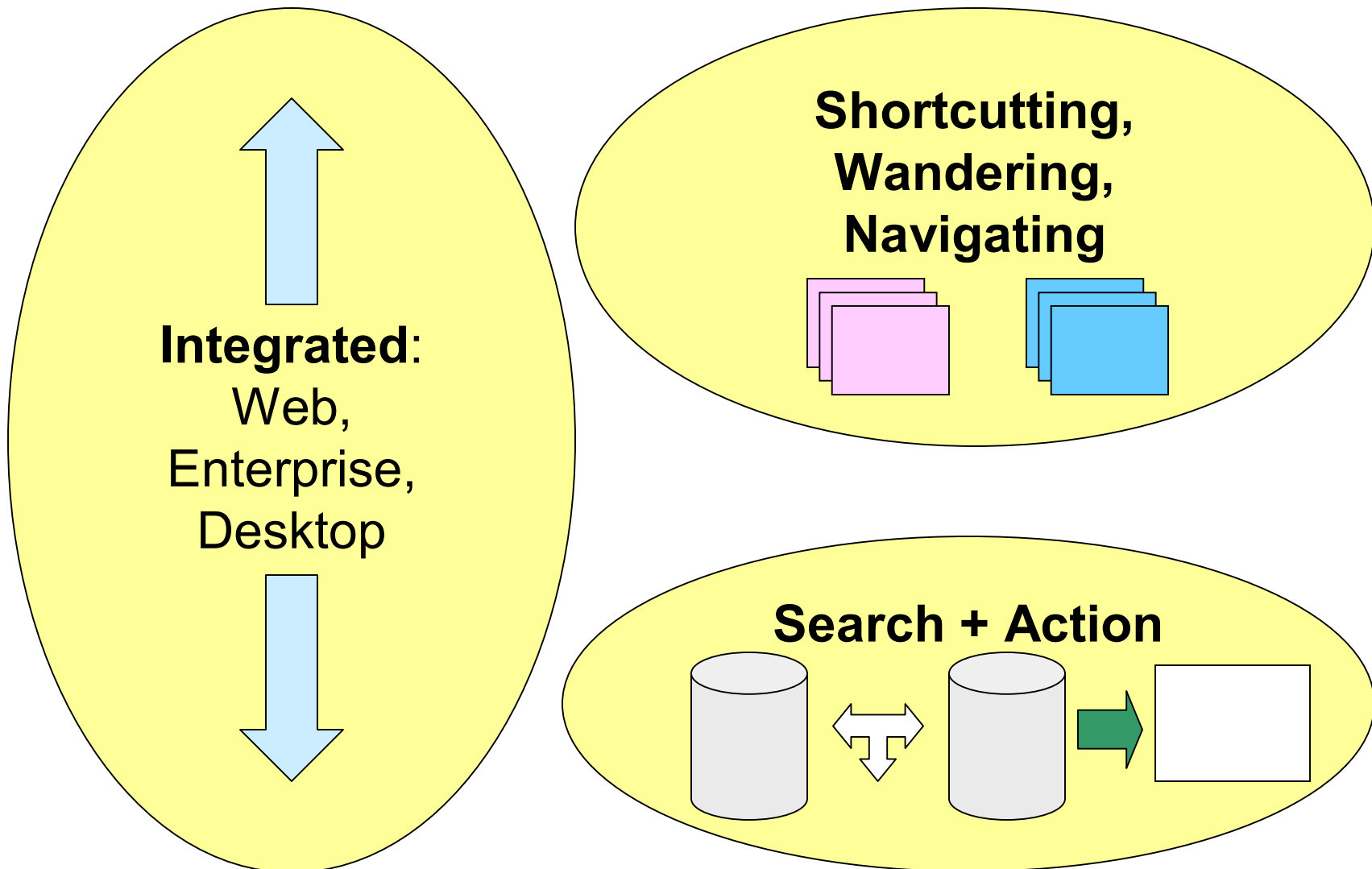
Today: Electronically Search, Switch, Then Act



Future Productivity Gain: Electronically Search + Act



Future: Integrated UI, Search + Action



This Report & Its Author

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