Lecture 4

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Reading

"Information Architecture" by Louis Rosenfeld and Peter Morville,
O'Reilly 1998

chapter 6 (worth reading)

Structure

searching

1. searchable sites

2. designing search interfaces

why not make a site searchable

- not a tool to satisfy all user's needs

- not good on poor contents

- not a cure for bad browsing!

- needs good planning

why make a site searchable

- cope with bad organization (Foyle's)

- dynamic contents

- large contents

user needs

- some want overview, others want detail

- some need accuracy, others don' care much

- some can wait, others need it now

- some need some info, others need a comprehensive answer

user's searching expectation

- known item searching

- existence searching

- exploratory searching

- comprehensive searching

integrated searching and browsing

- literature deals with single systems

- browsing and searching in a single system

- multiple iteration

- associative learning

things to consider when designing search interfaces I

- level of expertise
  - boolean?
  - concept search?

- amount returned
  - comprehensive?
  - verbose?

- how much to search

all this makes for a lot of problems

things to consider when designing search interfaces II

- search target
  - navigation pages?
  - HTML only?

- are there specific types of data that users will want

- multi-lingual?

- audience difference