

# Activity 6

COE17B010

## Chosen Search Engine:



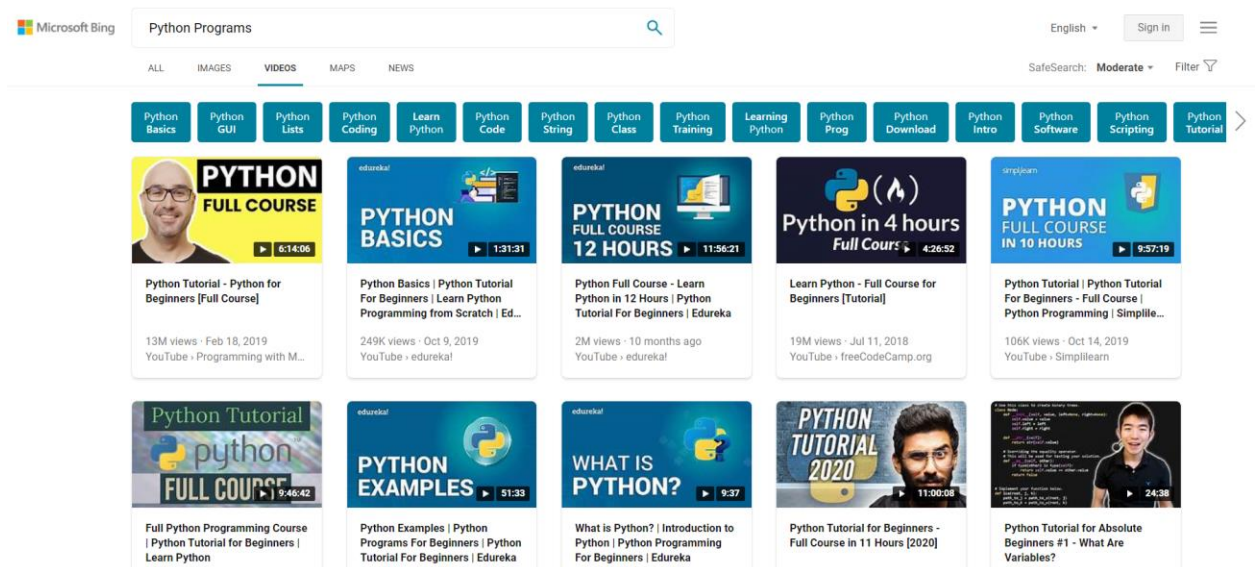
## Introduction:

- Search Engine by Microsoft
- Was earlier called MSN Search
- Handles 30% of all US search queries (2<sup>nd</sup> behind Google)

## Bing vs Google:

As google is the only contender with a greater searches, we can compare them to see in which areas Bing does better and in which areas it does worse,

- Bing's video searching is much better than google's as,
  - o Bing provides a grid of thumbnails in video search which is best suited for videos and much better than the standard of displaying a set of smaller thumbnails in a vertical fashion (like in text)



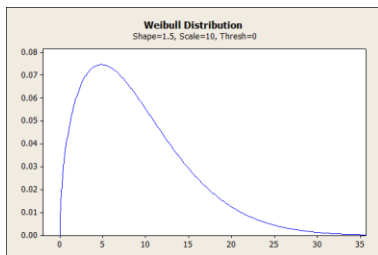
- o Videos can also be previewed before clicking by hovering over them (for some videos) thereby helping the user select what he wants

- Google is better regarding shopping suggestions as it is easier in google to find prices of items than in Bing
- Bing provides ability to choose layout of image in image search which can be useful
  - o Bing also provides sample images in image search which helps user understand how to use it, whereas google does not provide such features
  - o Bing also allows searching only a part of the input image
- Bing provides the Bing Rewards feature, where users can rack up points while using bing and then later redeem the rewards as gift cards for Amazon, Starbucks, etc which provides a great incentive for users to use Bing, whereas google does not have such reward systems.
- One big separator between Google and Bing is that Google's search times are much faster than Bing's.

## Laws:

### Weibull's Law:

User interaction time with a website follows the Weibull's distribution where they either stay for very less time or stay for a long time.



Once a user goes to a website, they quickly scan it and see if it has something they want. If no, they immediately leave within a minute. If it has something, they want they stay for a longer time.

## Pros

- Bing provides a rewards system where users can rack up points for searching in Bing and later use those points to get Amazon gift cards, etc
- This provides a great incentive for users to keep using Bing and not just leave it after 1 search.

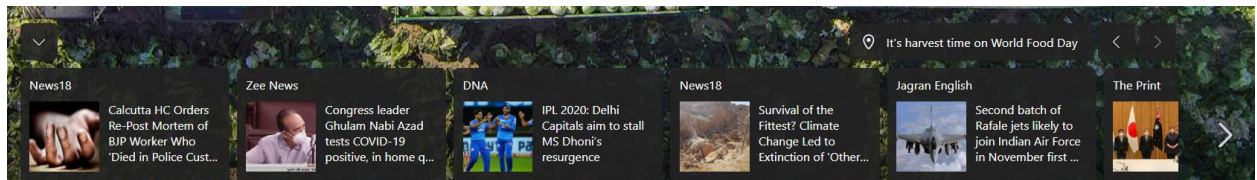
## Gestalt's Principles:

### Law of Proximity:

Objects which are closer to each other are perceived as similar by humans.

#### Pros

- News items are grouped together at bottom of page as they are similar items



- Sign in, Account options are placed together at top right corner as they are related



- Languages are grouped together below search bar



- Search, Search using voice, Search using image (Search Options) are given together



### Law of Similarity:

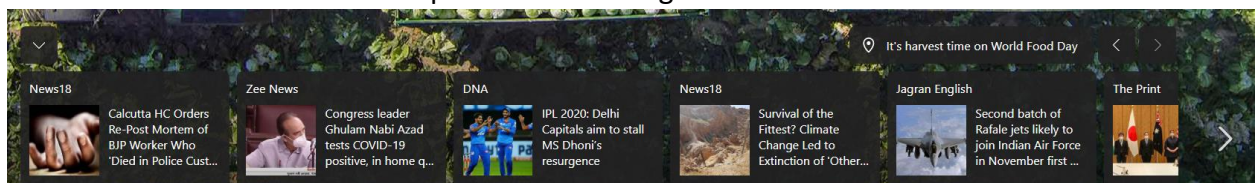
Objects that are having similar characteristics are perceived as similar or connected.

#### Pros

- Search options icons have similar look (transparent background with cyan colour) and so it helps connect them together



- News items all have a semi transparent black background



## Law of Symmetry:


We tend to group objects that are symmetrical (helps us structure information)

### Pros

- Video Search Results – Video Image followed by Title followed by Views and Release Date

 <p>Python Basics   Python Tutorial For Beginners   Learn Python Programmin...</p> <p>248K views · Oct 9, 2019 <a href="#">YouTube</a> · <a href="#">edureka!</a></p>	 <p>Python Full Course - Learn Python in 12 Hours   Python Tutorial For Beginners   Ed...</p> <p>2M views · 10 months ago <a href="#">YouTube</a> · <a href="#">edureka!</a></p>	 <p>Python Tutorial - Python for Beginners [Full Course]</p> <p>13M views · Feb 18, 2019 <a href="#">YouTube</a> · <a href="#">Programming wi...</a></p>
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- News Results – Title followed by description

<p>Output of Python Program – Dictionary (set 25)</p> <p>A Computer Science portal for geeks. It contains well written, well thought and well explained computer science and programming articles, quizzes and practice/competitive ...</p> <p><a href="#">GeeksforGeeks</a> · 1d</p>	 <p>Python Could Soon Beat Java In Popular Programming Language Rankings</p> <p><a href="#">Foss Bytes</a> · 8d</p>	<p>The Python Programming v3.9 Comprehensive Bootcamp</p> <p>Become A Certified Python Developer, Understand and Practice Python Programming and Boost your Dev career in short time!</p> <p><a href="#">Udemy</a> · 2h</p>
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## Law of Completion:

Even if some shapes are missing our brains automatically complete them to give information

### Pros

- Simplified Icons – outlines of actual objects are enough to convey a functionality



Search via voice (Microphone)



Search via image (Camera)



Search (Magnifying Glass)

## Law of Continuity:

Some elements make us perceive movement or direction

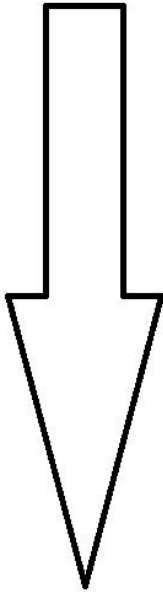
### Pros

- List of Video results (Left to Right)



- List of search results (Top to Bottom)





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```
File Edit Shell Debug Options Window Help
>>> # Import calendar module
>>> import calendar
>>> # Enter the month and year
>>> yy = int(input("Enter year: "))
Enter year: 1997
>>> mm = int(input("Enter month: "))
Enter month: 7
>>> # Display the calendar
>>> print(calendar.month(yy,mm))
July 1997
Mo Tu We Th Fr Sa Su
1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31
>>>
```

```
File Edit Shell Debug Options Window Help
Python 3.4.2 (v3.4.2:ab2c023a432, Oct 6 2014, 22:15:05) [MSC v.1
600 32 bit (Intel)] on win32
Type "copyright", "credits" or "license()" for more information.
>>> while True:
    print("Enter 'x' for exit.")
    val = input()
    if val == 'x':
        break
    else:
        print("Welcome to Python from codescracker.com!")
        print()
Enter 'x' for exit.
Welcome to Python from codescracker.com!
Enter 'x' for exit.
x
>>>
```

Python is a widely used general-purpose, high-level programming language. Python allows programming in **Object-Oriented** and **Procedural** paradigms.

## Law of Common Destiny:

Elements pointing in same direction no matter how further apart are grouped together

## Pros

- Frequent Questions Dropdown – As all buttons point DOWN, all of them are perceived to do the same function, i.e. expand the question

PEOPLE ALSO ASK	
What is Python programming?	▼
What are the most useful Python programs?	▼
Are there pattern programs in Python?	▼
How does Python perform arithmetic operations?	▼

- Colours in Links and Titles

As all links are coloured green and blue for clickable title, they are perceived to have a common destiny, i.e. lead to a webpage.

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