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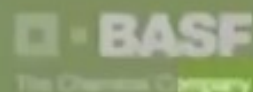
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Other searches?

- ◆ Besides classic search (textual), we can offer the so-called **constrained search**
- ◆ Best choice: ***in addition*** to classic search



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Pros and Cons

- ◆ Pros: efficient, and much appreciated by users
- ◆ Cons: need to pay attention on how it is implemented, because there is no «reference model» in search engine

More on static search

- ◆ Many sites offer dynamic search, that requires some time (like any search)
- ◆ → many users wait for the result, until they realize a button has to be pressed
- ◆ → frustration, and time lost!

So... dynamic?

- ◆ Or not?

- ◆ → It depends!

From what?

- ◆ From the ***number of constraints*** !
- ◆ When the constraints are 1 (!), dynamic is obviously superior
- ◆ When constraints are many, the potential problem, depending on the kind of search the user is doing...

The risk with dynamic search

- ◆ Dynamic: every time the user fills in a parameter, a new search start
- ◆ If the user wanted to do ***incremental search***, this is perfect

But...

- ◆ ... this is not always the case!
- ◆ Sometimes the user already knows a few parameters
- ◆ In this case, he is forced to do ***separate searches*** rather than one search → frustration, lost time and diminished timers!
- ◆ So with many parameters, the less risky choice is static search





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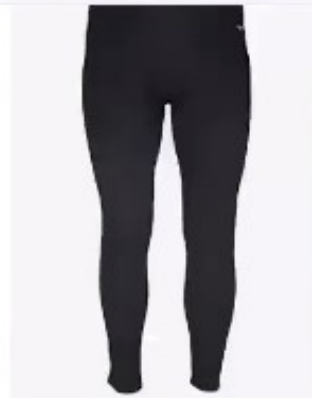
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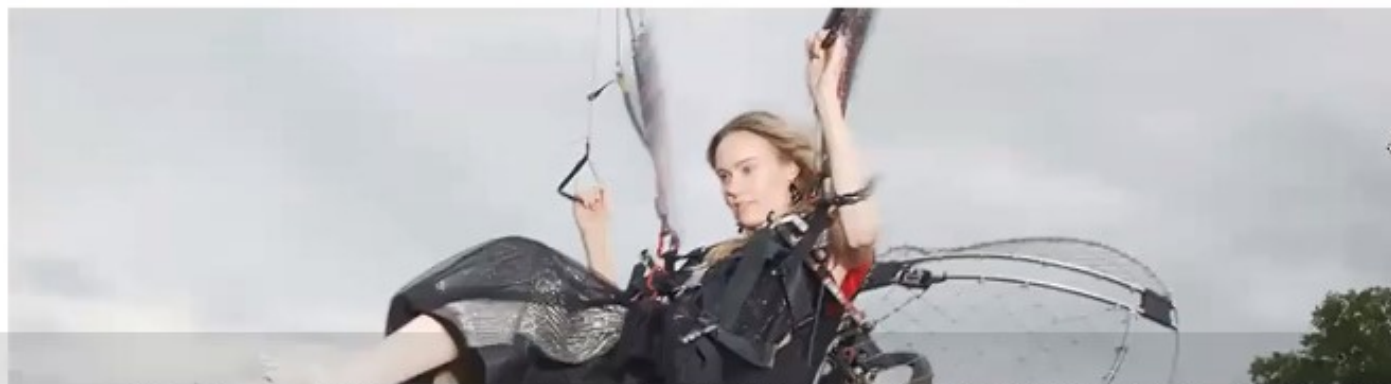
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Next...

- ◆ Let's see the **input/output** of search
- ◆ Starting with output: what is the best way to present the results?
- ◆ Even here, the best way is to follow the users and their habits
- ◆ And so, to behave more or less like the big search engines

Moreover...

- ◆ Since we deal with constrained (parametric) search, it is helpful to always allow users to **sort** on any object parameter (for instance price, features and so on)

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