

Beware...

- ◆ The limit case!
- ◆ What happens when there are zero results?
- ◆ Strategy 1: give zero results
- ◆ Strategy 2: say there were zero results

What to do

- ◆ Don't use strategy 1: it confuses users, making them think search is not working (!)
- ◆ Strategy 2 is preferable, but it can be improved even further

Premise...

- ◆ Wait, isn't this just too much detail?
- ◆ Zero results... who cares?????
- ◆ Well, first that depends on the search:
with free textual search, this is not so uncommon

Ludwig Mies van der Rohe

◆ *Less is more*

◆ But also...:

◆ *God is in the
details*



Zero results...

- ◆ ... is just a piece of the site architecture
- ◆ It's the sum of small details that make up for the bigger picture
- ◆ Talking of zero results, let's see an even bigger case (which will also offer us a Strategy 3), the so-called...



"404" effect

- ◆ Enormous impact ("dangling links")
- ◆ Some examples:
guardian, repubblica, euronics, dainese,
mit, unipd, facile.it, bbc, cnn, zappos...



Sorry - we haven't been able to serve the page you asked for.

You may have followed an outdated link, or have mistyped a URL. If you believe this to be an error please [report it](#).

[The Guardian homepage](#) →

Error
404

Seguici su:



Error 404

CERCA



Pagina non disponibile

[Torna alla homepage di Repubblica.it](#)

Se vuoi segnalare il problema [scrivici](#)

Per favore cita l'indirizzo della pagina che cercavi. Grazie

Page not found

[Go to Repubblica's Home Page](#)

Feel free to [mail us](#) a note!

Please report the URL of the referrer page and the URL of the page not found. Thanks

Uh oh, looks like we couldn't find what you were looking for!
Try searching for something else!



photovoltaics

Page Not Found



broken link



The Server got sick of trying to find whatever retarded thing it is that you wanted and is currently taking a poop...

Please try again in so we can deploy another ad banner - two thousand more times and we get a nickel

RZONE LINKS



CATEGORIES

Abandoned (23)
Caption (2)
Celebrity (83)
Entertainment (26)
Environmental (21)
EyeCandy (2)
Factoid (16)
Financial (14)
Humor (117)
Legion (6)
News (301)
Political (64)
Punks (14)
Rants (33)
Recipes (3)
Retarded (306)
Reviews (28)
Science (34)
Techies (76)
Tips & Tricks (21)
Uncategorized (24)
Video (22)

BLOG TOOLS

Powered by Technorati

LINKS

Retard Media
Retard News
Retard Zone
My Ex is a Tool
Best Wants
Odd Feelings
Apple Different
HCRG HCRG

ARCHIVES

July 2011 (1)
September 2012 (1)
April 2012 (1)
January 2012 (1)
May 2011 (1)
June 2009 (3)
May 2009 (12)
April 2009 (20)
March 2009 (3)
February 2009 (6)
January 2009 (13)
November 2008 (30)
October 2008 (14)
September 2008 (18)
August 2008 (19)
July 2008 (2)
June 2008 (5)
May 2008 (3)
April 2008 (6)
March 2008 (16)
February 2008 (32)
January 2008 (6)



Got your URL?

404

You didn't break the internet, but we can't find what you are looking for.

What can KnowsMore help you find today?





- Web Store
- Outdoor Experts
- Find a Dealer
- Contact Us
- Coleman Services

Sign Up for Email



2 items in your cart

CUSTOMER SERVICE
1.800.835.3378

Web Store

[Online Outlet](#) | [Order Parts](#) | [Voon-Profit](#) | [Family Store](#) | [Factory Outlets](#) | [Order Tracking](#)

ALL CAMPING HIKING FISHING HUNTING BOATING TAILGATING BACKYARD HOME



Tents and
Shelters



Emergency
Gear



Stoves



Lighting



Inflatables



Sleeping Bags



Road Trip &
Grills



Heaters



Outdoor
Fireplaces



Coolers



Gear for Pets



Over the
Hedge



Water
Recreation



Cordless
Appliances



Hot Water
Systems



Mosquito
Control Refills



Furniture



Grills &
Accessories



Beds



Accessories



Storage



Cookware



Boats



Online Outlet



Spas



Heating &
Cooling



Cargo Carriers



Coleman's
Exponent's



Coleman's
Peak 15



Coleman's
Kids

Advantages:

- ◆ Compact, visual representation
- ◆ (Note this is a general problem of a site, not only confined to search: how best to show a list of informative objects)



- Web Store
- Outdoor Experts
- Find a Dealer
- Contact Us
- Coleman Services

Sign Up for Email



8 Items in your cart

CUSTOMER SERVICE
1.800.833.3278

Web Store

Online Outlet | Order Parts | Non-Profit | Family Store | Factory Outlets | Order Tracking

ALL CAMPING HIKING FISHING HUNTING BOATING TAILGATING BACKYARD HOME

 New from 2008	 Tents and Shelters	 Emergency Gear	 Stoves	 Lighting	 Inflatables
 Sleeping Bags	 Road Trip & Gels	 Heaters	 Outdoor Fireplaces	 Coolers	 Gear for Pets
 Over the Hedge	 Water Recreation	 Camping Appliances	 Hot Water Systems	 Motorized Control Remotes	 Furniture
 Golf & Accessories	 Ex-Guard	 Accessories	 Storage	 Coolers	 Boats
 Online Outlet	 Boats	 Heating & Cooling	 Cargo Carriers	 Coleman's Equipment	 Coleman's Peak 18
 Coleman's for Kids					

Colson Group Inc.
The Colson Group

• 40 Years in Business
• 100+ Locations
• 100+ Years of Experience
• 100+ Years of Service

Colson Group Inc. is a leading provider of industrial and commercial equipment, tools, and supplies. Our products are designed to meet the needs of a wide range of industries, including construction, manufacturing, and maintenance. We offer a comprehensive selection of products, including:

- Power Tools
- Hand Tools
- Industrial Equipment
- Construction Materials
- Safety Equipment
- Fluid Power
- Material Handling
- Paints & Coatings
- Electrical Supplies
- Plumbing Supplies
- Automotive Supplies
- Marine Supplies
- Aviation Supplies
- Medical Supplies
- Food Service Supplies
- Hotel & Restaurant Supplies
- Office Supplies
- Printing Supplies
- Signage
- Lighting
- Security
- Fire Protection
- Environmental
- Energy
- Transportation
- Telecommunications
- Information Technology
- Healthcare
- Education
- Government
- Non-Profit
- Other

Colson Group Inc. is committed to providing the highest quality products and services to our customers. We have a long history of excellence and a reputation for reliability. We are proud to be a part of the Colson Group and to serve our customers with the best products and services available.

Colson Group Inc. is a leading provider of industrial and commercial equipment, tools, and supplies. Our products are designed to meet the needs of a wide range of industries, including construction, manufacturing, and maintenance. We offer a comprehensive selection of products, including:

- Power Tools
- Hand Tools
- Industrial Equipment
- Construction Materials
- Safety Equipment
- Fluid Power
- Material Handling
- Paints & Coatings
- Electrical Supplies
- Plumbing Supplies
- Automotive Supplies
- Marine Supplies
- Aviation Supplies
- Medical Supplies
- Food Service Supplies
- Hotel & Restaurant Supplies
- Office Supplies
- Printing Supplies
- Signage
- Lighting
- Security
- Fire Protection
- Environmental
- Energy
- Transportation
- Telecommunications
- Information Technology
- Healthcare
- Education
- Government
- Non-Profit
- Other

Colson Group Inc. is committed to providing the highest quality products and services to our customers. We have a long history of excellence and a reputation for reliability. We are proud to be a part of the Colson Group and to serve our customers with the best products and services available.

The screenshot shows the homepage of 'Cobrador TV'. The header includes the logo and navigation links like 'Web Store', 'About Us', 'Contact Us', 'FAQ', 'Privacy Policy', 'Terms of Service', 'Site Map', and 'Feedback'. A sidebar on the left contains a search bar, a 'Log In' button, and a 'Create Account' button. The main content area displays a grid of various products, including electronics, home appliances, and outdoor gear. A network diagram, consisting of blue nodes connected by lines, is overlaid on the product grid, illustrating the concept of a networked marketplace or digital economy.

The screenshot shows the Craftsman website's 'Job Site' section. At the top, there's a navigation bar with 'Home Store', 'A Division of Sears', 'A Division of Sears', and 'A Division of Sears'. Below this, a large image of a Craftsman tool is visible on the left. The main content area features a grid of product images, each with a blue circular icon and a network of lines connecting them, suggesting a system or workflow. The products include various power tools like drills, saws, and blowers. At the bottom, there's a section for 'CRAFTSMAN' with a list of products and their prices.

The screenshot shows the Coleman website's product grid. A blue circle highlights a blue cooler in the third row, second column. A red box highlights a blue cooler in the fourth row, second column. The website header includes the Coleman logo and navigation links like 'Web Store' and 'Search the site'.

[illegible][illegible]

Web Store

Online Catalog | Order Parts | Factory Outlet | Family Store | Factory Outlets | Order Tracking

[ALL](#) [CAMPING](#) [FISHING](#) [HUNTING](#) [BOATING](#) [WATERCRAFT](#) [BEACH](#) [HOME](#)



Web Store

Online | Retail | Office | New York | Family Store | Factory Outlet | Order Tracking

AMPING FISHING FISHING HUNTING BUAING TAILGATING BACKYARD NOM



Moral:

- ◆ There is a dynamic explosion (similar to random walks in physics), due to the non-linear path that we can follow



The search box...?



- ◆ We talked about the search button, but what about the search box?
- ◆ How big should it be?
- ◆ (Again, this is a bigger issue: when we need an input text box, what about its size?)

The search box



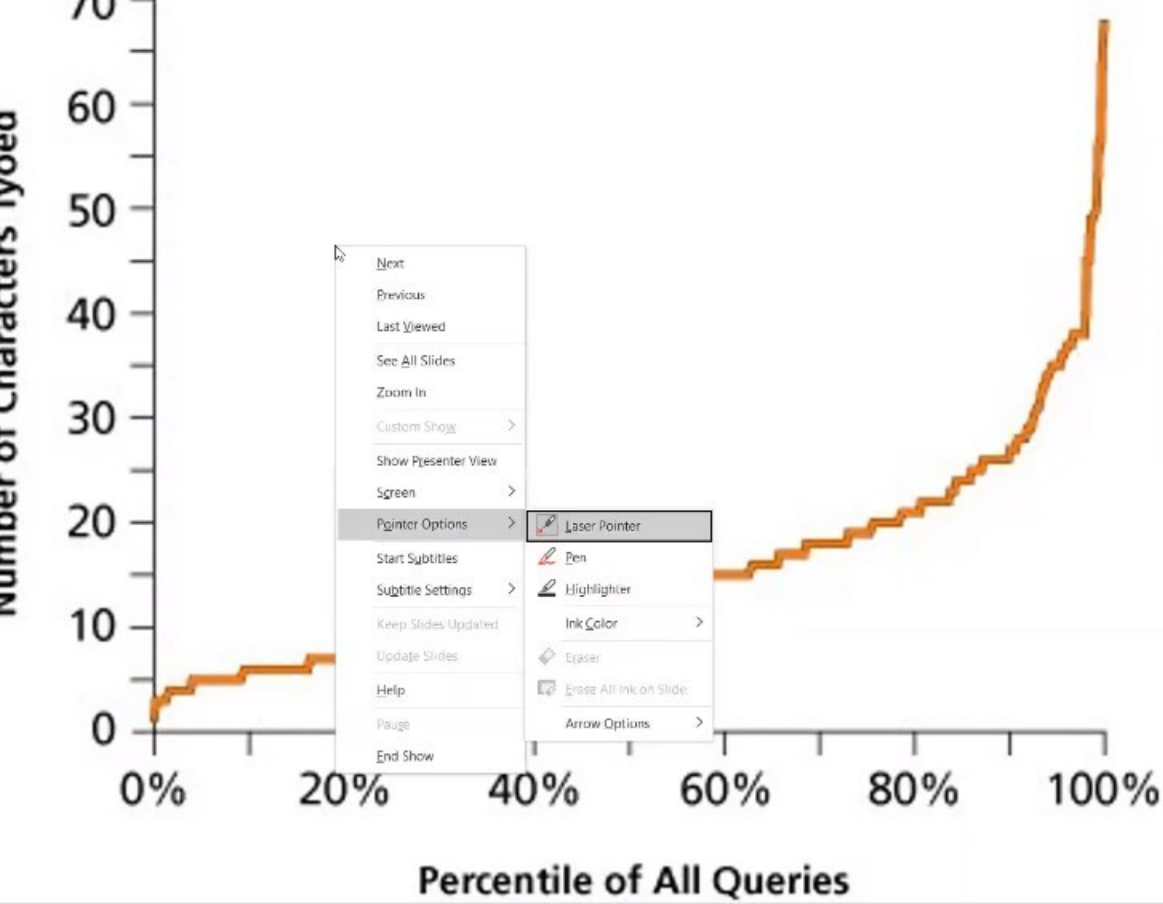
- ◆ Obviously, the size would depend on various factors, like ***context*** and so the kind of search
- ◆ But we also need to take into account the ***evolution*** that search has had with users

Temporal evolution



- ◆ The first web searches used to be single-keyword (one keyword)
- ◆ Along with time, the length of queries started to ***grow*** more and more





And so?

- ◆ The suggested average size is **30**: with this size we can accommodate **90%** of the queries



What if the box is too small?

- ◆ First of all, psychological effect (remember the *toilet paper* example!!):
- ◆ Users start to have discomfort if they planned for a longer query, and stress augments: **+5%** initial penalty, and...
- ◆ ... around **+1%** for each extra character (!!!)

A few years later...

SEARCH

DONATE

HELP

CONTACT

SITE INDEX

CAREERS

Español | 简体中文 | 繁體中文 | Tiếng Việt

May 20, 2009

American Heart Association

Learn and Live.

> For Patients

> For Caregivers

> For Healthcare Professionals

> For Researchers and Scientists

Heart Attack/Stroke Warning Signs

American Stroke Association

Diseases & Conditions

Children's Health

CPR & ECC

Healthy Lifestyle

American Heart Association



[Follow the Path to Managing Your Blood Pressure](#)
May is Blood Pressure Awareness Month -- a great time for you to reach your blood pressure goal. Learn your risk, understand your treatment plan, master home monitoring and track your progress toward your blood pressure goal with our suite of online blood pressure management tools.

GET LOCAL INFO

Find events happening in your community.

Enter a zip code here:

FIND

Don't Know the ZIP CODE?

[Find by State](#)



Learn to recognize a heart attack and act quickly when you notice the warning signs. Call 9-1-1 immediately if you experience symptoms!
[learn more...](#)



Search

ex: Heart Attack Symptoms



In This Moment, Our Hearts are Full

We are thankful for your ongoing support to help save lives from heart disease and stroke.

DONATE ONCE

DONATE MONTHLY



Let's go back...

- ◆ To a few sites seen before (disney, nordstrom, basf, math.unipd etc), and compare with other sites like search engines, Amazon etc

You are on amazon.com. You can also shop on Amazon Italy for millions of products with fast local delivery. [Click here to go to amazon.it](#)