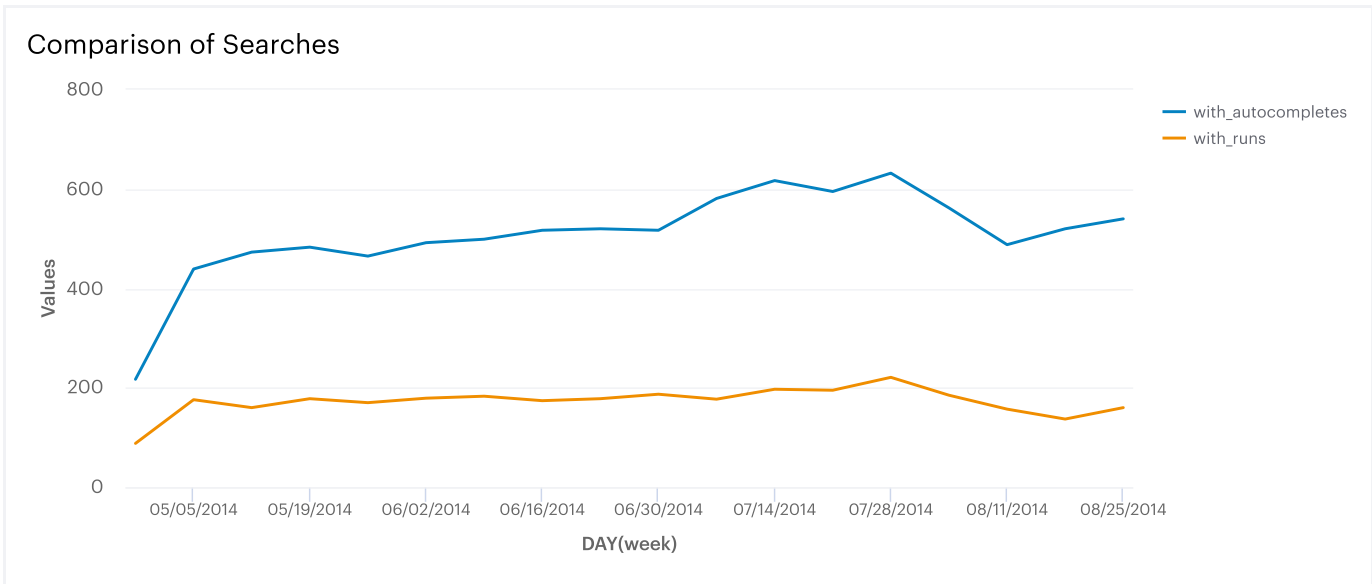


Case Study: Yammer

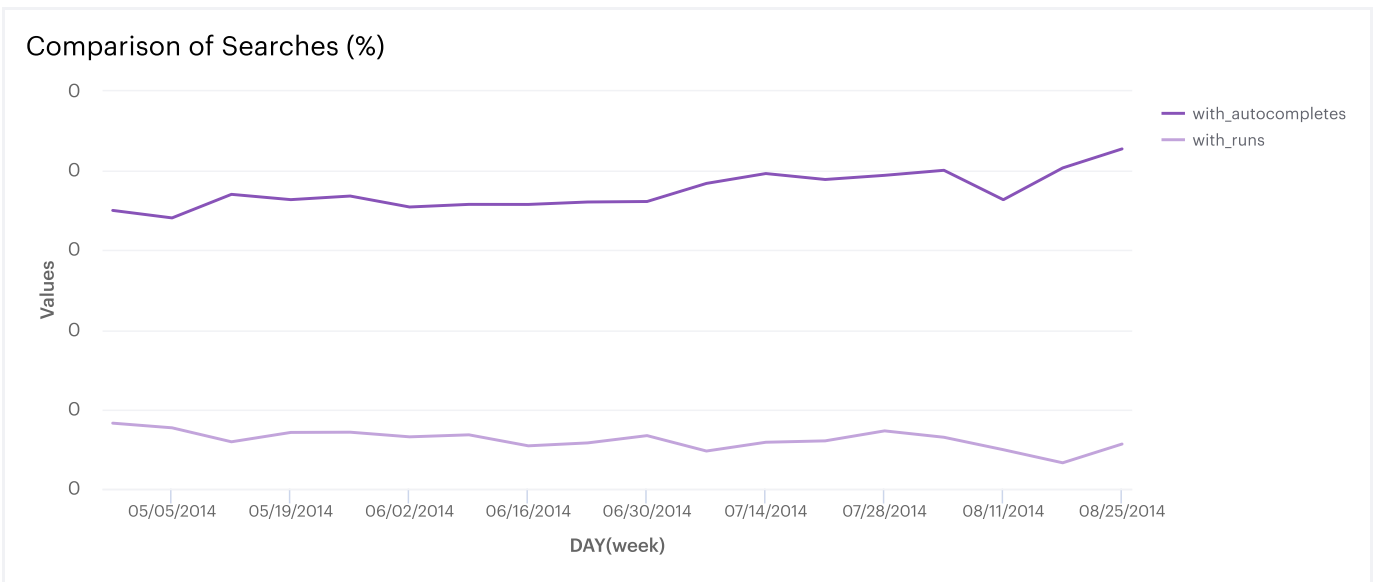
Using user data to understand search functionality

CASE STUDY : YAMMER

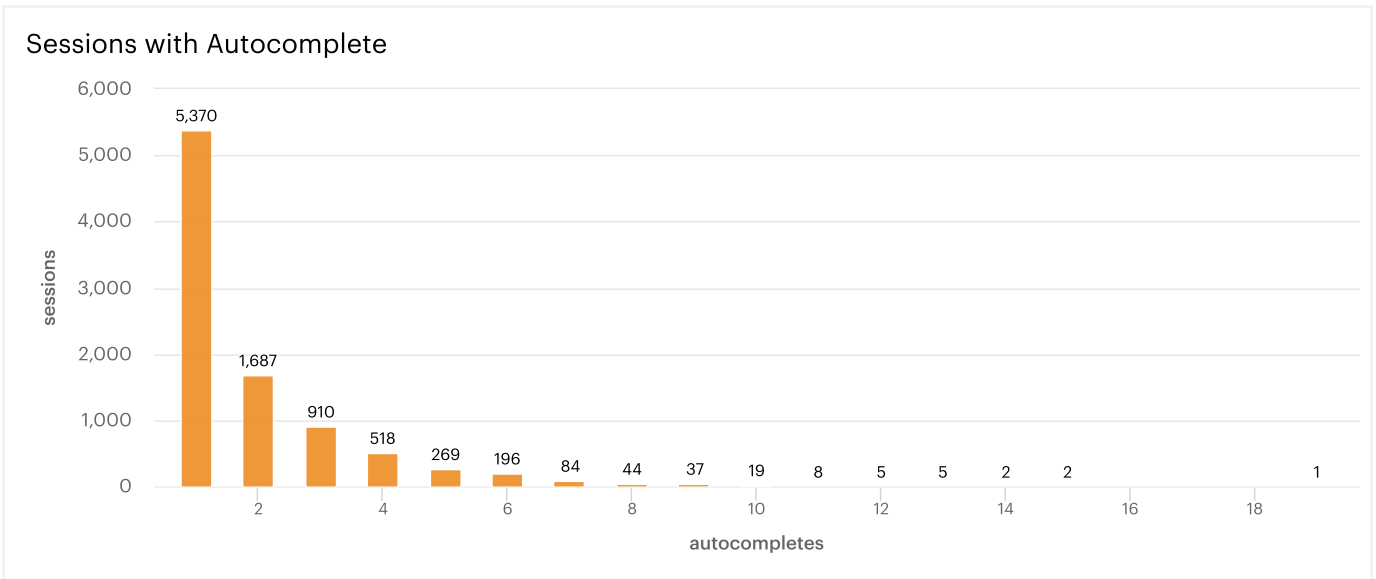
UNDERSTANDING SEARCH FUNCTIONALITY AND OPTIMIZATION



As we can discern from the line graph, users prefer searching with autocomplete as opposed to running their searches. The distinction is significant enough to note that ease of use is what the users desire. Users are more prone to using features that are accommodating to their tasks as this is an app designed for use at the workplace.

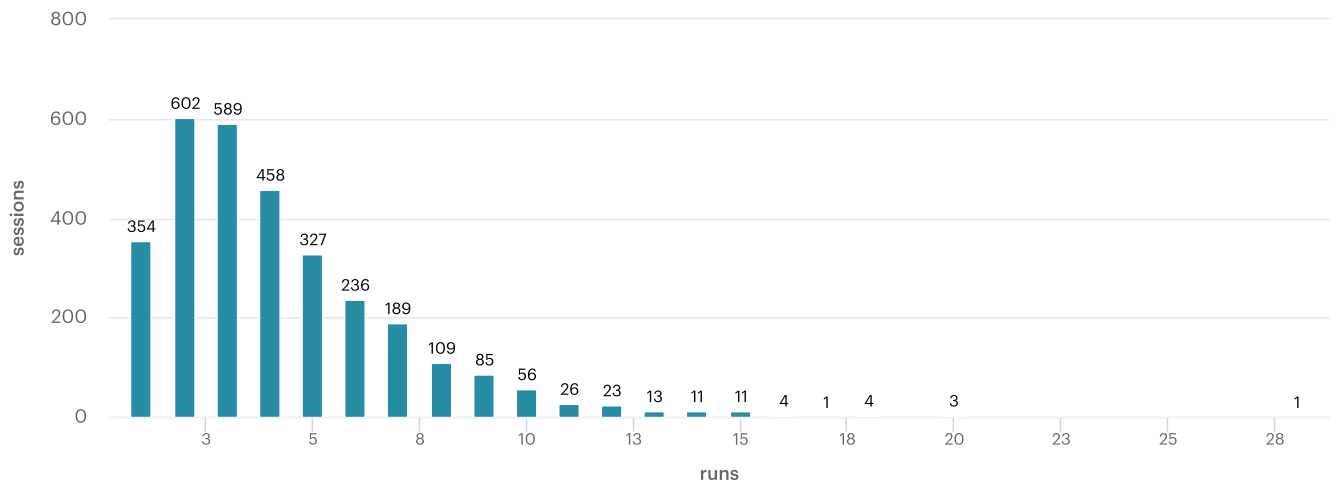


Exploring the same data on a percentage base provides us with a more in-depth understanding of user activity. We can see a significant difference between searches by type. Searches run manually accounted for less than 10% whereas searched performed with autocomplete function incorporates over 25% of user sessions. This reflects that the users have a need to access information on their Yammer networks. This also depicts the need for user experience and functionality to be improved to maintain and gain growth in users.



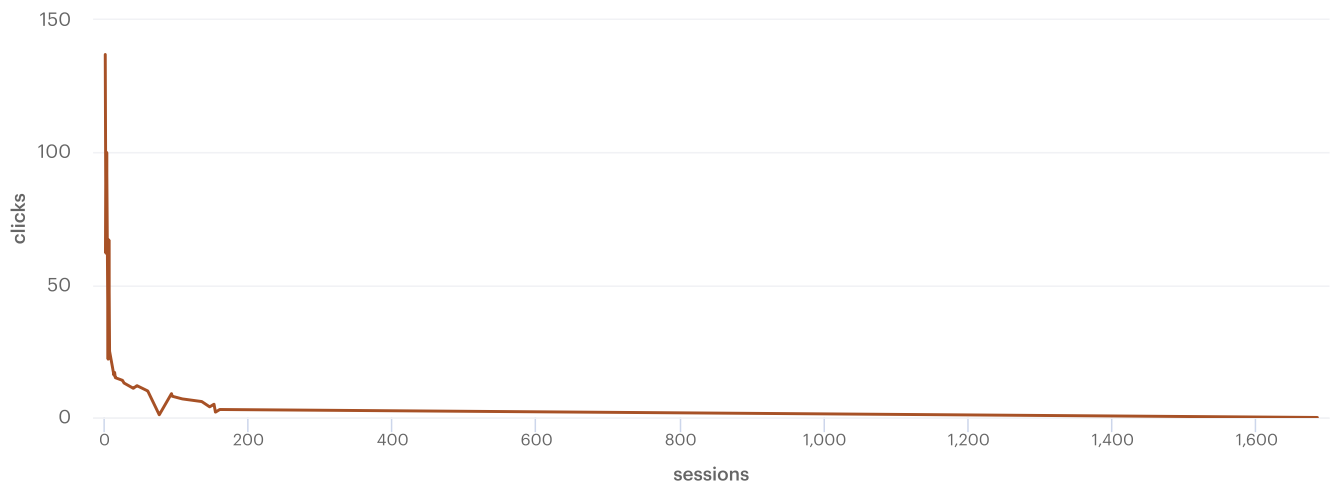
Observing the volume of autocomplete searches by sessions we can see significant numbers. Understanding the importance of this is crucial to building a loyal user base. Autocomplete is relied upon by Yammer users to access information on their networks. Users are also more likely to frequent this behavior of incorporating autocomplete to their query search behaviors. Users that use autocomplete typically use it for one or two queries. The volume suggests that this is an important feature to user experience for Yammer users. Suggestion for improvement of autocomplete functionality so that user experience improves can be made from this observation.

Run Sessions



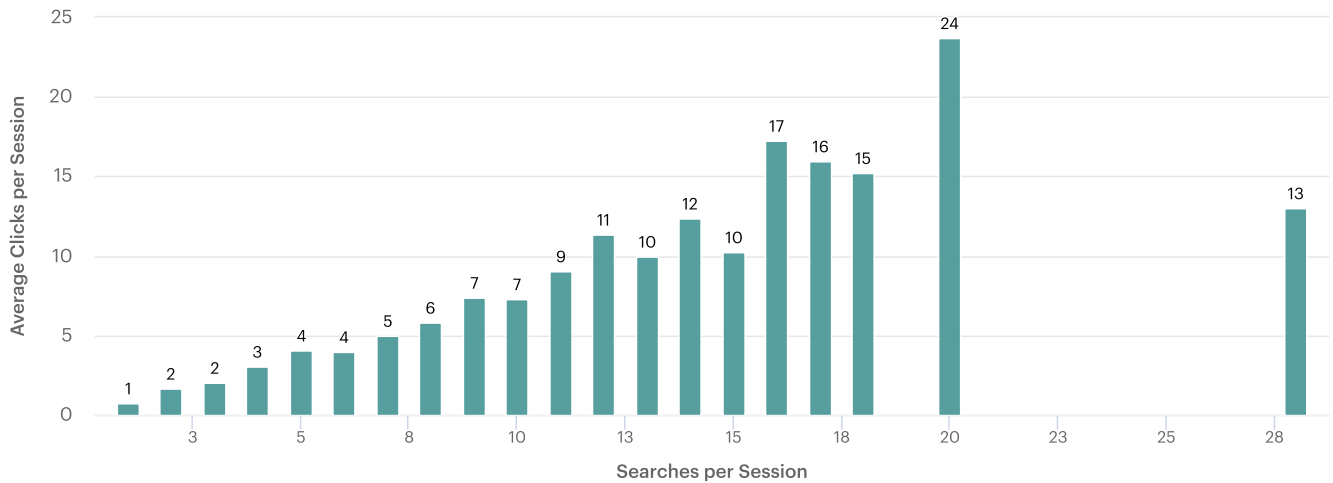
The previous observation we noted that the autocomplete function is heavily relied upon for single search queries by users. This bar graph shows the number of searches run per session. We can see that users that utilize the run functionality are more likely to do multiple searches using run as well. The low volume of run queries compared to autocomplete queries suggests that users that prefer to use run searches use it multiple times but also that it may not be as accurate as autocomplete.

Clicks per Session



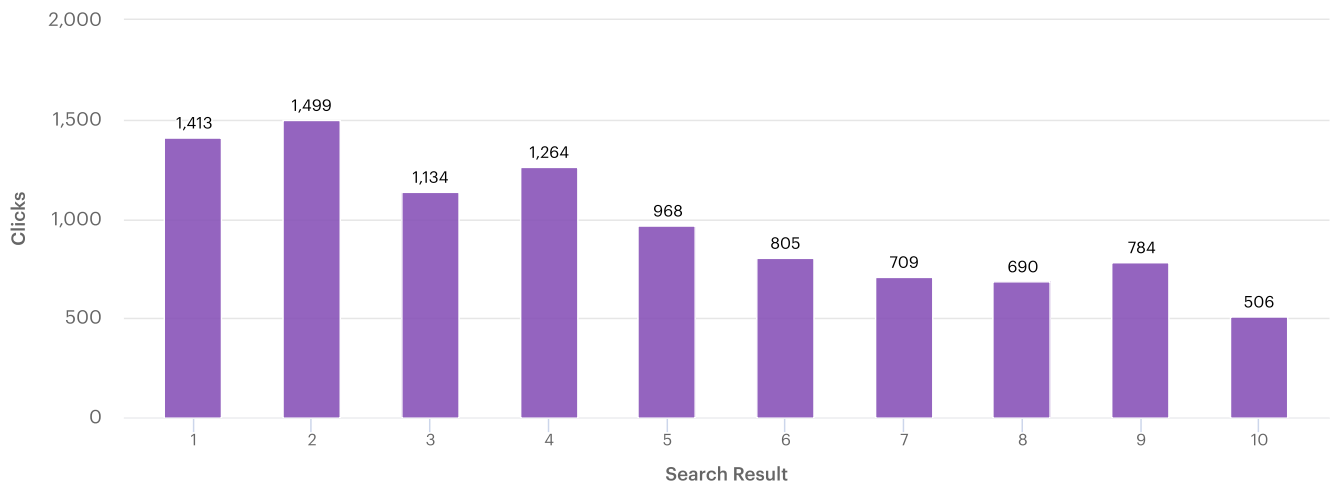
The above line graph depicts the number of clicks per session by users. It is not indicative that more clicks are generated with more searches. Users do not typically click on results and thus not enough clicks are generated per user. Improving this by producing relevant results and possibly integrating suggestions can provide for more opportunities for users to click on results. Incorporating search histories, behaviors and trends may be able to provide for more user related results.

Average Clicks by Search per Session



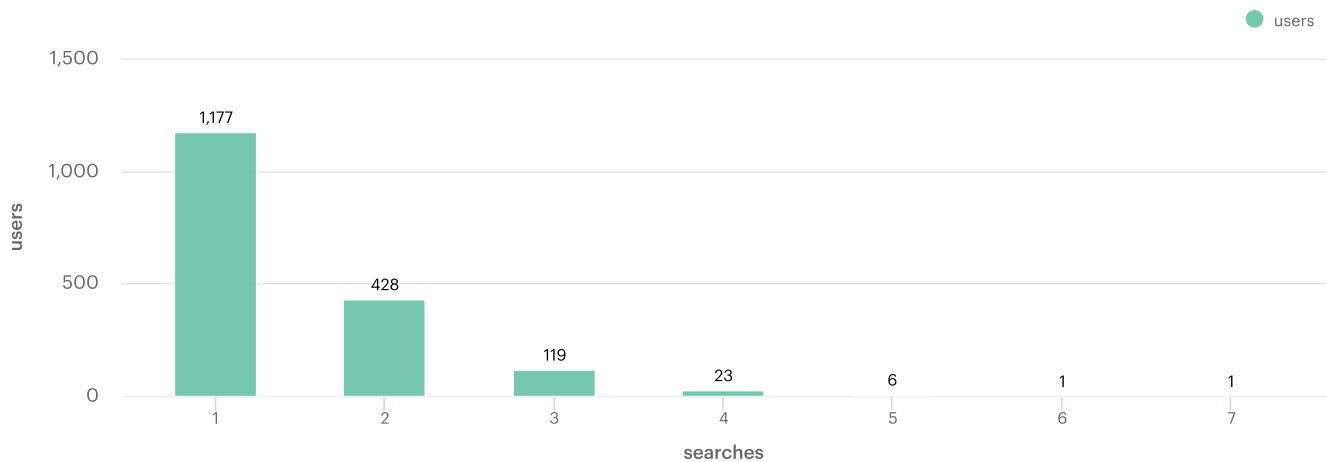
The bar graph shows the average clicks per session by the searches per session. This is a significant value to understand if the search results order provides significant clicks by the users. On average searches in a given session do not yield more clicks. This is a factor worth looking into to propagate better click generation. The decline of clicks from 20 searches per session is quite worrisome as this reflects the results values as not significant enough for users to follow through with clicks.

Clicks by Search Result



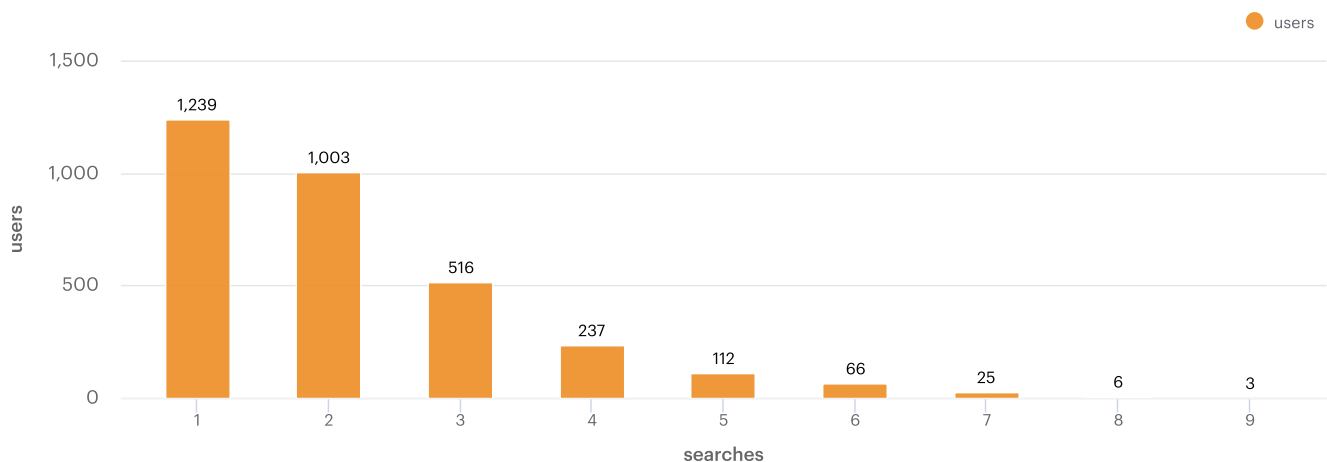
An even distribution can be seen which suggests that the order of results is not a significant contributing force for click generation. A heavily weighted search distribution would suggest that the results were correlated and performing well. A suggestion of improvement would be to order searches by relevance values as opposed to other orders.

Residual Searches from Users that Run Search After Initial Month



User follow through for run searches after initial month is rare. This suggests that results may not be relevant to user hence decline of the use of the feature. The significance of the results and the relevance can not be stressed enough for user experience to generate the necessary click production, especially since the Yammer environment is specific to the workplace which would correlate to productivity values.

Sessions Using Autocomplete After Initial Month



This chart shows that the residual usage of autocomplete searches is more significant than that of run searches. There is still a decline overtime but overall the autocomplete seems to performing better than the run search function.

CONCLUSION

The comparison of autocomplete with run search functions clearly shows a distinction that autocomplete is the user's choice function. The decline overtime suggests that results are not significantly displayed and the order needs to be addressed for improvement. The users that utilize the run search functionality can be related to the autocomplete not suggesting the correct searches which translate to a less efficient user experience. Optimizing the search results is a necessary step for improving these values for the better. The data represented here suggests that there is room for improvement with regards to search result order and autocomplete generations.