



Microsoft Design Exercise

# **Topic:** **Search Engine Answers Help People More Engaging in Off-line Chatting by its Instantaneity**

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Seeking for User Experience Designer opportunity

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# Project Brief

## Current Situation

When I received this design challenge, I tried to rethink these two questions since most of the people engaging in internet acknowledge that they could finish their work by **various apps and Mini Program in Wechat ( in China)**.

## Perspective

I'm still curious about under what kind of **context** and which **group of people** use mobile Bing search engine in their browser to **achieve a particular goal**.

## Goal

My design works would focus on **how the instantaneity of the Bing.com search engine answers helps people more engaging in off-line chatting**.

# Persona: Let's meet Jing!



- **Jing** is a 25 years old single young marketing professional lady who works at Wangjing area in Beijing.
- She graduated from Shanghai after master degree and **relocated to Beijing for about 3 months**. She has been settling down and feels boring on weekends.
- Her **first group of friends in Beijing is her colleagues** who have lived here for more than one years. She loves to enjoy lunch with them and chat about everything in their spare time. For her, sharing and responding topics with them is an excellent way to involve in that friendship.

# The Design Challenge 1

- Searching for weather is common on mobile phones.
- Please redesign the weather answer to make sure it works well on the mobile phone.

## Problem Redefine

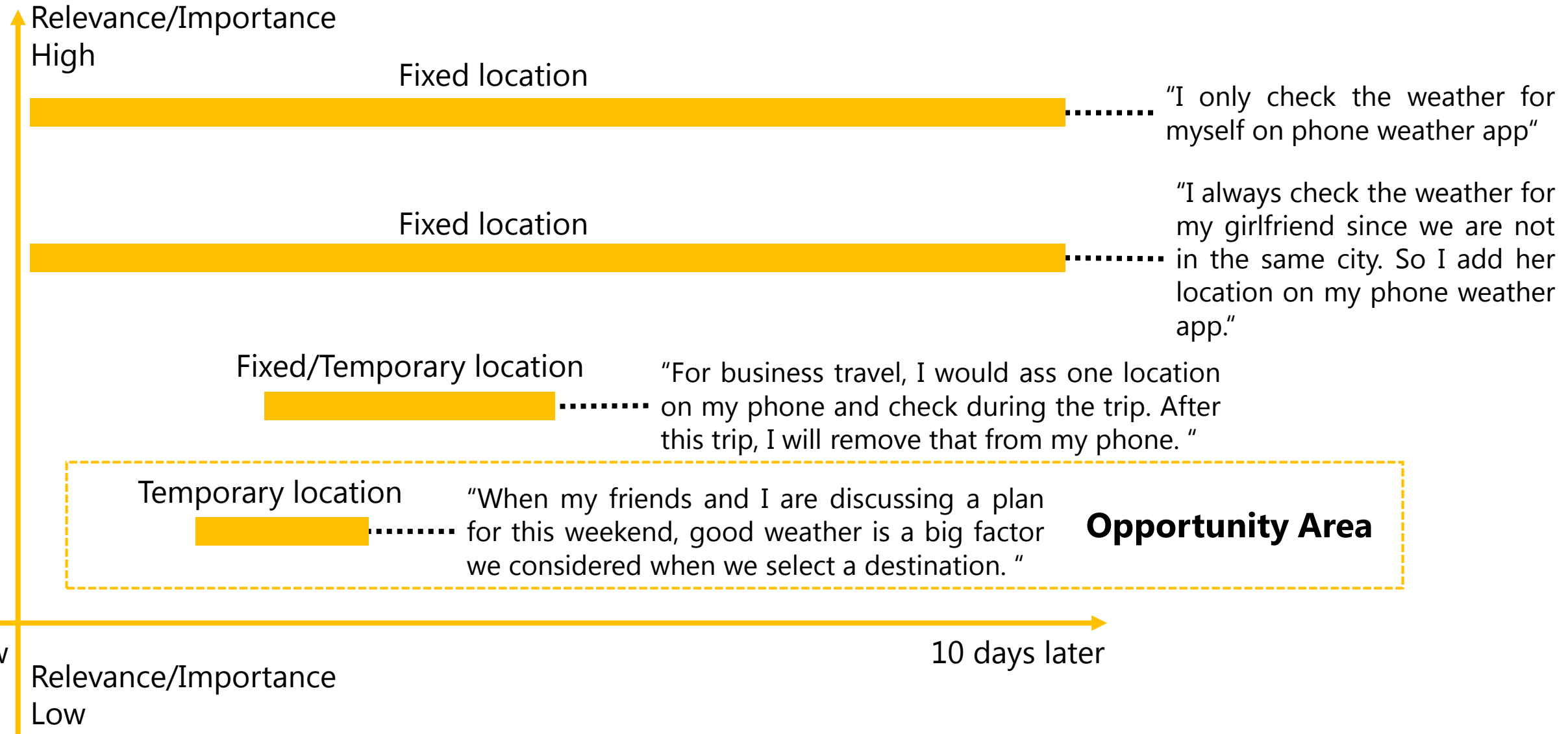
**Wait!** What do you mean by work well?

In this project, “work well” means

A clear demonstration of weather answer

to allow users to verify whether the weather is fit with their target mission on that day or not

# Different Types of Searching Behaviors





# Current solution and different location types

## Weather App in phone-**Fixed Location** For daily or long term checking



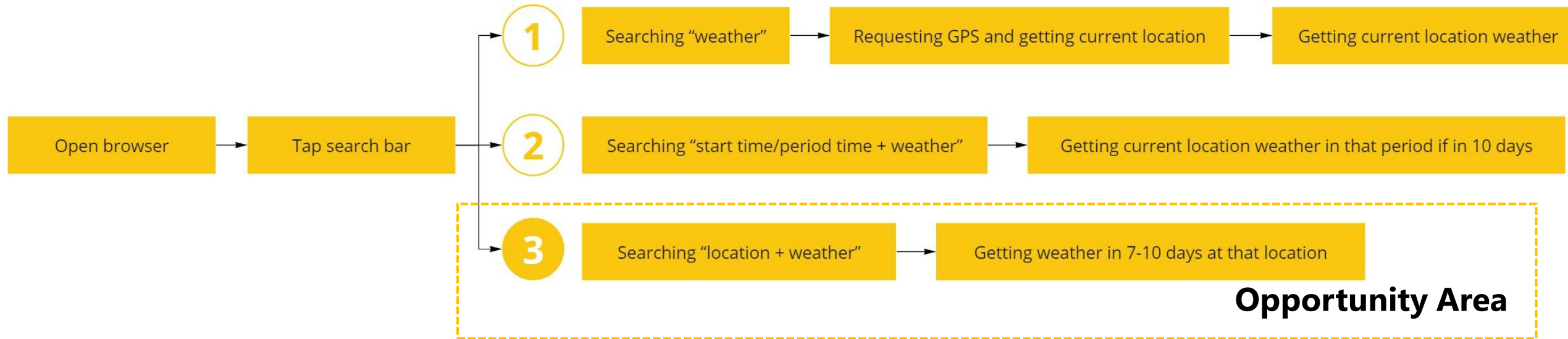
- Users could add location they want to see in the list and tap to see current weather.
- Based on location request by GPS, they can get a piece of very accurate weather information covered all their needs, even if there are just in a small town.

## Bing Search Engine-**Temporary Location** For Pre-checking



- Users could search “weather” to get their current location weather or search “location +weather” to get weather in that location.
- The prerequisite for searching is known the name of that location.

# What are their current journey by using search engine weather in browser?



I chose scenario 3 as my design direction.

# 4 Panels

I synthesized a typical case in my research that fit with mobile browser searching behavior well.

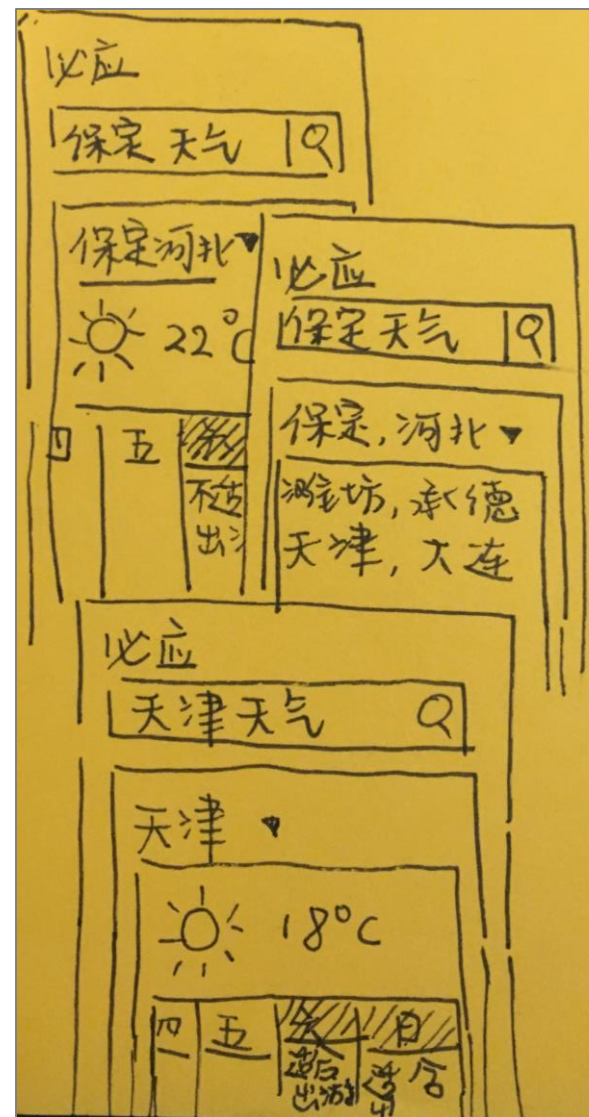


1. Jing and Ming are talking about their plan for this weekend. Ming is asking Jing does she want to go to Baoding with him since there is a new national opened in last weekend.



2. Jing's consideration is the weather since she is not very sure the weather in Baoding is good?

But Ming seems like really want an answer immediately.



3. Jing searches "Baoding weather" on cn.bing.com and tells Ming that there will be rain on Saturday in Baoding.



4. So Jing choose "Tianjin" in the drop-down location menu and see good weather this weekend in search answers and responses "Yes!" to Ming.

Ming asks her whether she wants to go Tianjin with him.



For This User Scenario

# Potential Changes on Information Architecture



Bing Weather Answer Card  
Information Architecture

Searched location

Latest updated time

Result sharing/printing/setting

Current status

| General weather

| Current temperature

| Current time

Today prediction

| Today highest temperature

| Today lowest temperature

| Precipitation

| Wind

7-10 days prediction

| Date

| Highest temperature

| Lowest temperature

| Weather

Today's changes based on hour

| Controller

| Time

| Temperature

Background picture

## Redesign 1:

# Highlight Weekend

Goal: Making users know weather in that location on weekend quicker

- Feature 1: I **highlighted** Saturday and Sunday weather prediction card to inform and make user get useful information quicker.
- Feature 2: At the same time, I designed **small tips** for users to know whether that day is good for travel or not. That would also help them to make a decision.

### Testing and Feedbacks

- “I feel like it does work when I’m just looking for that location weekend weather since those are different from other cards.”
- “I like the small tips since I don’t need to evaluate weather by myself.”



## Redesign 2:

# Location Change Shortcut

**Goal:** Changing their destination without reentering another location by typing their keyboard

- **Feature 1:** I designed a drop-down menu of location, so users could easily change to another city or town.

### Testing and Feedbacks

- “I think it makes sense and quicker. And I wish it could also provide a potential destination list when I’m looking around in the menu.”





Evaluation

# How does the new interface better fit in Jing's needs?

Optimized journey-save time

Thinking about a destination

Searching

Seeing the weather card

Looking for weekend weather

Evaluating weather with trip needs

Thinking another destination

Continuing chatting

Giving feedbacks to others

Making decision

Seeing the weather card

Typing in and searching

Choosing another destination

A corresponding and immediate answer based on temporary topic

A lower typing time cost for change searching location

# Design Challenge 1

## Wrap-up = 4.5 hours

- Qualified research (15 min \*3=45 min)
- Debrief and synthesize (45 min)
- Develop idea (1 hour)
- Persona and New Journey map (1 hour)
- Prototyping (30 min)
- User testing and evaluation (30min)

## Surprising Takeaways

By usability test, I realized the existing of distrustful self-report

In my first interview, I realized the self-report answers could be trusted after I heard:

**“By the way, I use the search engine for weather checking when I’m going to plan a trip for next few weeks. I could only see seven days on my phone weather app. But planning a trip requires me to recheck the weather on a search engine.”**

But when I asked her to show me how she achieve that goal, she **stocked** and realized she couldn’t see the results after 7-10 days(Since weather report accuracy will decline dramatically after 10 days, so it may bring worse user experience if users take that as real weather and make preparation on that ) even if in search engine.

So I transfer to create a usability testing with my interviewees by setting a goal by them self and describe their steps one by one to tell me the detailed information and evaluated feasibility.

# Persona: Let's talk with Jing again!



- **Jing** is a 25 years old single young marketing professional lady who works at Wangjing area in Beijing.
- She graduated from Shanghai after master degree and **relocated to Beijing for about 3 months**. She has been settling down and feels boring on weekends.
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# The Design Challenge 2

- Searching for celebrities' trending news is the general search activity on mobile.
- Please help to redesign the UX when users search for top celeb events/news on Bing mobile.

## Problem Redefine

**Wait!** What are user's needs when searching top celeb events/new?

In this challenge, “user's needs” means:

Making their desired information to be the top priority in searching answers of a celebrity and reducing information overloading

# 1\_Fans Circle Representative



A voice from **fans circle** of Leehom (Marketing OL works in CBD)

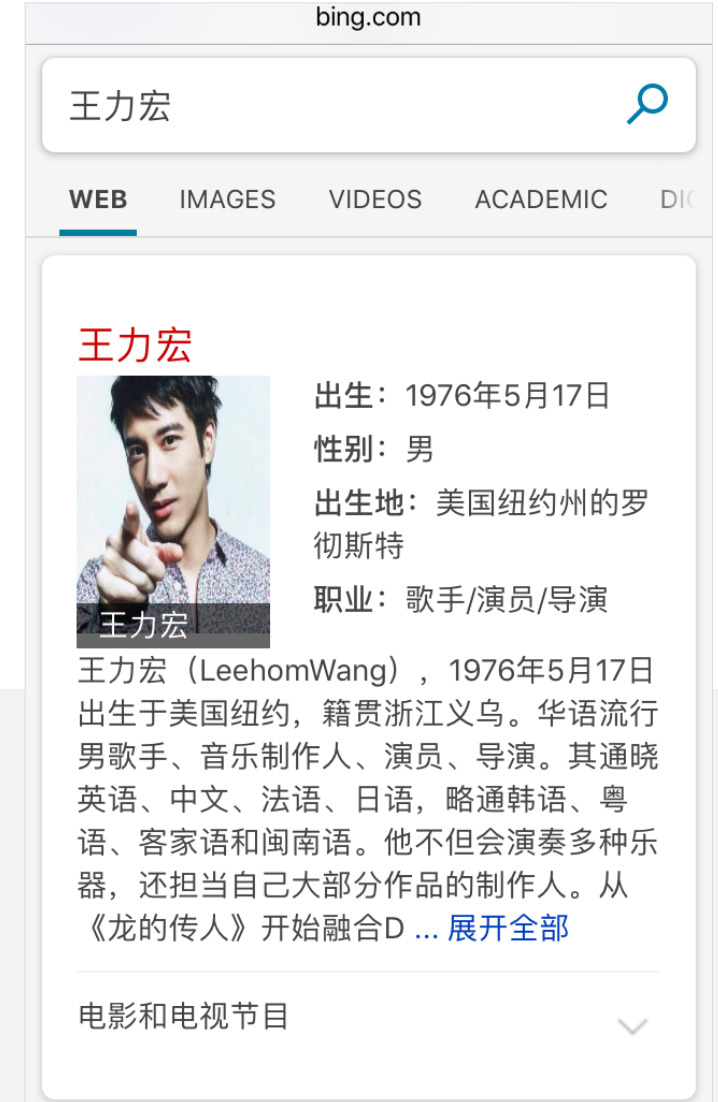
“We have own information circle, so we don’t use a search engine. His information has been already in my mind!”

Q: What do you use?

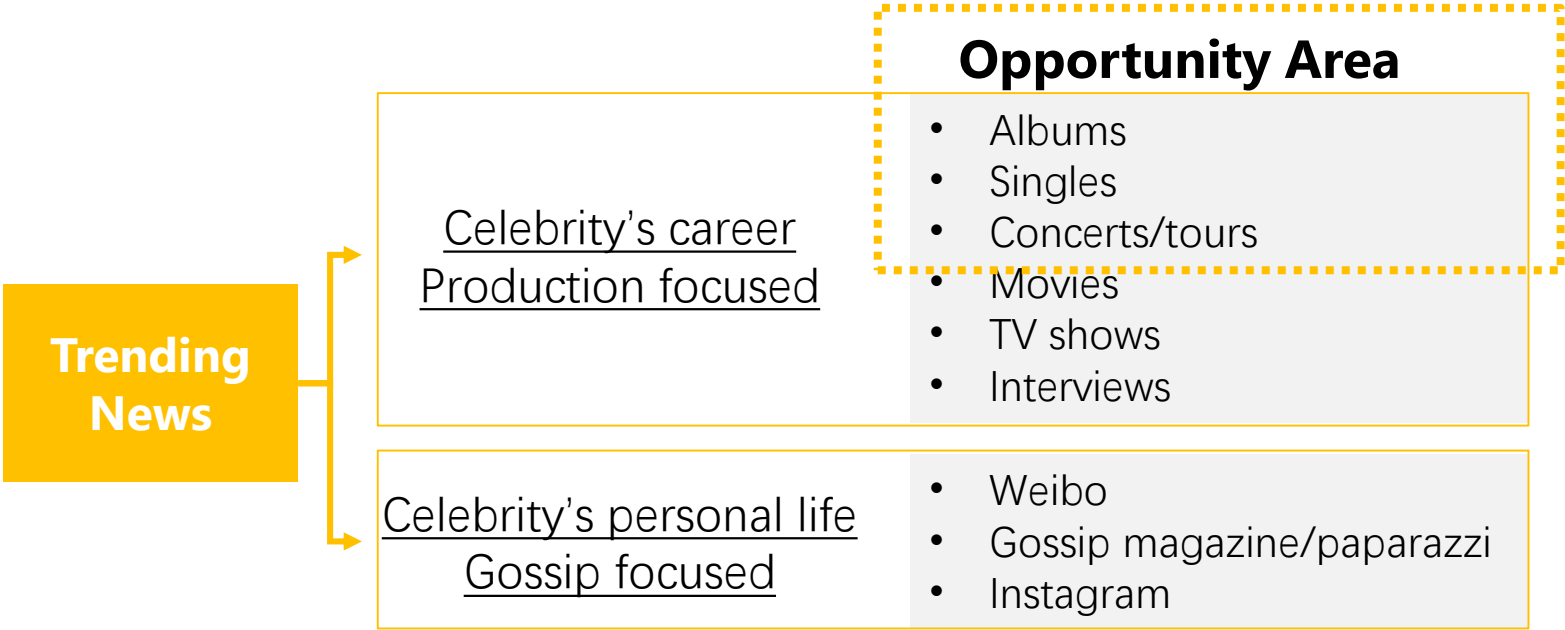
A: Weibo Mobile APP.

There is no opportunity area since they don’t use search engines.

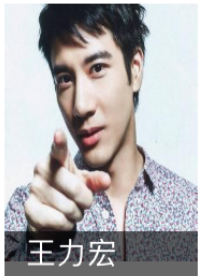
When people talk and search **Leehom Wang** as a singer



# 2\_Related Field Professionals



王力宏



出生：1976年5月17日  
性别：男  
出生地：美国纽约州的罗彻斯特  
职业：歌手/演员/导演

王力宏（LeehomWang），1976年5月17日出生于美国纽约，籍贯浙江义乌。华语流行男歌手、音乐制作人、演员、导演。其通晓英语、中文、法语、日语，略通韩语、粤语、客家语和闽南语。他不但会演奏多种乐器，还担当自己大部分作品的制作人。从《龙的传人》开始融合D ... [展开全部](#)

电影和电视节目

**Opportunity Area**

A voice from **music lovers** (Worked at Baidu Music, pursuing Master of Leadership for Creative Enterprises with Music and Bel Canto undergraduate major)

“I have interest in their latest news like a concert or a new album when I started searching a famous singer.”

“I, of course, know him, but long time no news heard about him. Are he going to hold a concert tour this year?”

Q: What do you care about?

A: His latest works in the music field.

Opportunity Area: Showing the latest news about his career



# 3\_Common Audiences

## Trending News

### Celebrity's career Production focused

- Albums
- Singles
- Concerts/tours
- Movies
- TV shows
- Interviews

### Celebrity's personal life Gossip focused

- Weibo
- Gossip magazine/paparazzi
- Instagram

王力宏



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王力宏（LeehomWang），1976年5月17日出生于美国纽约，籍贯浙江义乌。华语流行男歌手、音乐制作人、演员、导演。其通晓英语、中文、法语、日语，略通韩语、粤语、客家语和闽南语。他不但会演奏多种乐器，还担当自己大部分作品的制作人。从《龙的传人》开始融合口... [展开全部](#)

Opportunity Area

A voice from **a friend without preference and attributes** (a STEM major male student)

“I just want to verify something in my mind when I’m talking this topic with my friends. Sometimes I have a poor memory in matching works with celebrities. ”

“If I make an analogy of Encyclopedias and dictionary, it that make sense to you? That result is like when you are searching for something in a dictionary. Those items mean relative more correctly and objective which is better for confirming when you don’t have a good memory on that thing.”

Q: What do you want?

A: Facts about him.

Opportunity Area: **Improving the reliability of search engine answers by showing verified and official news**

# Main Competitor Weibo Mobile App

Bing Mobile Search engine		Weibo Mobile APP
Pros	Verified information Official information Filtered information Objective information acknowledge by most people	Trending news Personal news/ Gossip Moments shared by themselves Most popular news
Cons	The link would lead users to jump to a weird website	Haven't verified news Too much unrelated information and ads Needs more efforts to confirm information Too many jargons to understand

## User's Common Concerns

"I don't want to jump into another page when in the search result page since you have no idea where you are going to, a spam website, a advertising page with loud music. You don't know!"

## Design Positioning

Showing the trustable and official career news around one celebrity to serve as a confirmation resource for people who are chatting about him/her

## User Needs Collection

### Behaviors Define

- Searching career news
- Searching personal news
- Paying attention to background information



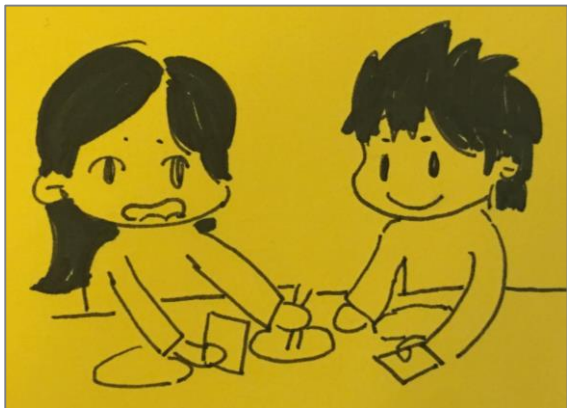
## Information Priority

1. People who curious about Leehom's career (as a singer) news: singles, albums, concerts/tours, TV shows
2. People who curious about his verified personal life news (e.g. marriage and divorce)
3. ~~People who curious about his background: photos, age, education~~



# 4 Panels

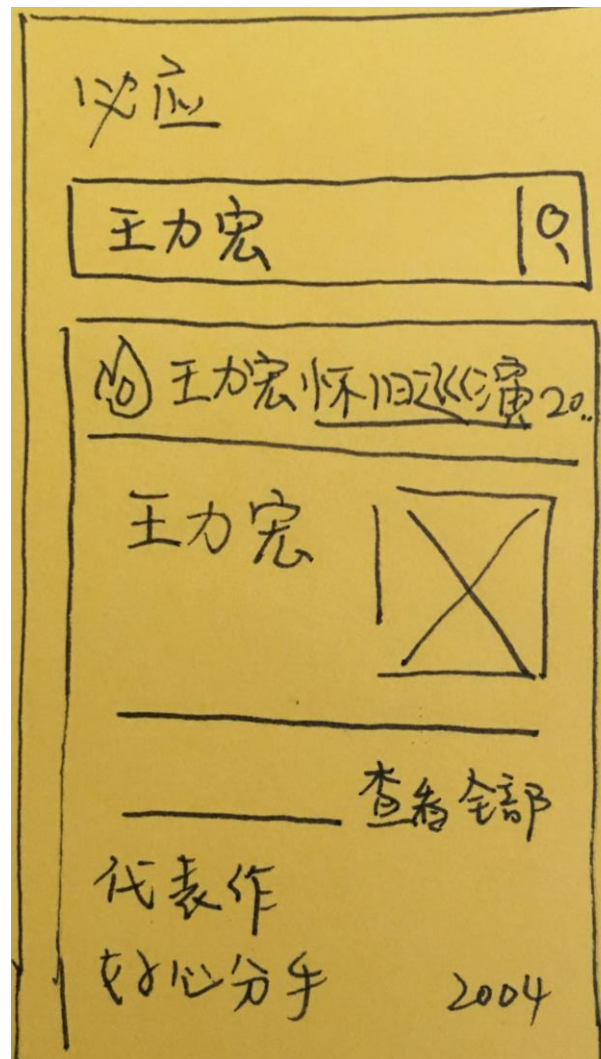
I synthesized a typical case in my research that fit with mobile browser searching behavior well.



1. Jing and Ming are talking about recent entertainment plan. Ming is asking Jing does she like listening to music ?



2. Jing said she was a fan of Leehom Wang in middle school. And Ming said he either. But he couldn't recall his favorite song named something broken up?



3. Jing searches "Leehom Wang" on cn.bing.com and tells Ming that song is Please Let Me Go. And she sees there will be a concert focused on old songs this year.



4. Ming said yes and they just talk about which date and location of the concert would work for them.

Jing asks Ming whether he wants to go to that concert with her?

## Redesign 1:

# Headline News

Goal: Making users know the latest trustable trending news about this celebrity quicker

- Feature 1: I designed a Headline to highlight the latest big news about this **celebrity in order from Career to Personal Life**. So common audiences would clearly know the trending new about that celebrity and share with others.

### Testing and Feedbacks

- “Clear! ”
- “If you could put a link like the introduction of that tour in the Headline News, I could click to see more details about that tour or even buy a ticket. ”



## Redesign 2:

# Representative Works

Goal: Giving a quick confirmation for people who want to know or recall the representative works of that celebrity

- Feature 1: I chose to show **representative works** in a list and provide “view all ” function to see all works on the same page without jumping to other pages or websites

### Testing and Feedbacks

- “I’m not very sure the order in the representative work list.”



# Design Challenge 2

## Wrap-up = 5 hours

### Quick Evaluation

- A new information hierarchy demonstration based on user needs
- An Extension of user spent time on cn.bing.com by decreasing information overloading
- A solidified brand image for the trustable information provider

- Qualified research (15 min \*4= 1 hour)
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# **Thank you!**

**Yifei Gong**

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**Driven by Technology**