

AI



OpenNews User Study

Katie Elfering | August 2019

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Goal

Understand user needs and expectations for search on publisher sites

Get feedback on updated design concepts on Business Insider

Methodology

**Unmoderated study on UserTesting
using design prototype**

20 participants

10 general population

10 online news consumers

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Key Findings

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Key Findings

- Compared to the previous study, people had slightly more favorable reactions to the overall concept of a search engine powering the results on a publisher site, although they still expressed concerns about intent, quality, and privacy.
- Adding language to the search box explaining this concept helped set user expectations, leading to more positive reception of the concept.
- People preferred the Carousel design and preferred designs that included an entity pane in the web results.
- People continued to express concern about Bing as a brand/search engine, although slightly less than in previous studies.
- Despite slightly more positive reactions to the concept, people still express concern about the trustworthiness of the concept and did not intend to search more on a publisher site.

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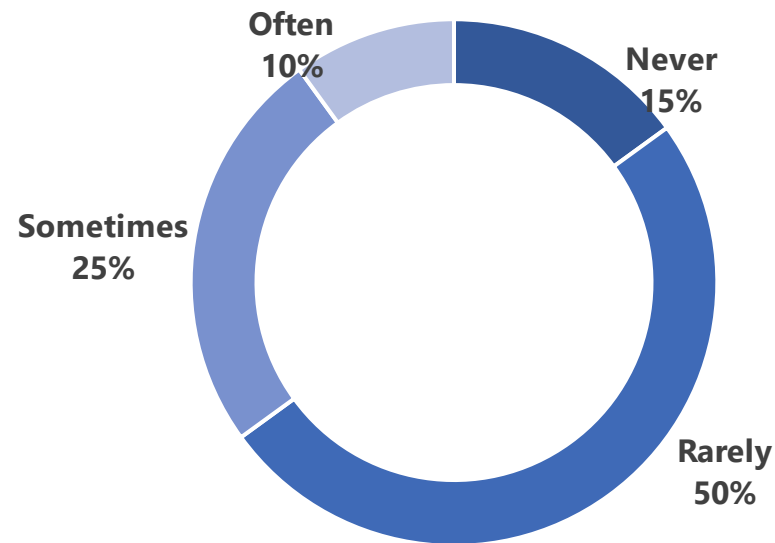
Detailed Findings

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People rarely search on publisher sites

How often do you use the search feature on a publisher website?



Most participants said they don't use the search function on publisher sites often, if at all.

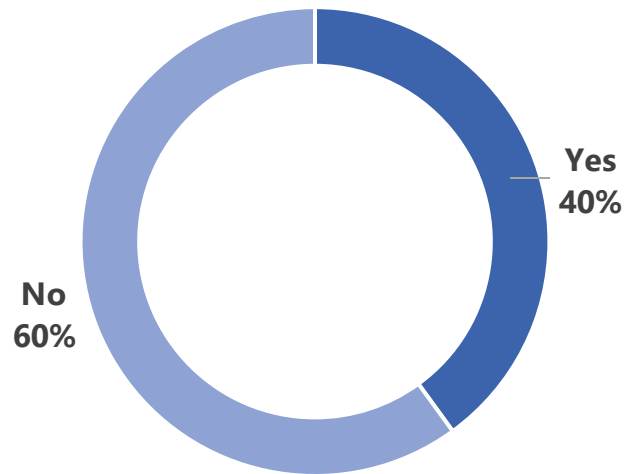
Those who do use the search feature said that they use it to find specific articles or topics. Those who don't use this feature said they typically go to search engines to search instead of using a publisher site to search.

User Quote:

"If there were a news story or topic that I wanted to read about, I might use the search for that. However, I am just as likely to use a search engine."

People search somewhat differently on publisher sites than search engines

Do you use the search feature on a publisher site differently than you use a traditional search engine?

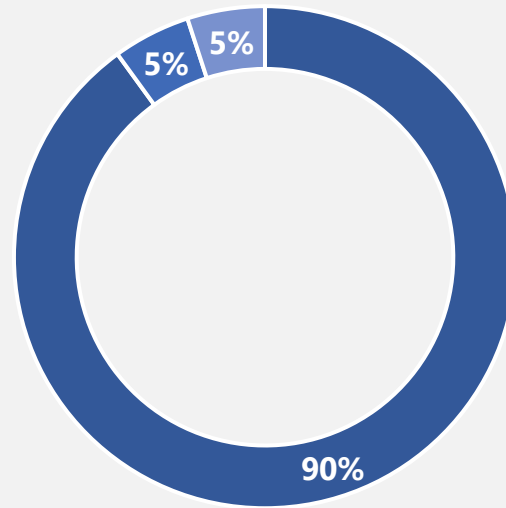


Most people said they use search similarly on publisher sites and search engines.

Those who said they search differently on publisher sites said they tend to use shorter terms, more specific terms, and key words on these sites. On search engines, they ask more questions and use broader search terms.

People only expect results from a publisher when searching a publisher site

When you use the search feature on a publisher website, what do you expect to see in the results?



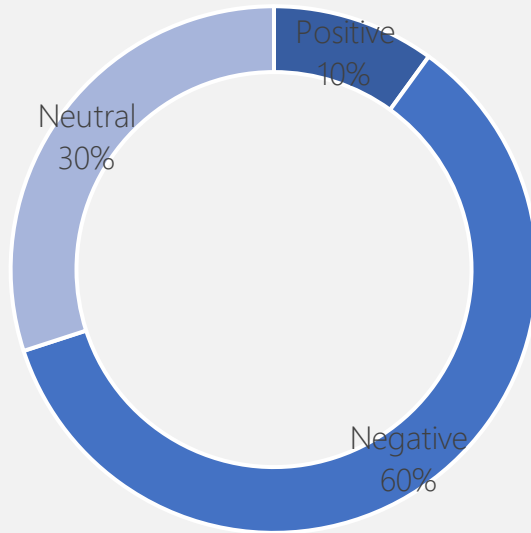
■ Results only from the publisher

■ Results from across the web

■ A mix of results from both the publisher and across the web

People have mixed feelings on a search engine powering publisher site search results

Sentiment Analysis of Response to
Concept



People expressed mostly negative reactions to the concept of having a search engine power the results on a publisher site.

People felt that this wouldn't meet their expectations of why they search on a publisher site and expressed concern about being overwhelmed by irrelevant results.

They also expressed privacy concerns.

People have mixed feelings on a search engine powering publisher site search results

User Quotes:

“I feel that this can be helpful to find information quickly from search engine to directly to publisher site. It saves time and effort ultimately.”

“Yes, I would like that, as long as the I could see all the publisher articles first and then the non-publisher articles after. It would be useful, but I would want filter the results and I would want to make sure all articles from the publisher site were listed.”

“I wouldn't mind results coming from google or Bing, may be you can strategically list down results (as in publisher results can be up top, everything else follows)”

“I would be fine with them (google/Bing) powering the back-end, but would still want the results focused on the publisher's content -- not the whole web.”

People have mixed feelings on a search engine powering publisher site search results

User Quotes:

“I feel like it would be too much information. If I'm on CNN's website, I want to know what's only on their website.”

“I wouldn't mind if the results were only from the publisher website. I actually find it extremely annoying when I am on a specific site, and I use the search and it's just a google search. If I wanted that, I would go to Google.”

“I do not think that is useful because if I wanted to google a question, I would use the search engine and not a publisher site.”

“In the past, this type of experience isn't as favorable; it doesn't feel as tailored to the site, and I don't have a feeling that I'm going to get a curated, relevant set of search results.”

“I could see that being useful in the sense that you'll get many more results turned up from your search, but I wouldn't like it as much because I'd worry the results wouldn't be as high quality or trustworthy as results from the publisher site I started on.”

“I don't think I like the idea of that, because there's so many results that pop up on Google, and someone going to CNN is specifically interested in their perspective on things. Google would have too many alternative search results relating to that particular search topic, and sifting through all of that would be more of a hassle. It's good to have transparency, but Google is way too vast to offer consistent information on one Publisher Website alone.”

People have mixed feelings on a search engine powering publisher site search results

User Quotes:

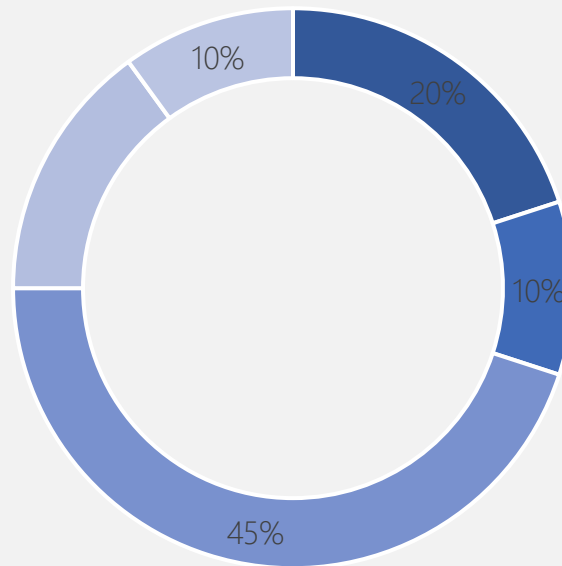
“It would be useful in the sense of more accurate results. I would be concerned about that search engine using the data to track me.”

“I don't think it would be a good idea. Publisher sites are usually credible sources of information while google and bing for the most part are not.”

“Yes, this can be helpful and in fact I sometimes use this workaround when a Publisher site has a terrible internal search feature. My concern would be that the search engine might be giving priority to certain stories and not providing a comprehensive index of information on the news site. I think making it clear the search engine was partnering with that site or being transparent about how that search process works would help alleviate some of those concerns.”

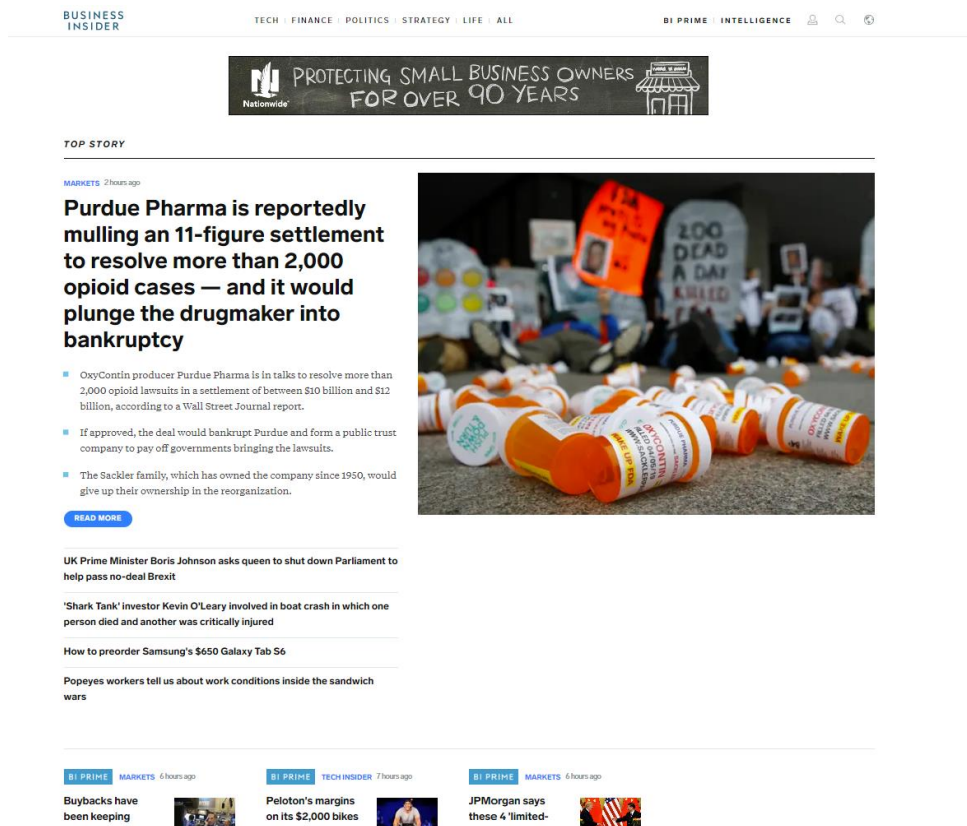
People visit business-centric sites fairly often

How often do you visit business-centric websites?



■ At least once per day ■ 3-5 times per week ■ 1-3 times per week ■ Less often than once per week ■ Never

Current BI Experience



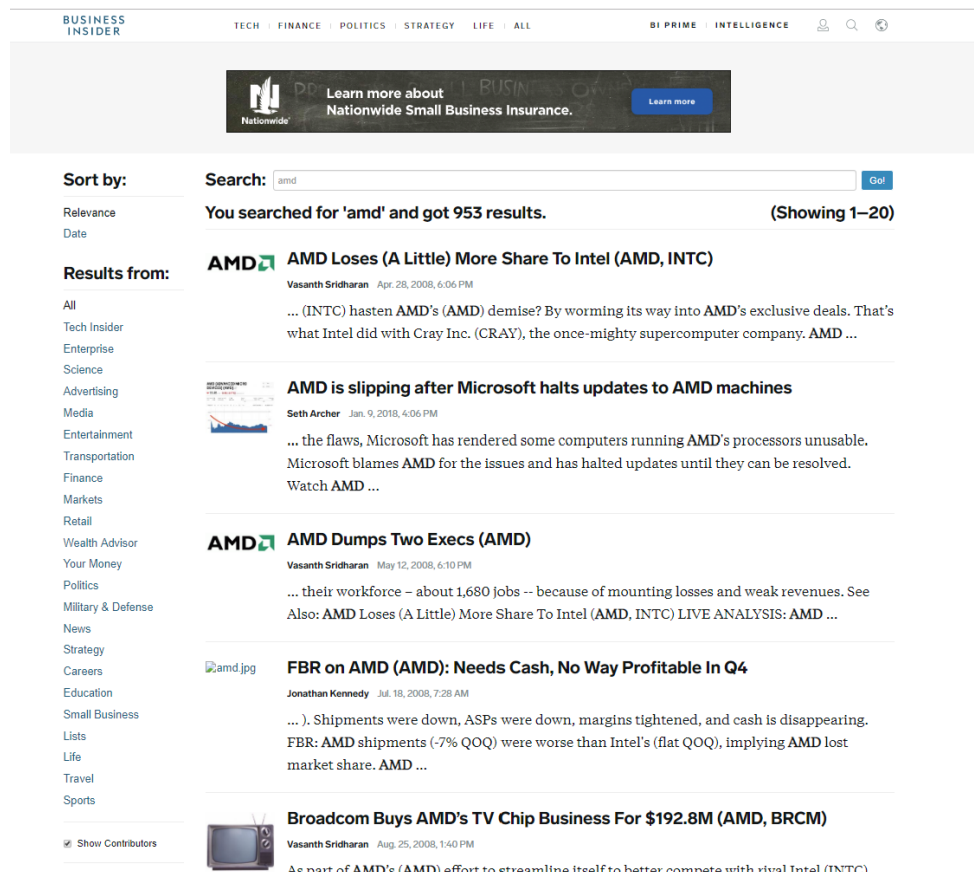
People felt that the current experience of searching on Business Insider met their expectations for a publisher site.

14/20 participants had visited Business Insider previously.

When asked how they would search on the site, all 20 participants said they would use the search icon in the top right corner.

All 20 participants said it was easy to find the search option on the Business Insider site, but 2 participants specifically said they wished it was bigger/more prominent on the page.

Current BI Experience

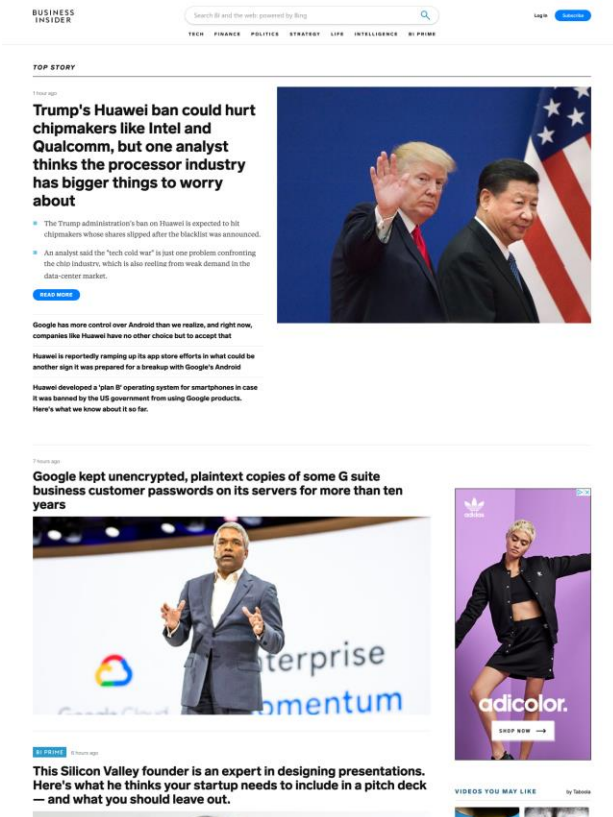


After completing a search, people felt that the results and experience met their experience for a publisher site.

All 20 participants said the results of their search were what they expected. They liked that they were on topic, although some people felt they could be better organized.

All 20 participants said that this experience met their expectations for search on a publisher site.

Open News



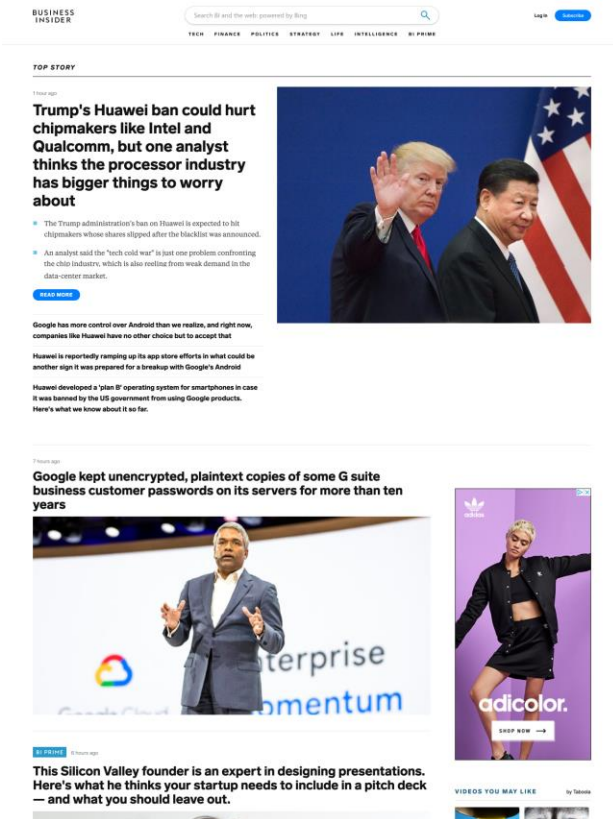
People felt that the new design encouraged more searching.

16/20 participants immediately noticed the more prominent search bar.

Almost all participants had a positive reaction to the new design. They liked that the search bar was more prominent and easier to access. They also liked that fewer ads appeared on the page.

16/20 participants said the new search bar placement would inspire them to search more on the site.

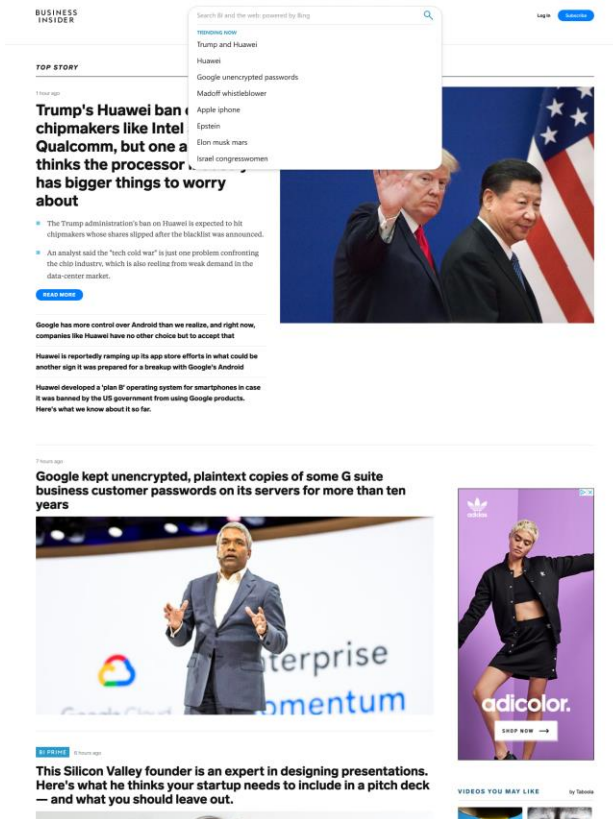
Open News



People felt that the language in the search box was clear in setting expectations.

18/20 participants said that it was clear what they would see in results based on the “Search BI and the web” language. They expected to see results from Business Insider and the web.

Open News

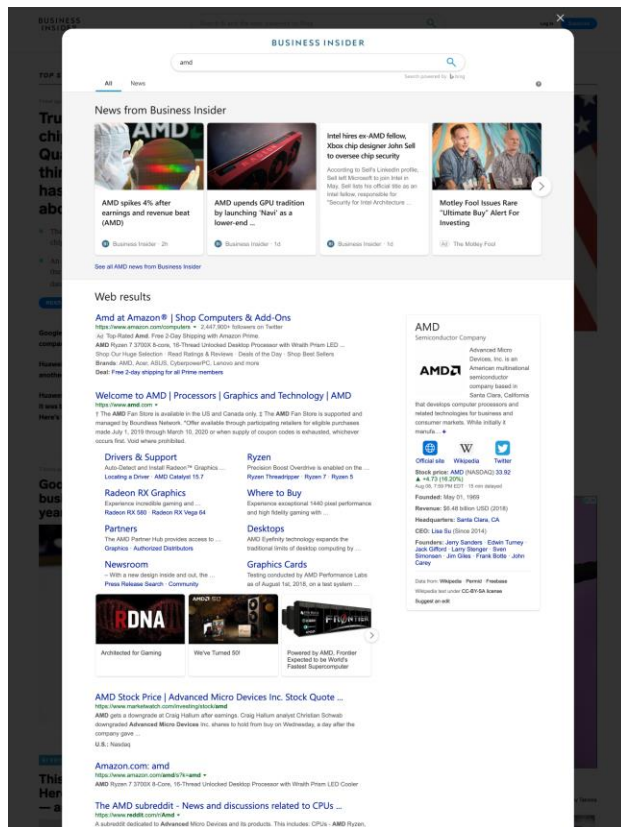


While people like the idea of the Trending Topics, they were unclear where this content originated.

18/20 participants found the Trending Now suggestions useful and had positive reactions to the content shown.

However, only 7 people said it was clear that these topics were coming from Bing. Most people were confused as to where these topics originated, assuming that they came either from BI or from previous search history. They also were confused by the term “trending,” as they weren’t sure if it meant the most popular or the most recent.

Open News: Carousel



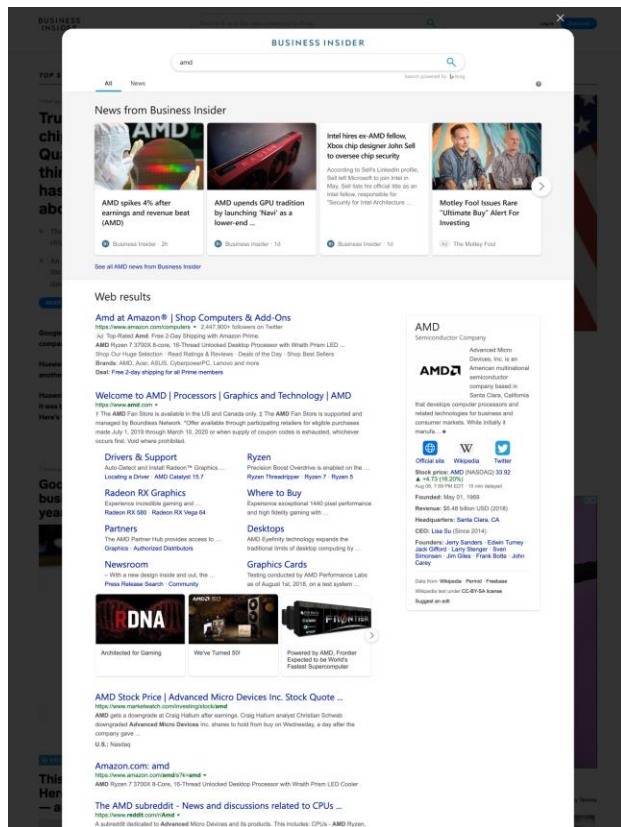
The new search results received mixed reviews.

Most people said they expected to see mixed results from BI and Bing, given the language in the search bar. In those cases, the results met their expectations.

However, people had mixed reaction to seeing those expectations met. Many people felt that there weren't enough from BI showing, given that they searched on that site. They felt there were too many results from Bing.

People did like the layout of the page, and felt it was clearly designed to separate the two types of results.

Open News: Carousel



User Quotes:

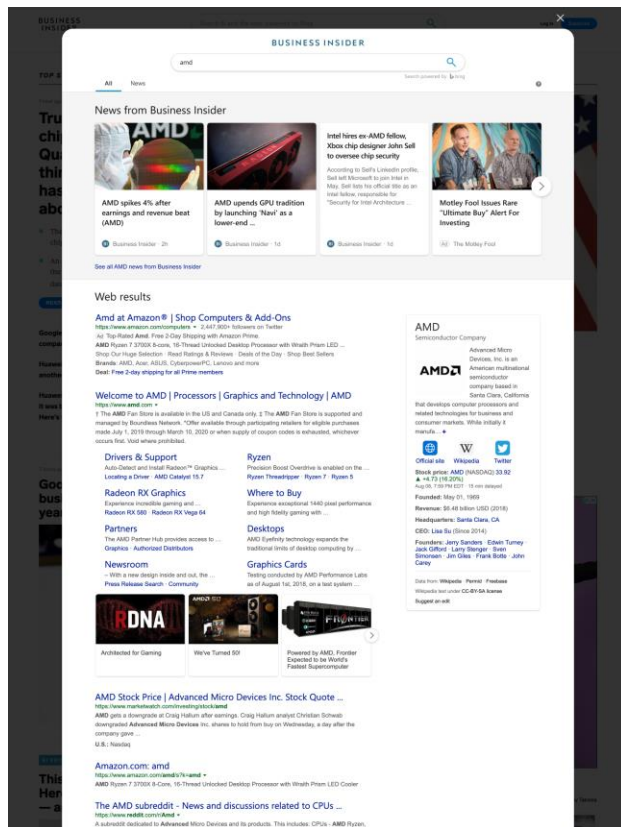
“I like that I get the mixture of results as I can see what is from BI and what is from Bing outside BI. This is very helpful to organize the results and search for what I am seeking.”

“It is exactly what I expected. I like that the BI results are showing up first and then the web results. I also like that the results show up as a pop up so you can easily close them out without having to leave the page.”

“I don't love how few article results come up. Most of the content is regular Bing searches. The priorities feel wrong to me, I want more content/less search results.”

“I’m fine with the BI carousel at the top. That's the kind of stories I expected. The general web results (for AMD's website, for ads, for sites selling me AMD products) is not what I expected or wanted. I'm disappointed by those results. It looks like I might be able to use the News filter at the top to switch to an all-news view, but I would expect that to be the default.”

Open News: Carousel

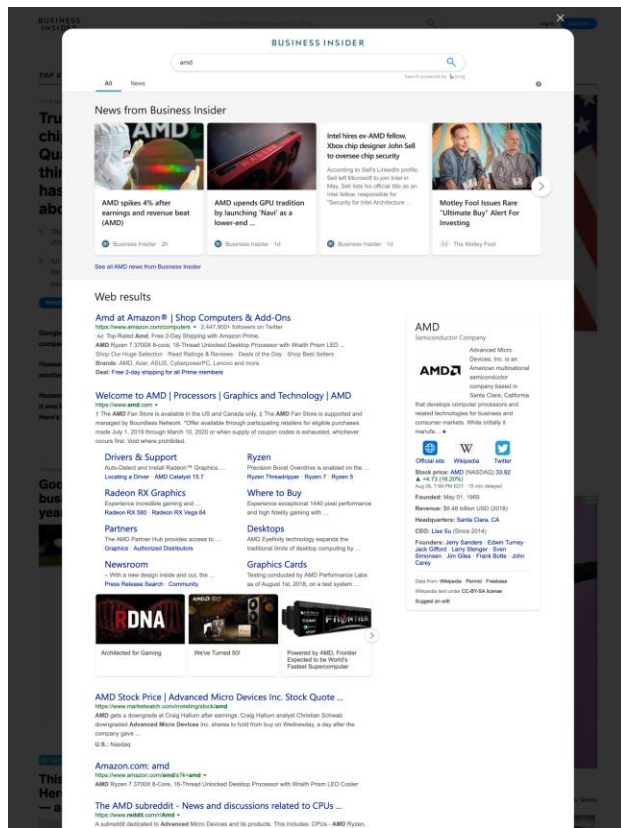


People felt the distinction between the results was clear, and that it was clear that Bing powered the results..

All 20 participants said that it was clear that some results from were Business Insider and some were from the web.

18/20 participants said it was clear that the web results were powered by Bing.

Open News: Carousel

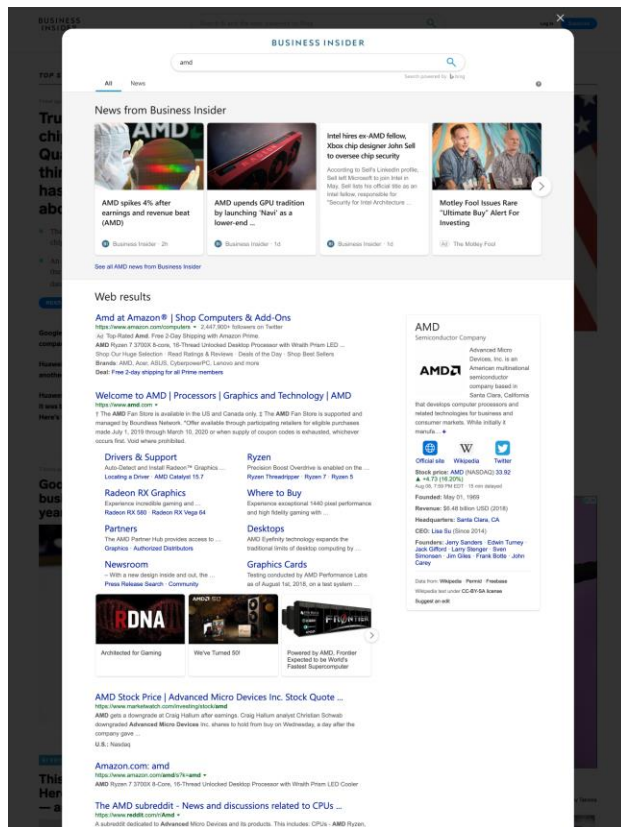


17/20 participants liked the overlay design.

They liked that they didn't "lose their place" on the main page, and that they could easily click out of it. Participants called it "efficient," "easy," and "aesthetically pleasing."

10 participants said they felt like the design of the overlay came from BI, while 7 said they felt like the design came from Bing. The other participants felt like the design reflected a collaboration between the two entities.

Open News: Carousel



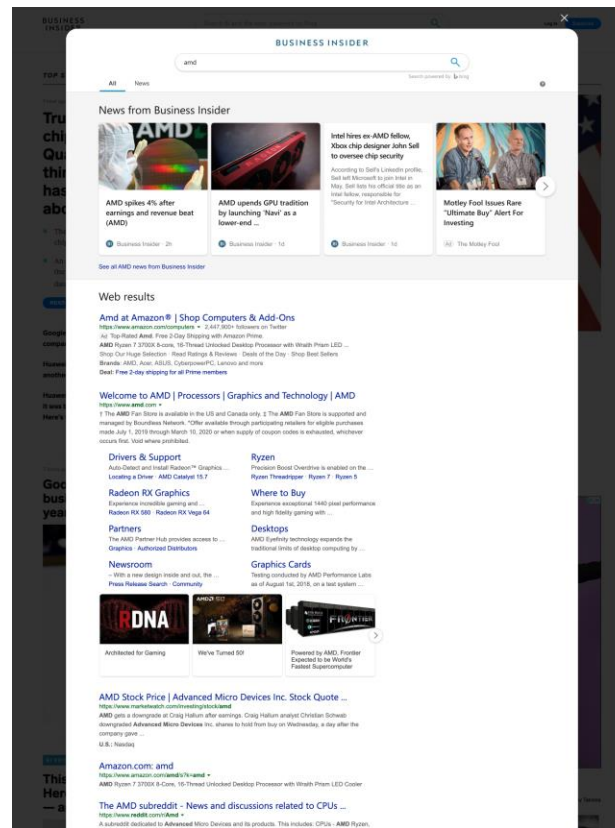
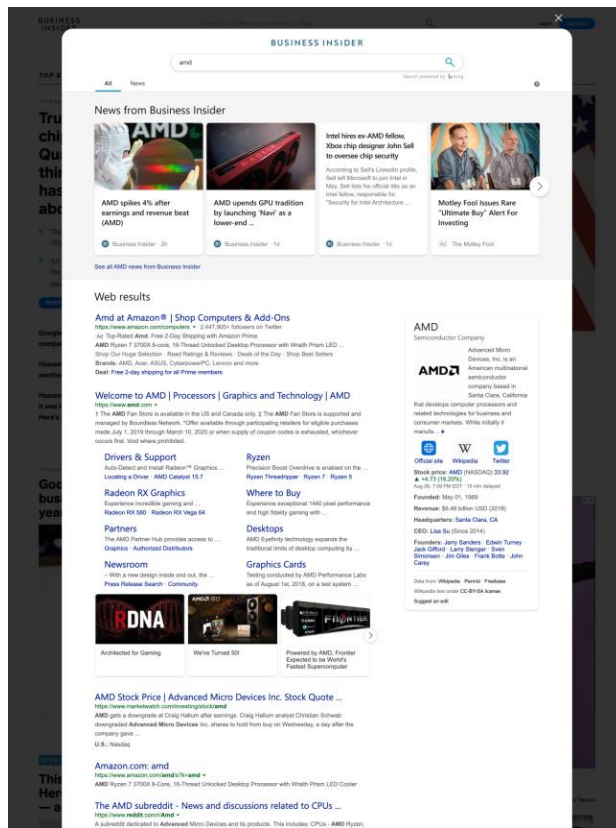
People did not like seeing ads in the results from either Business Insider or the web.

14/20 participants noticed the ads in the results.

People had very negative reactions to the ads in both sets of results. In the BI results, people felt that the ad marking was too subtle and felt like they were “tricked.” They also expressed frustration that 1/4 of their BI results were ads when there were so few results already.

In the Bing results, people again felt that the ads were too prominent.

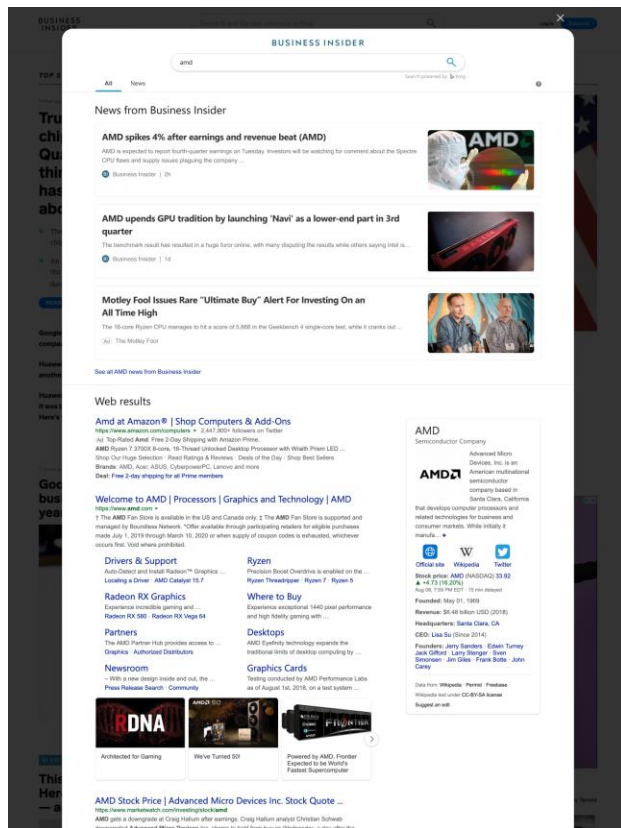
Open News: Carousel



People prefer the design with the entity pane.

15/20 participants preferred the design with the entity pane in the Bing results.

Open News: List



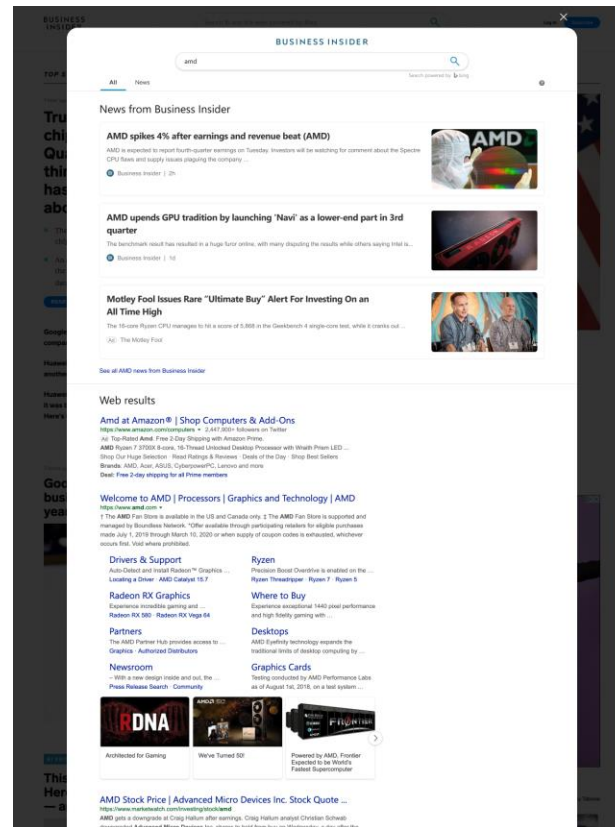
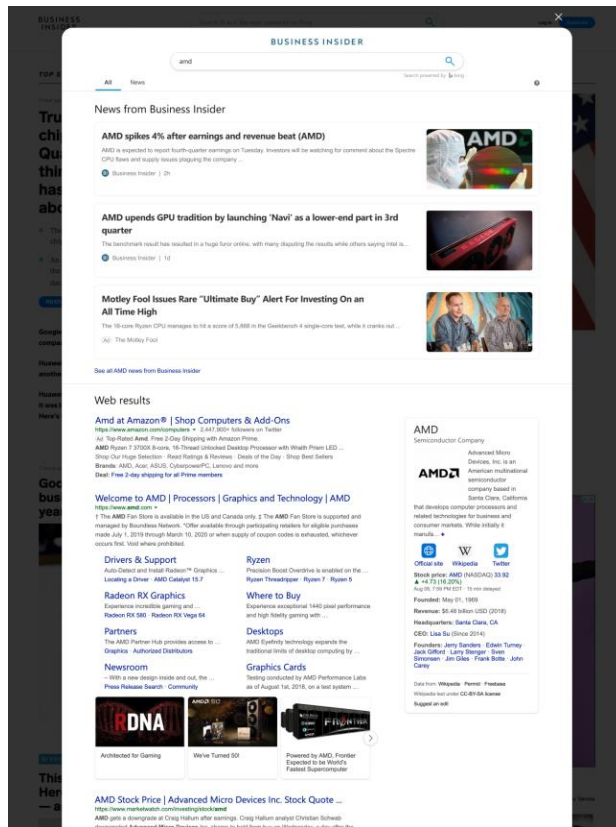
People had mostly positive reactions to the list design.

They felt like it had the capability to show more results from BI, despite fewer results showing in the current design.

They also felt like it was easier to see each article and get additional context, given the summary under each headline.

However, some people felt that this design required too much scrolling and was less clear in separating the results.

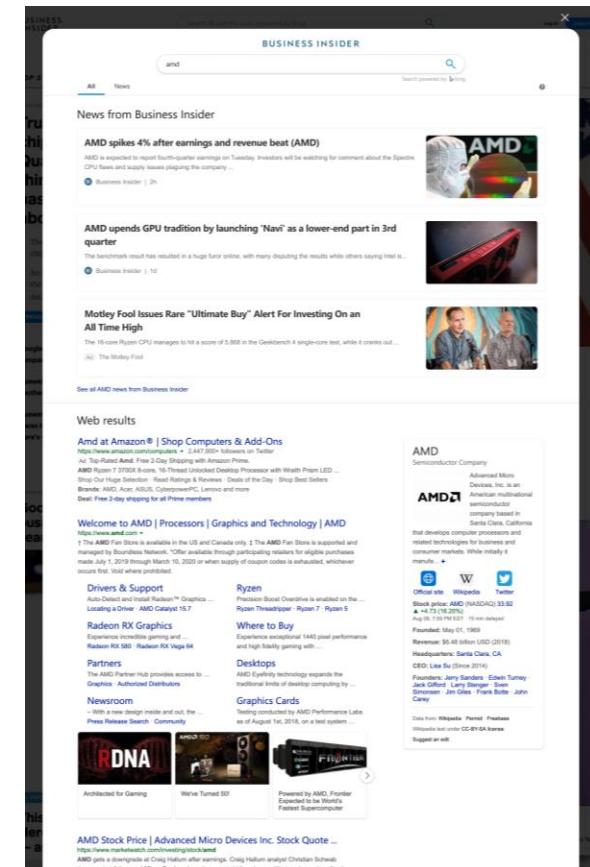
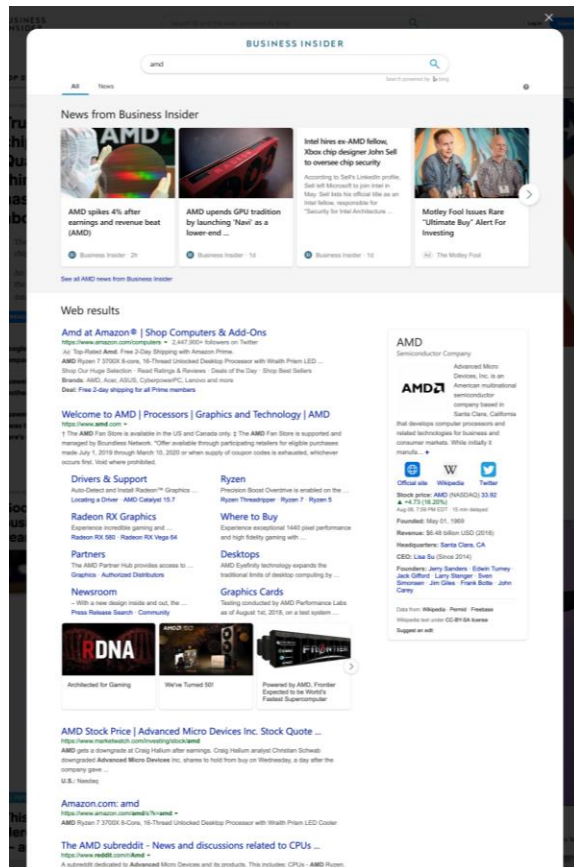
Open News: List



People again preferred the design that include the entity pane.

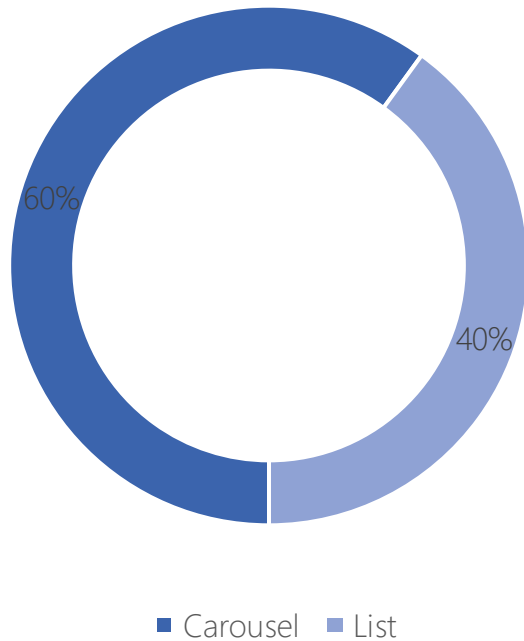
17/20 people preferred the design with the entity pane.

Design Review



Design Review

Which design did you prefer?

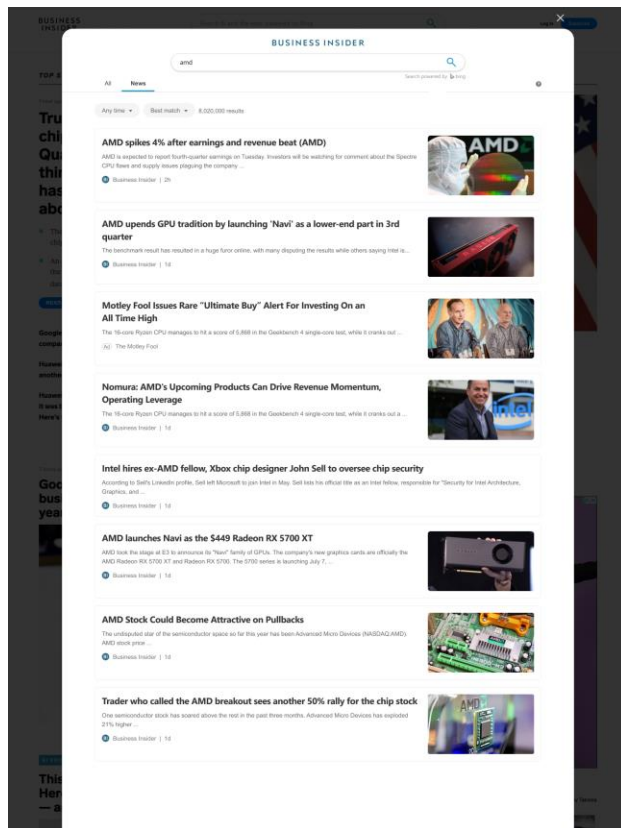


People preferred the Carousel design.

People who preferred the carousel design liked that it was more clear in separating the results from the two sources. They also liked that it felt easier to navigate. People also felt that the design felt cleaner and more concise.

The people who preferred the list design liked seeing more context about each result and felt that it required less clicking/scrolling to engage with the results.

Open News



14/20 people said they would click on the “See all AMD news from Business Insider” to get more results from BI.

2 people said they would click on the News tab to get more BI results on this topic.

Most people said the results from clicking on the “see all” link matched their expectations. However, a few people questioned the quantity of results shown.

People also expressed confusion about the functionality of the All and News tabs.

Most people said it was clear that they were only seeing results from BI.

Open News

BUSINESS INSIDER

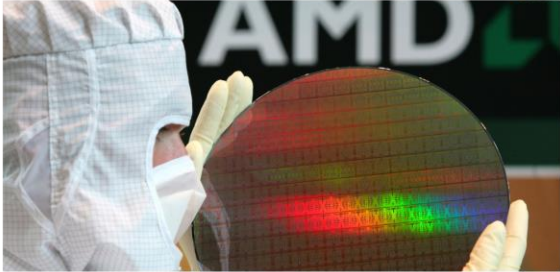
Search BI and the web powered by Bing

Log in

TECH FINANCE POLITICS STRATEGY LIFE INTELLIGENCE BI PRIME

AMD spikes 4% after earnings and revenue beat (AMD) stock management is executing well

Arjun Reddy · 2h



- AMD spiked more than 4% after reporting first-quarter results after Tuesday's closing bell.
- The chipmaker beat expectations for earnings and revenue for the first quarter.
- Watch AMD trade live.
- Visit Business Insider's homepage for more stories.

AMD shares jumped 4% after the company reported first-quarter results that came in ahead of Wall Street estimates.

The tech giant reported earnings of \$0.06, edging out the \$0.05 that Wall Street analysts surveyed by Bloomberg were expecting. Revenue was \$1.27 billion, exceeding the \$1.26 billion that was anticipated.

Looking ahead, AMD sees revenue of \$11.47 billion to \$1.57 billion, in line with the \$1.52 billion that analysts were hoping for. Revenue growth is expected to be driven across all of AMD's business segments.

"We look forward to the upcoming launches of our next-generation 7nm PC, gaming and datacenter products which we expect to drive

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Warning: An 80% Stock Crash Could Be Weeks Away Don't Panic

A Shockingly Lucrative Cash Back Card If You Have Excellent Credit The Ascent

Five Words can help add \$1000 more to your Social Security Checks Bank Found

6 Credit Cards You Should Not Ignore If You Have Excellent Credit Forbes

Beginners Guide to Trading Options Shows How To Turn \$5k Into \$98,500 Profits

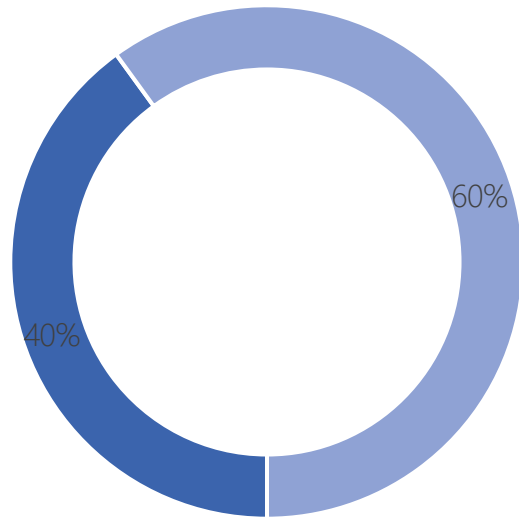
VIDEOS YOU MAY LIKE by Melissa

Clicking on a result and seeing an article met user expectations.

All participants said this was what they expected to see if they clicked on a result from BI.

Concept Reaction

Does the concept of showing web results
in publisher site search feel useful?

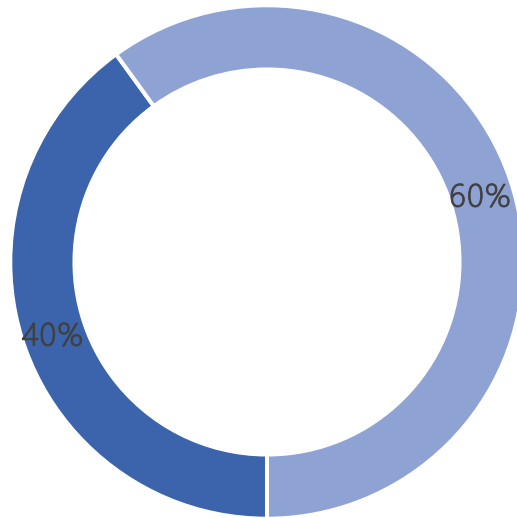


■ Yes ■ No

Despite liking the design, most people said they didn't find it useful to have web results on a publisher site search.

Concept Reaction

Does the concept of showing web results in publisher site search feel useful?



■ Yes ■ No

User Quotes

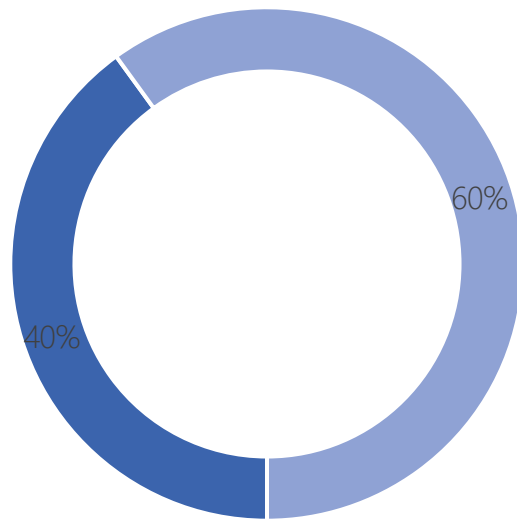
"I do like it, and I like it more than I thought I would when I was initially asked about it. I think as long as the publisher sites results are shows up top then it is useful and functional to also include some search results."

"I think it is useful and the reason why, is because it adds depth to the search and I can always read the publisher's content first if I so desire and ignore the broader search results."

"I feel like it has its pros and con. The search engine is kind of a redundant feature as I can just google what I am looking for instead of going to B.I and searching there. I think that showing results from just B.I or any affiliate publisher would be better."

Concept Reaction

Does the concept of showing web results in publisher site search feel useful?



■ Yes ■ No

User Quotes

"I would like only results from the publisher webpage I am visiting. Otherwise, I could just Google results."

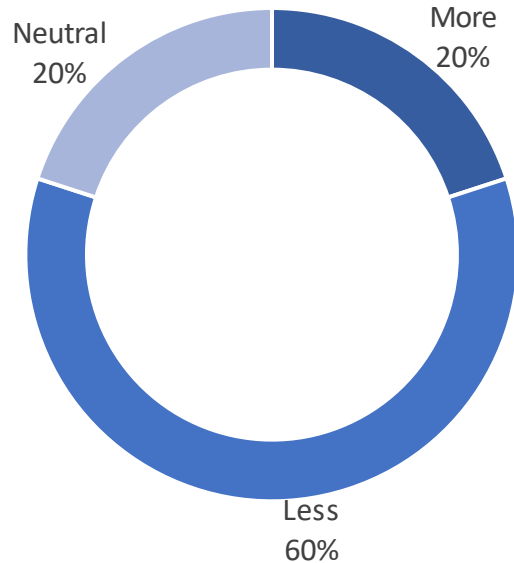
"I feel that this concept can be useful if it did not feel exactly like a bing search engine."

"I like it conceptually, but instead of the page being weighted 30% Bi/70% bing... I'd flip it. Make it more useful for the BI content instead of bing."

"It creates a jumbled feel to the website and isn't relevant to the Business Insider brand."

Concept Reaction

Does having a search engine powering the search results on a publisher website make you trust the results more or less?



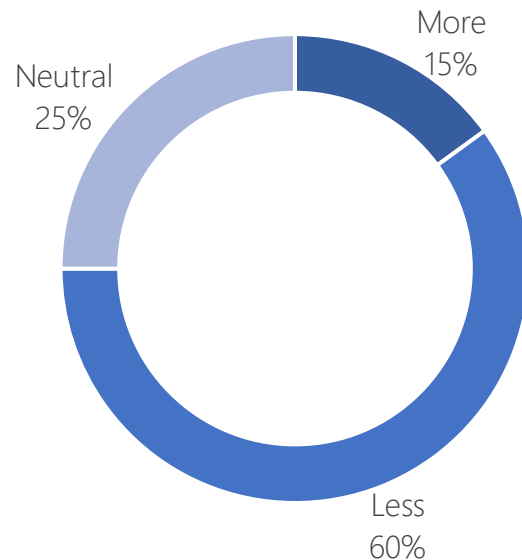
People said that having a search engine power publisher site results makes them trust the results less.

People felt that a search engine powering these results could result in less accurate, specific results for this site. They also expressed concerns about bias and privacy issues.

People also felt that ads from the search engine would make them trust the results less, especially ads that surfaced in the publisher site results.

Concept Reaction

Does having Bing power the search results on a publisher website make you trust the results more or less?



People expressed concern about the quality of Bing's search results, leading to lower trust overall.

Most people said that having Bing power the results would make them trust the results less due to concerns about both the quality and quantity of results.

A few people said they would trust the results more if Google was powering them.

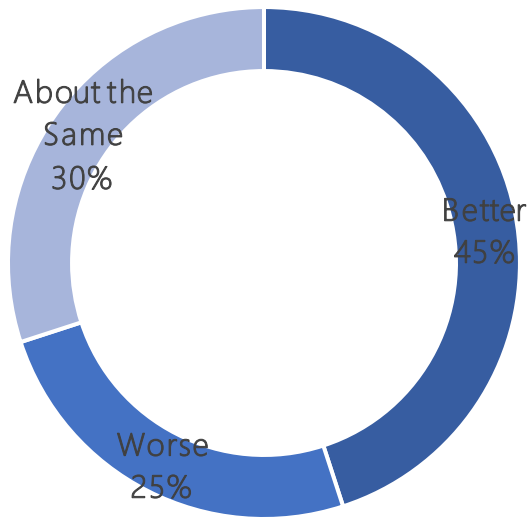
User Quotes:

"Less because Bing does not show half the sites Google does."

"Less, because I personally don't ever use Bing. It seems like it's not as reliable as Google."

Concept Reaction

Do you think the quality of results from a search on a publisher website are better or worse when they are powered by a search engine?



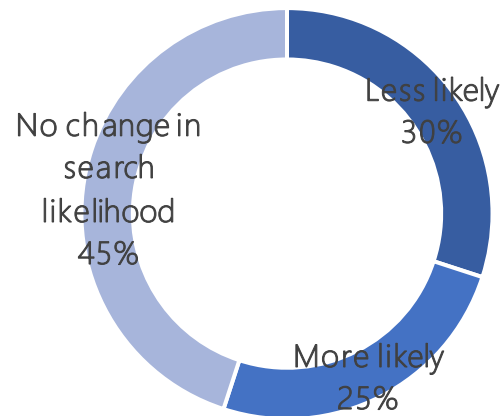
People had mixed reactions to the quality of results from a search engine.

Some people felt that the quality would be better, given that a search engine specializes in search.

However, other people expressed concern that the results would be too broad and not relevant to the publisher site, which is where their intent was centered.

Concept Reaction

Would you be more or less likely to use the search feature on a publisher site if you knew the results were powered by a search engine?



Knowing that results were powered by a search engine had little impact on people's search behavior.

Almost half of participants said this would have no impact on their likelihood to search, although many of these participants said they weren't likely to search in the first place.

Almost 1/3 of participants said it would make them less likely to search on a publisher site, as they questioned the quality of the results and worried about privacy.

1/4 of participants said it would make them more likely to search, knowing that a search engine was powering the results.



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