

Search Interface Proposal

For empathy.co

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UI/UX Considerations and Assumptions

For the User Search Experience

- The user doesn't always know what he is searching for, therefore:
 - The user must be guided into searching the correct items (auto-corrected, related suggestions).
 - Visual results + text > only text results.
 - In the case that the search is not positive, try to fill the filters with the information provided by the user in the search form and show the results. If that is not enough to provide relevant items, then:
 - Help the user by showing categories related to his search and then provide facets of the category that was selected. In other words, guide the user.
- The user while comparing or searching for products, may forget what he was looking for before, therefore:
 - The search bar, when interacted with, must show the latest and most relevant searches or combination of filters the user has done in the past. By relevant, it means it should show first the searches which were the most interacted with.
- The users expect more often than not to find the search bar on the top-right corner.
- If the searching of products is a very important part of the web-site, then it should be very easy to find, click and interact with the search bar.
- If the web page is very specialised/focused on one type of product(clothes, toys, games, etc), it may be helpful to show them the most searched and trending searches(which also yield the most interactions with found items) when interacting with the search bar.

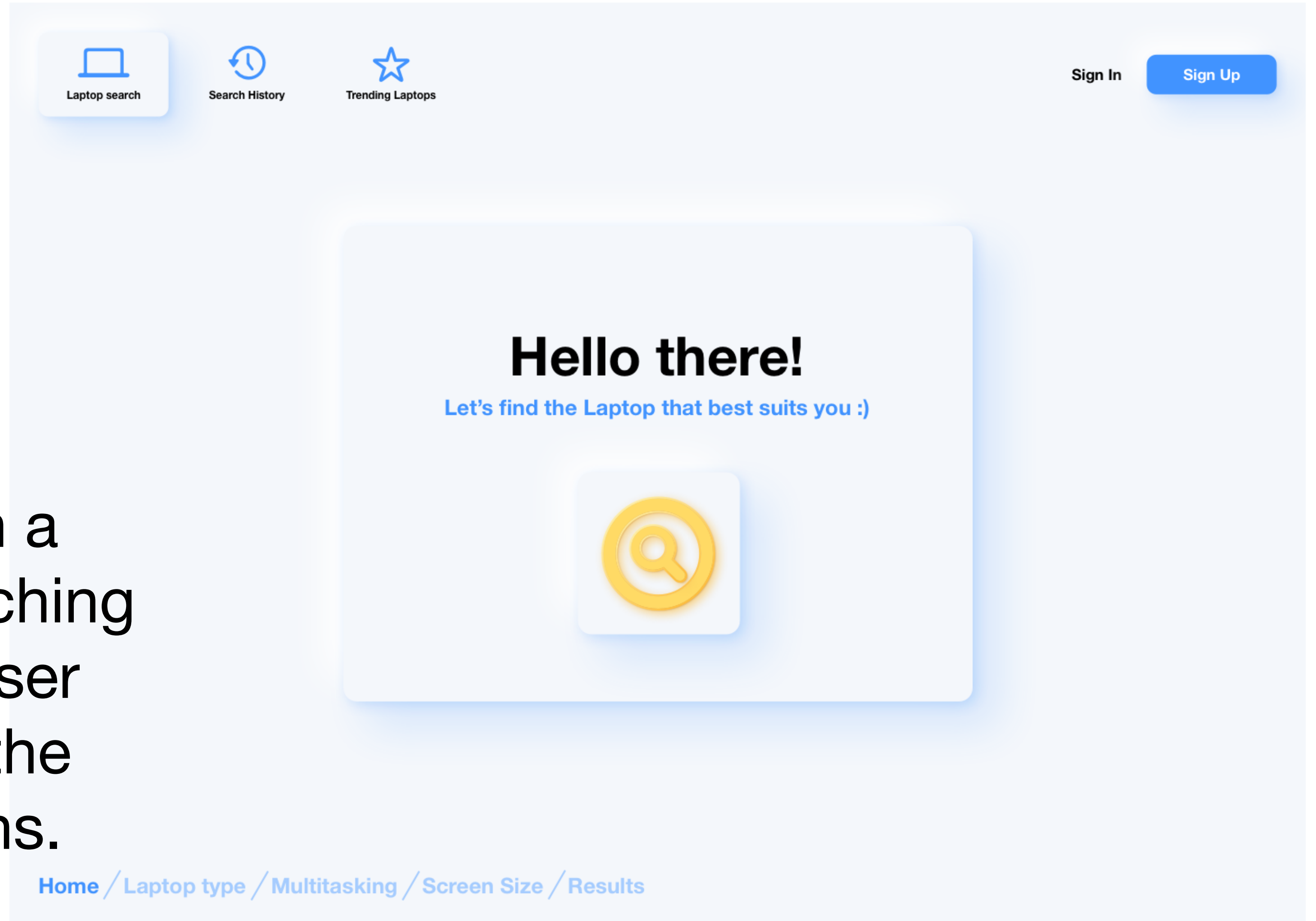
Mockup Website

For Searching Laptops - Objectives

- Offer a great experience for searching the best laptop for the user's needs.
- Make searching intuitive, and as humanly as possible.
- Offer compelling manners to showing the results (Graphics, Webs of interest..)
- Don't overwhelm the user with search options from the very beginning.
- Ease-in from BIG to Granular details.
- Maintain the search LIVE and Updated as the user *Optionally* adds more facets.

Neumorphism Version

Experimental design with a unique interface for searching the perfect laptop. The user has a conversation with the website through questions.



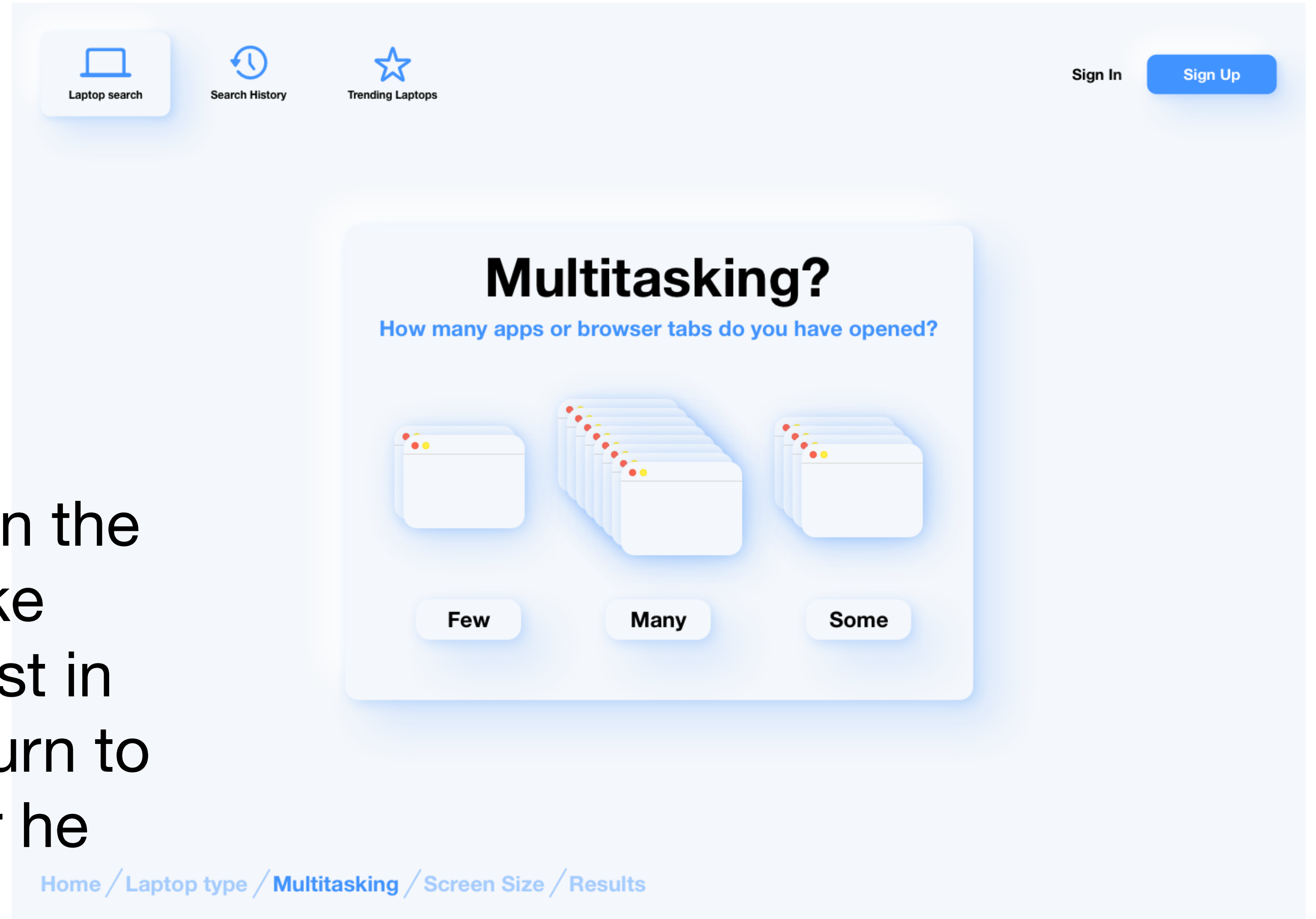
Neumorphism Version

We go from broad to granular questions, while maintaining clarity and making the language easy to understand for everybody.



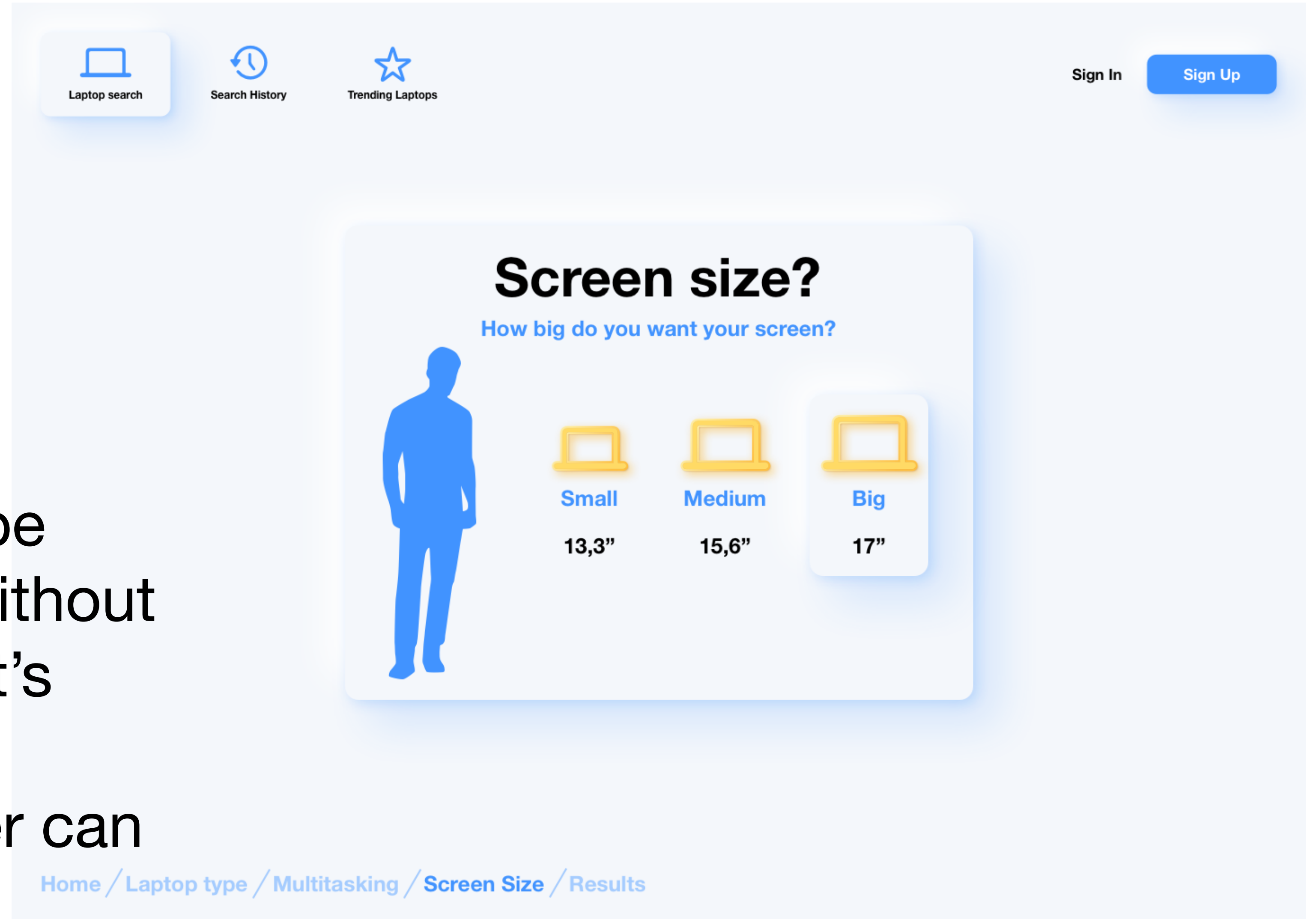
Neumorphism Version

By providing a path-bar in the lower-left corner, we make sure that the user isn't lost in the process, and can return to previous steps whenever he wants.



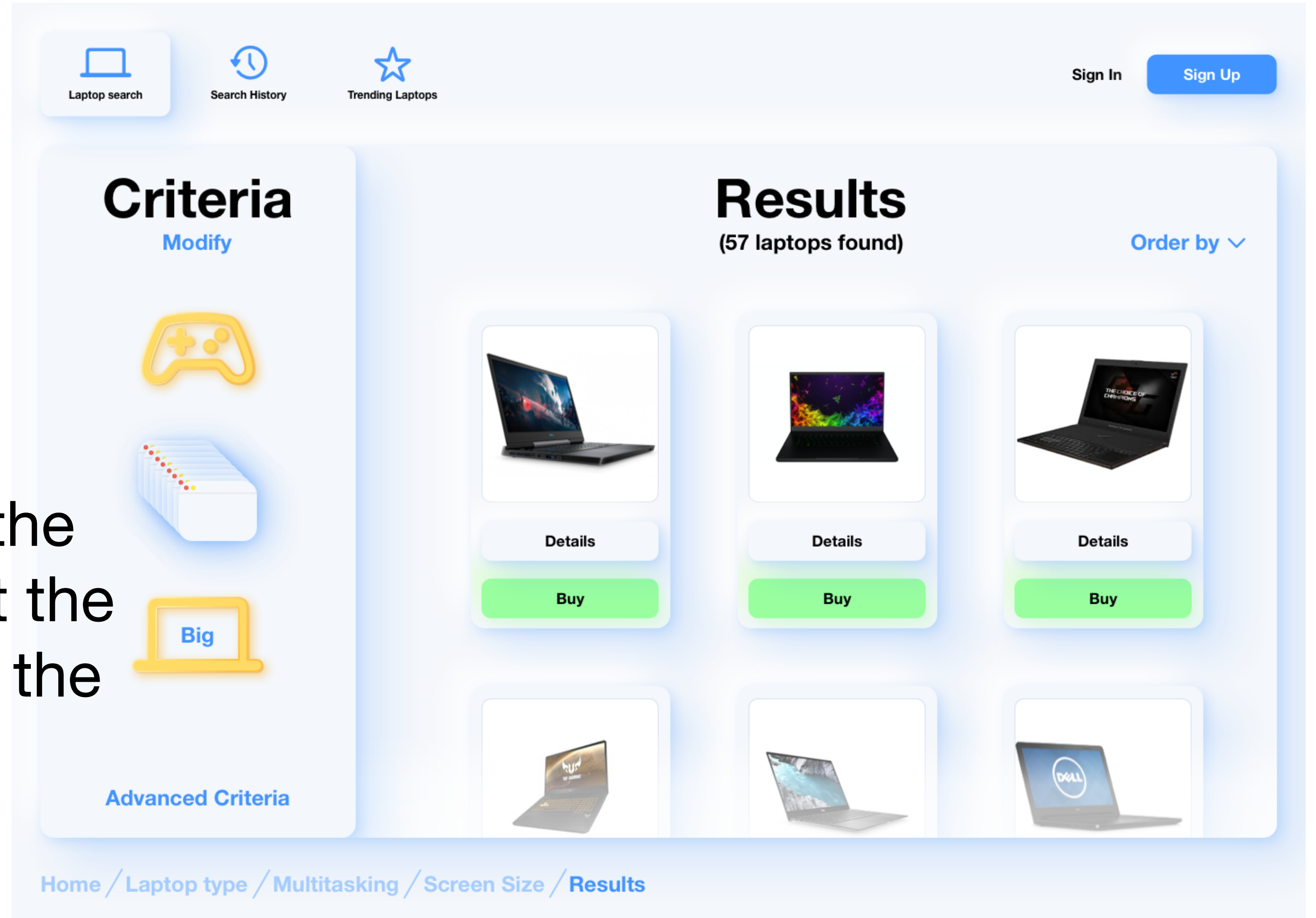
Neumorphism Version

Sizes can be difficult to be imagined or measured without a point of reference. That's why a person figure is provided, so that the user can be sure in his choices.



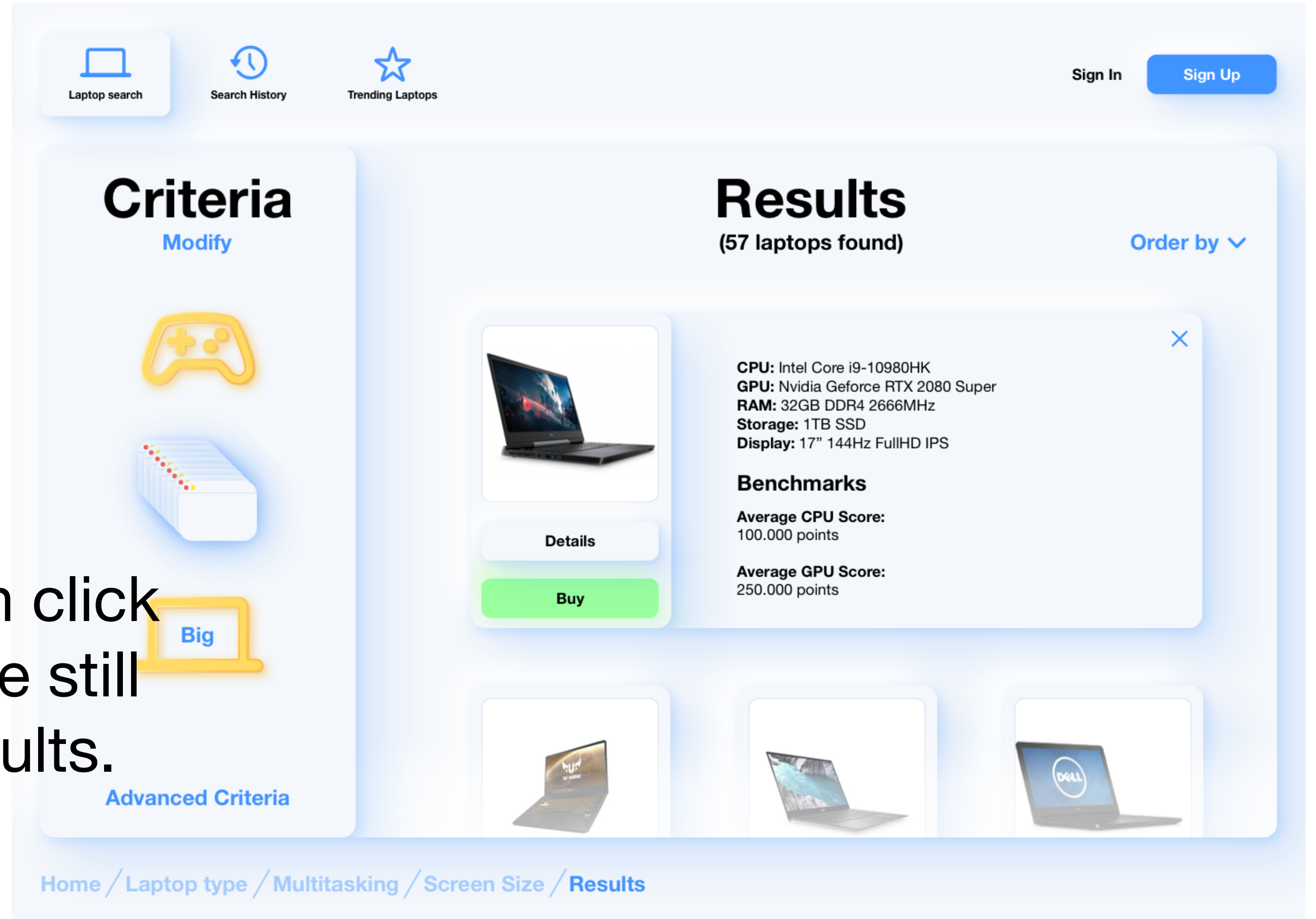
Neumorphism Version

The pictures must be of the most importance, so that the user can scan rapidly for the desired laptop.



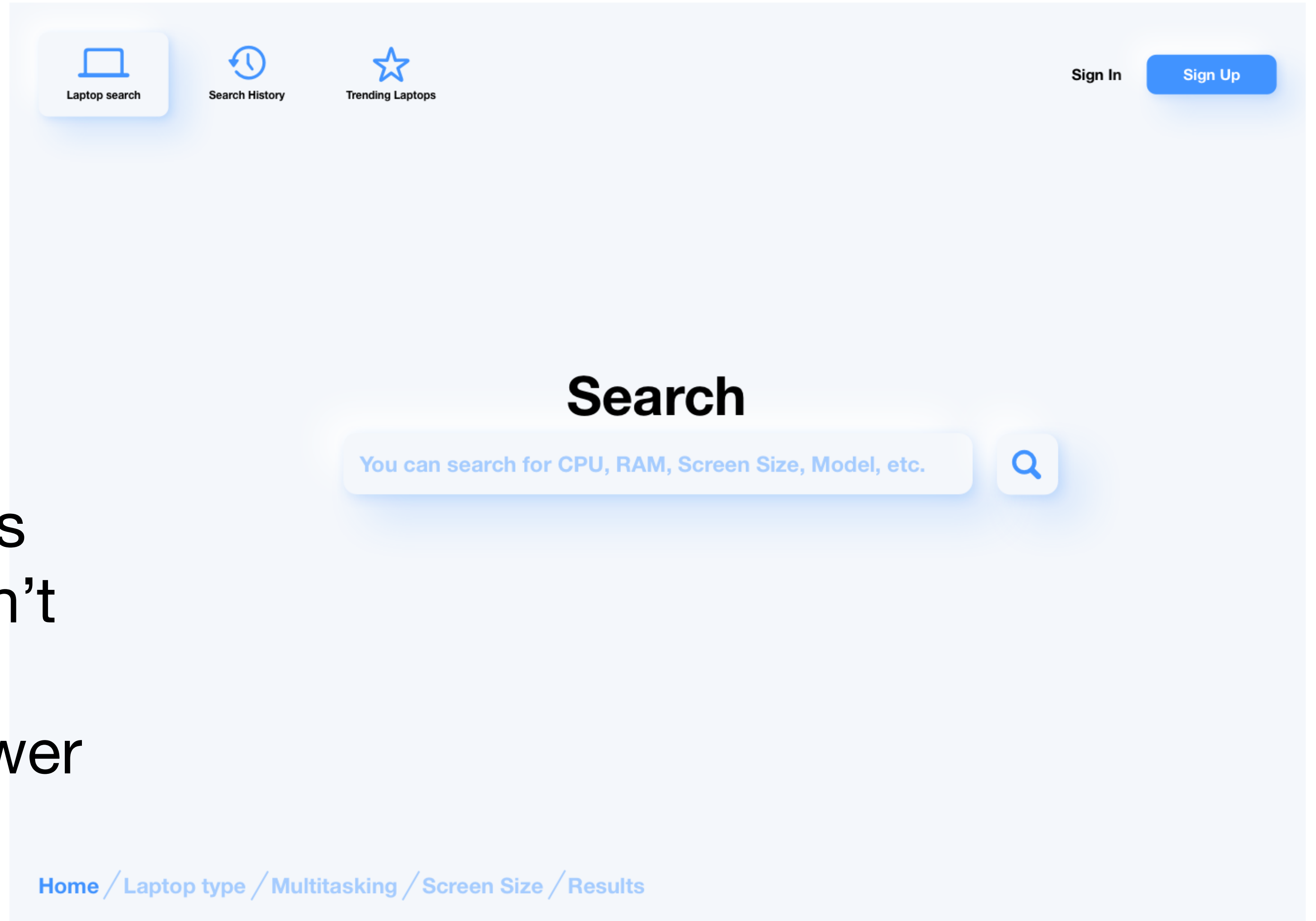
Neumorphism Version

When the user finds the desired item, then he can click to reveal the details, while still maintaining the other results.



Neumorphism Version

While making the process easy for persons that don't have much knowledge is important, letting the Power Users access Advanced Criteria is also important.



Minimalist Version

The second version is a brutally functional minimalist version. Pragmatism triumphs over form.

LaptopFind

Trending laptops

Best in category

search laptops

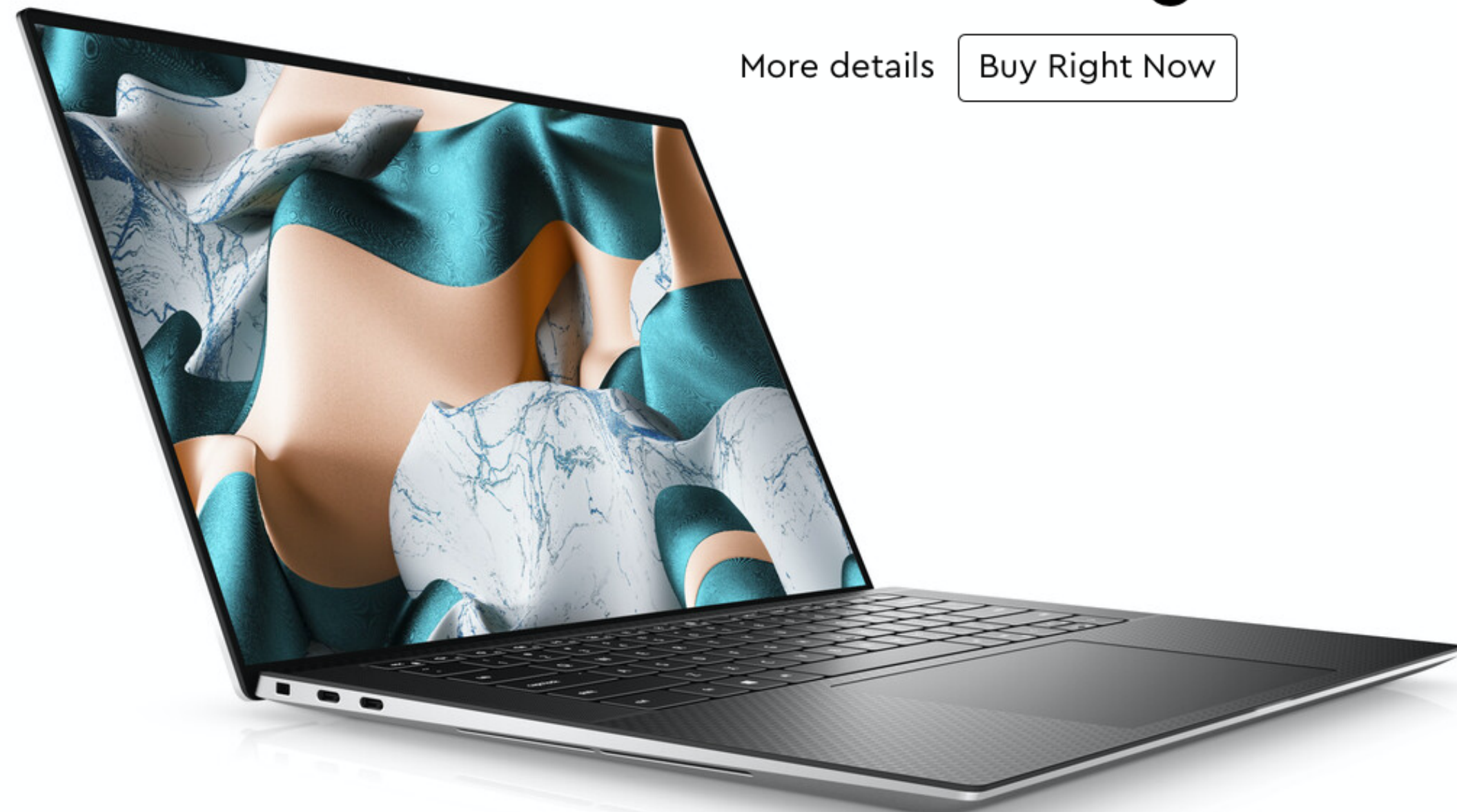


Most Searched.

Dell XPS 15

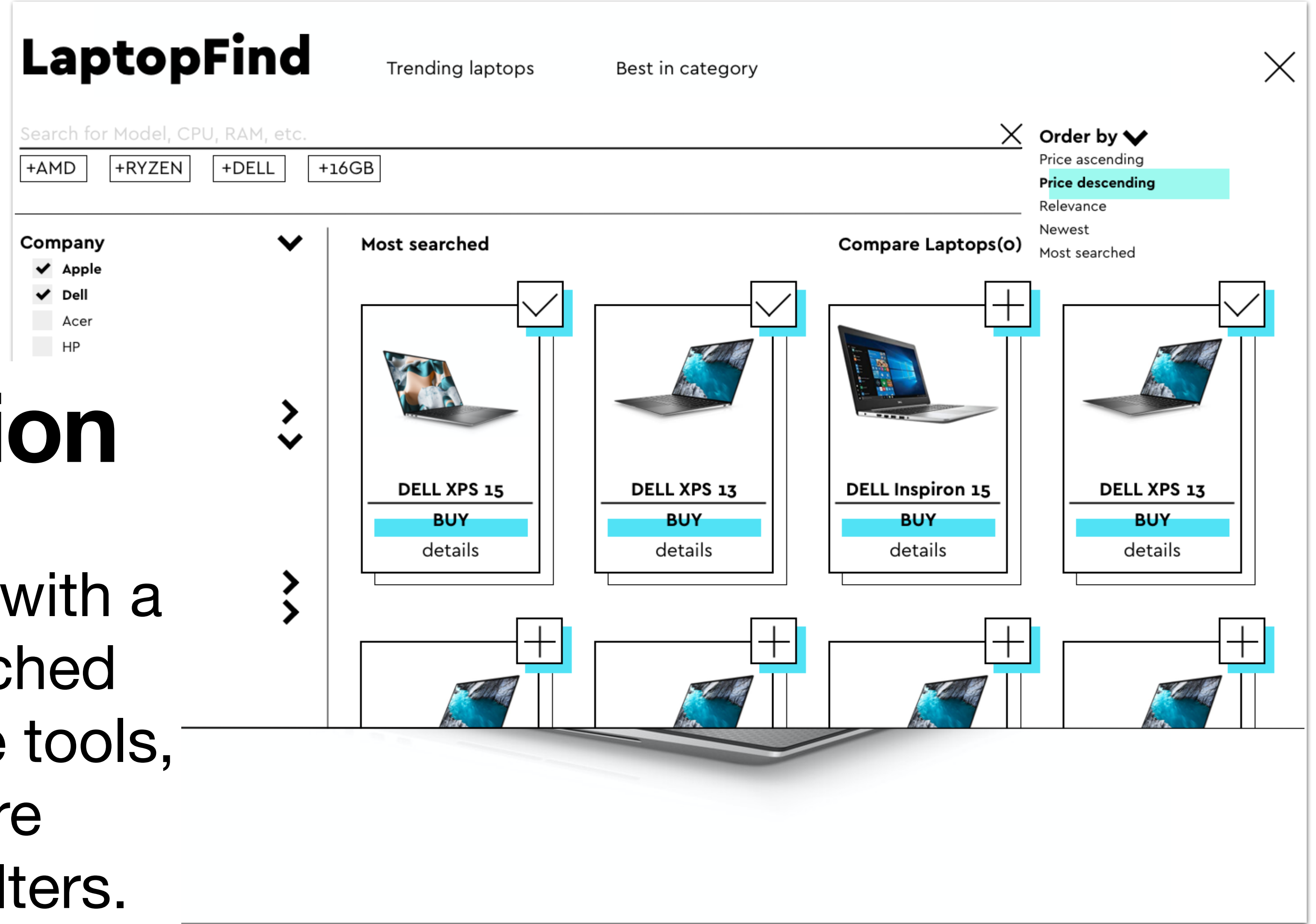
More details

Buy Right Now



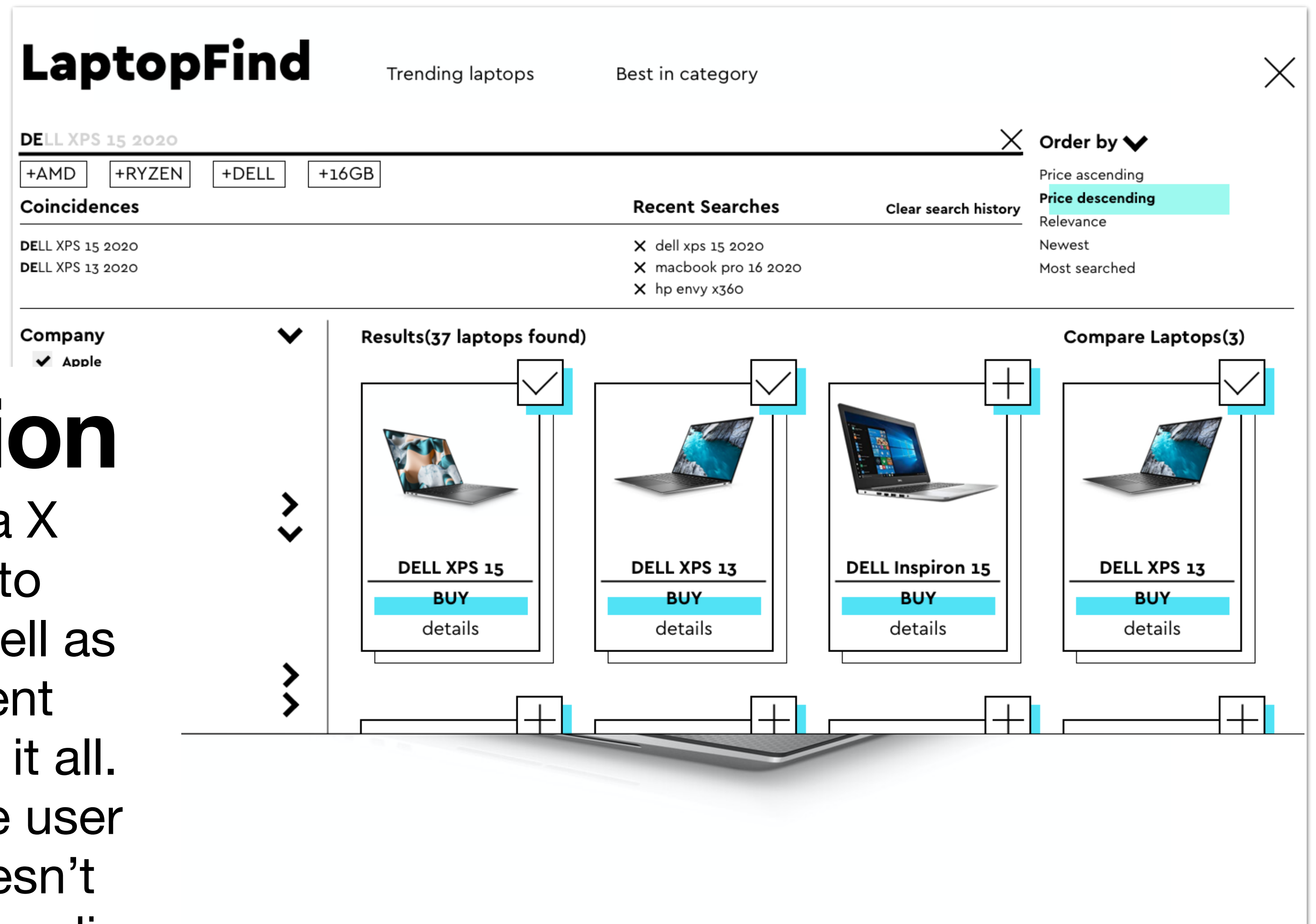
Minimalist Version

When the user clicks the search bar, he is greeted with a panel with the most searched items, along with multiple tools, like Search Tags, Compare Laptops, Order by and Filters.



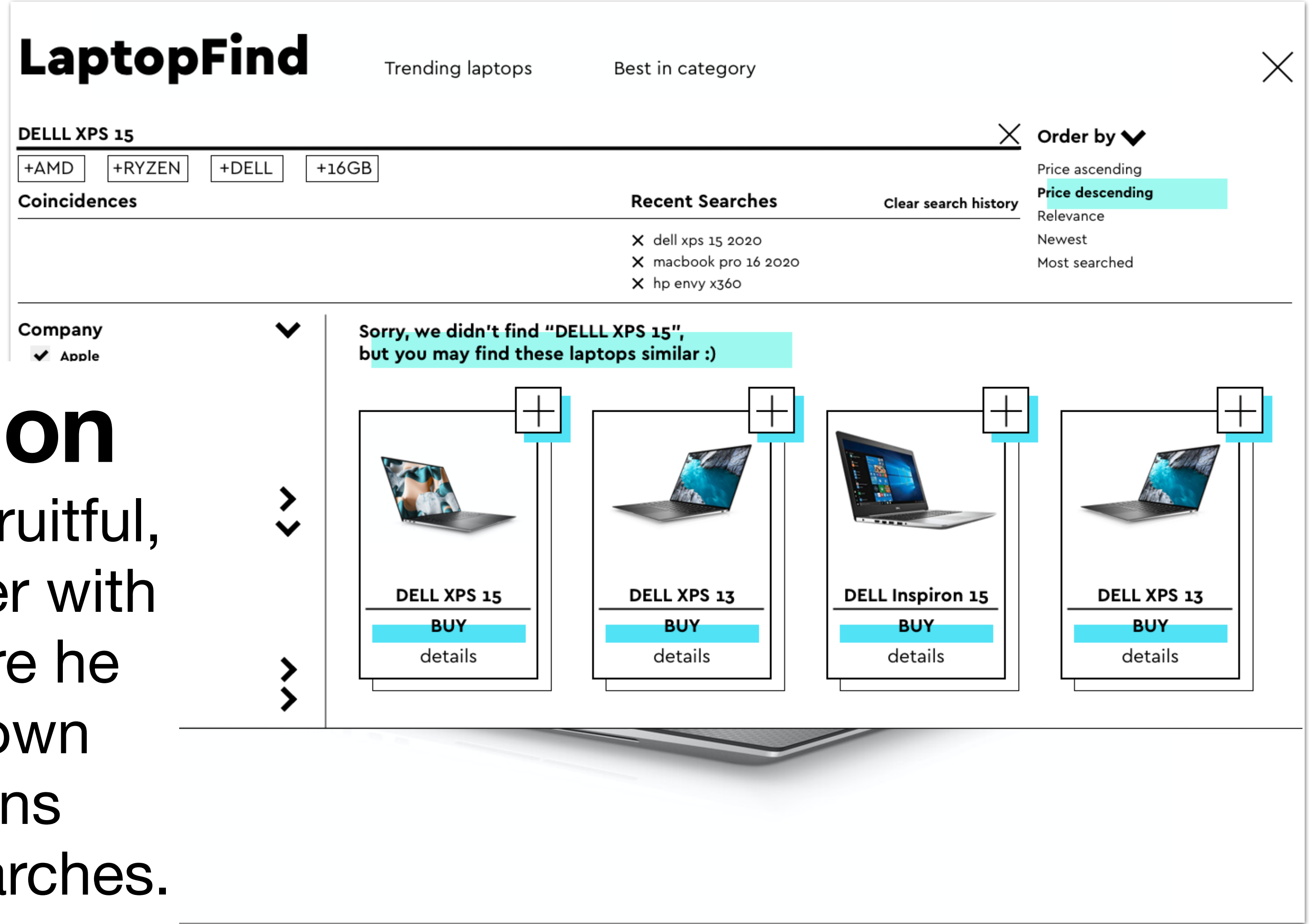
Minimalist Version

When the users starts typing, a X button apears to make it easy to remove the search query, as well as show search suggestions, recent searches and a button to clear it all. The results are updated as the user types to make sure that he doesn't feel the site is slow or not responding.



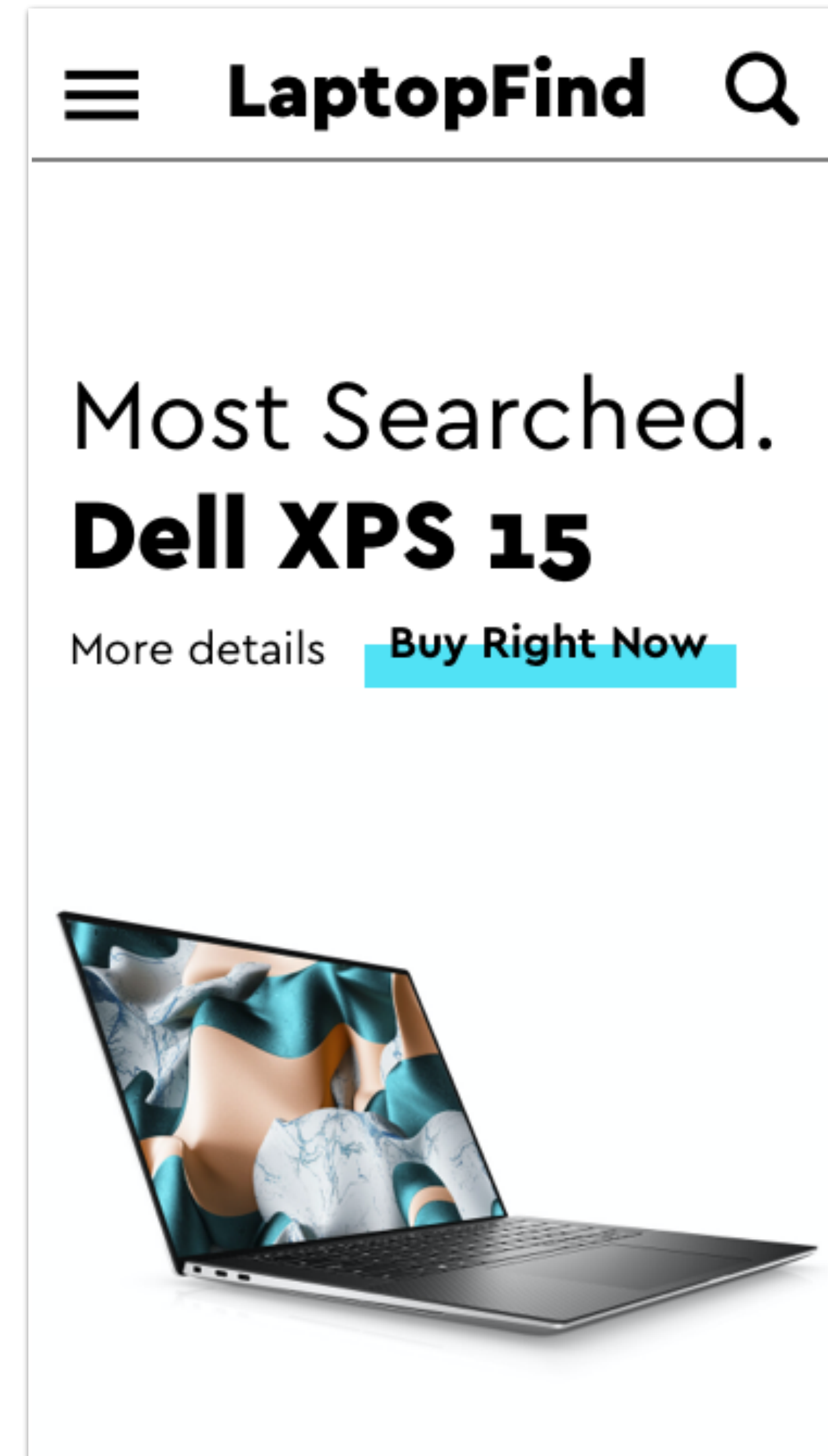
Minimalist Version

In case the search is not fruitful, the website warns the user with a highlighted text to ensure he knows that the results shown below are mere suggestions based on his previous searches.



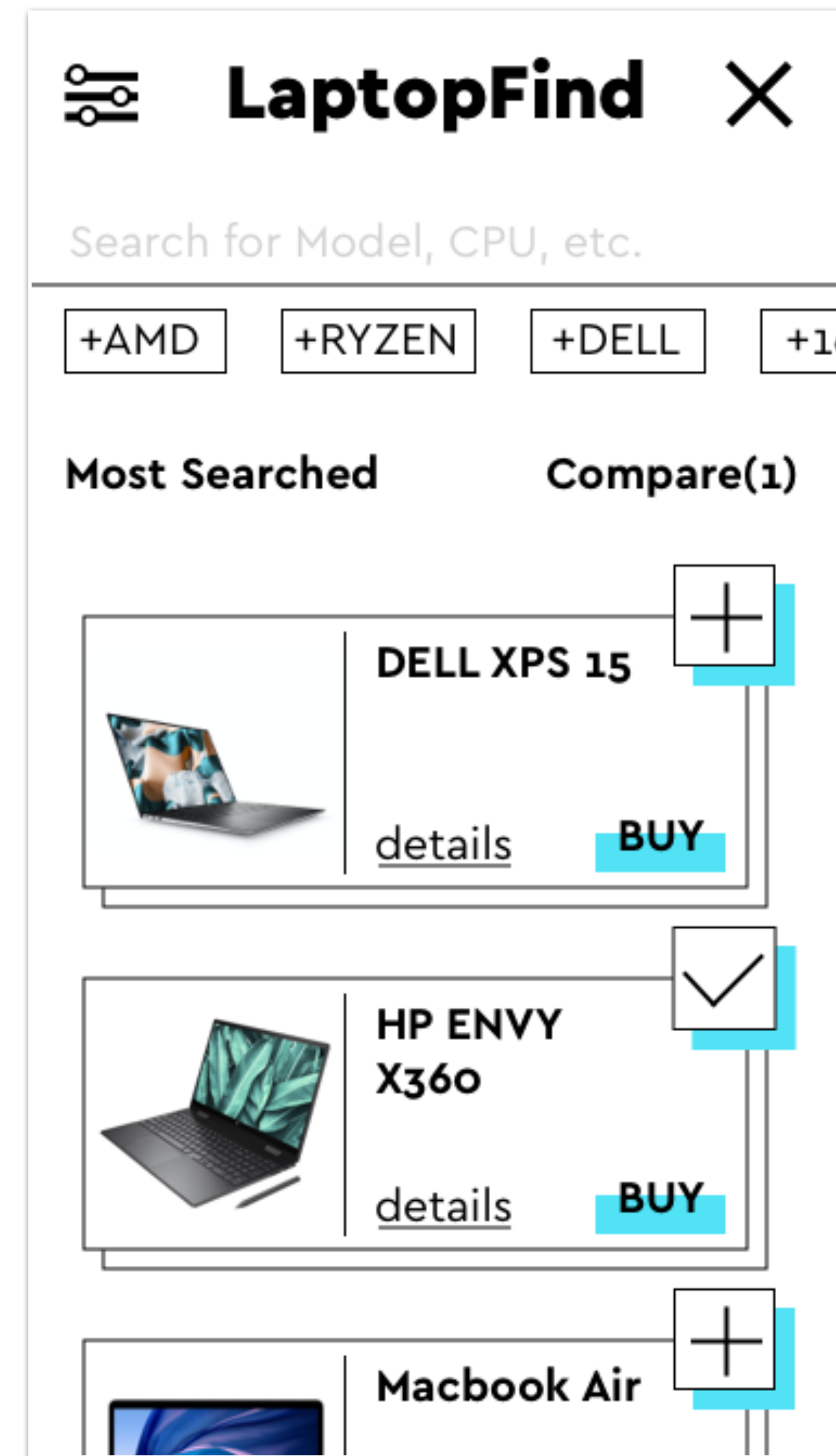
Minimalist Mobile Version

The same minimalist approach has been taken to the mobile version.



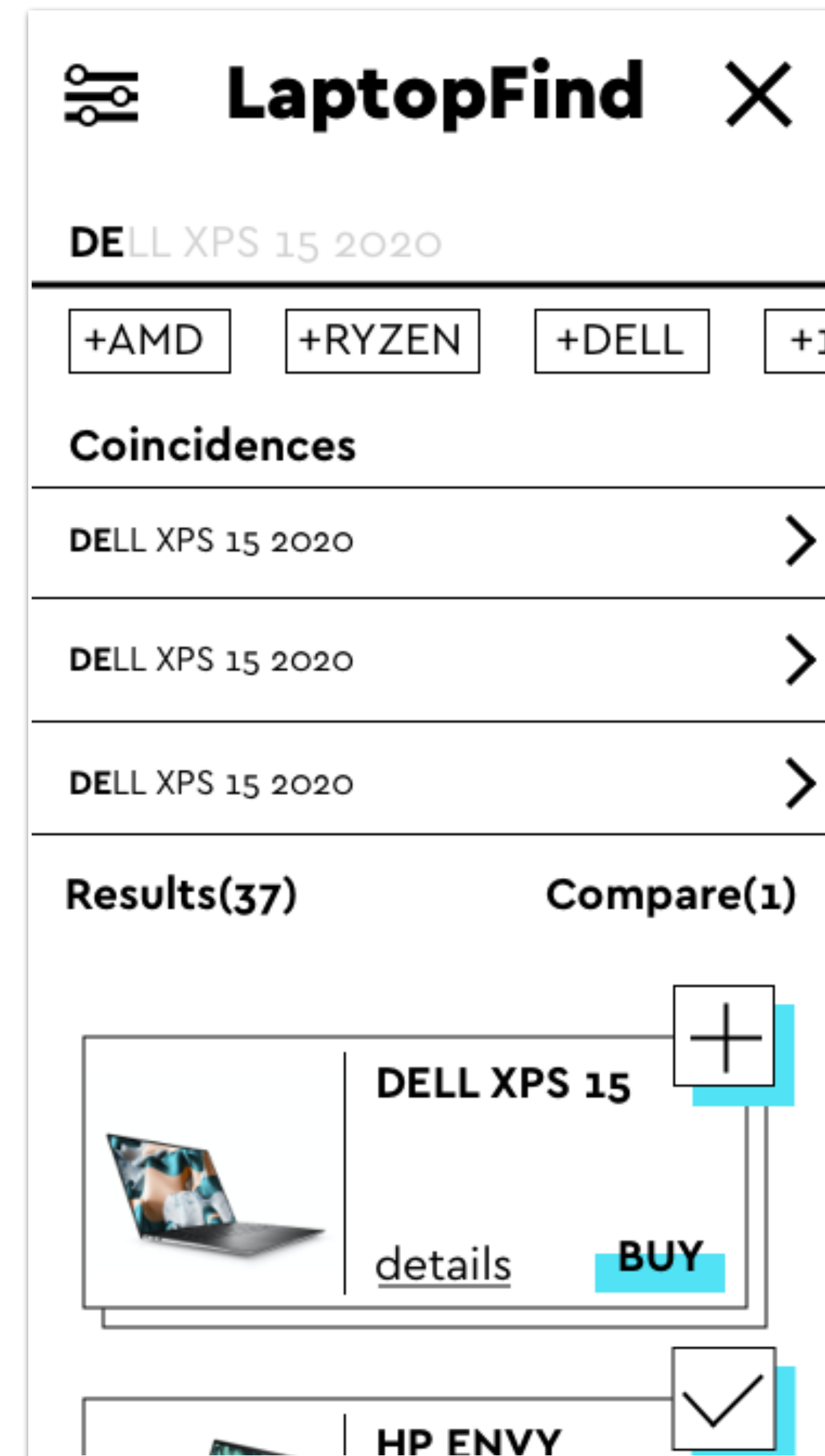
Minimalist Mobile Version

When the search icon is touched, the icon is transformed to an cross, the hamburger menu is turned into a filter button, all in all to make the best use of the limited mobile screen space.



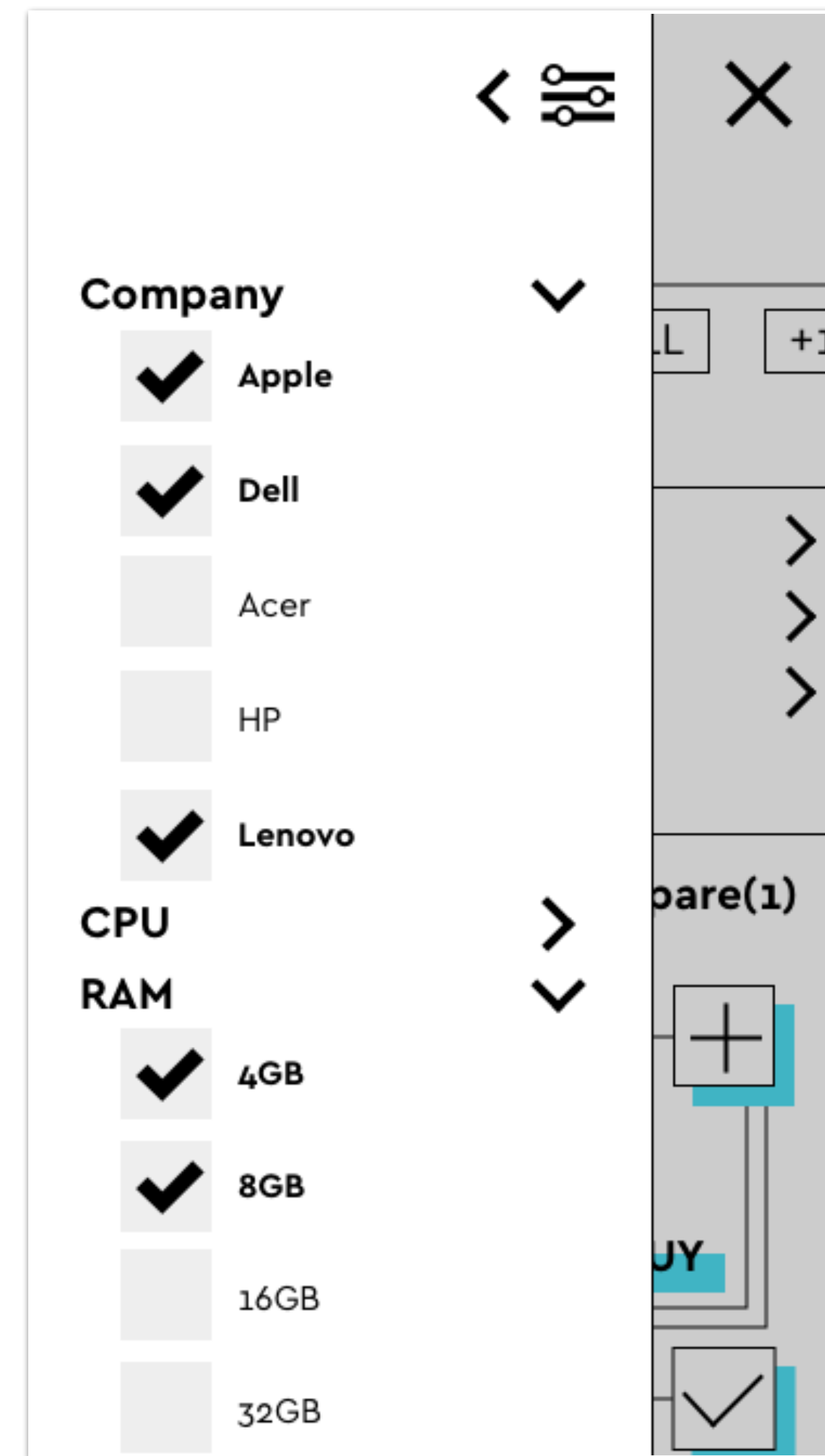
Minimalist Mobile Version

The buttons and clickable areas, are made big enough to be pressed by fingers with no big difficulties.



Minimalist Mobile Version

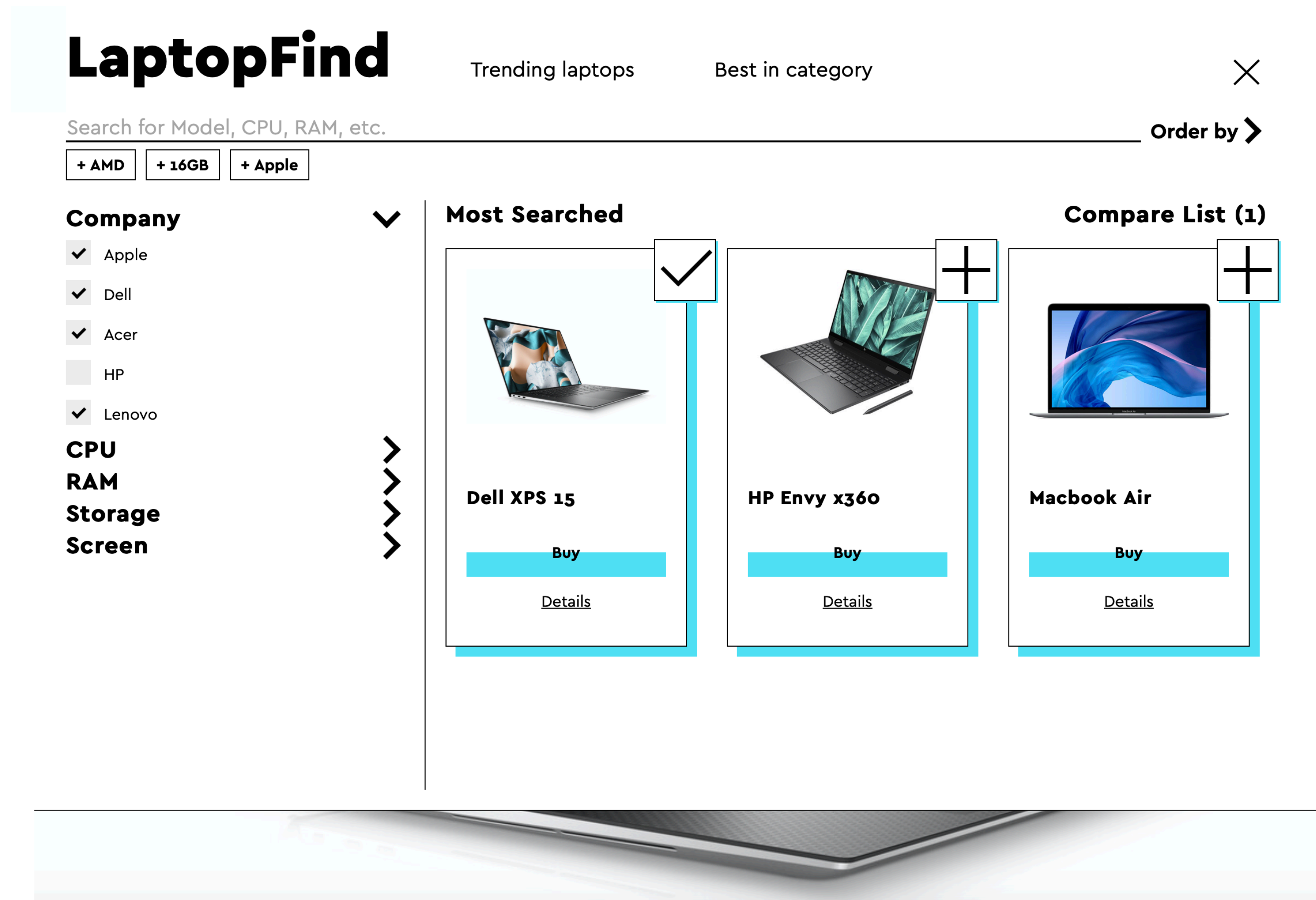
Likewise in the previous view, the filters view is also touch-friendly with big checkboxes which are error-prone free.



LIVE Semi-functional Prototype

To see a semi-functional prototype of the Desktop Version of the Website please visit the url bellow:

<https://abn5x.github.io/LaptopFind/index.html>



**Thank you very much for your
attention and patience.**

I would LOVE to hear your feedback to
help me further improve and learn.