TASK 4 and TASK 5, 6.

Name and Surname: Sofya Aksenyuk, 150284

**Selected Product / System: Google Search**

1. **Pick a product you are passionate about and explore its marketing materials.**

**Google Search**

* Is it clear what its value proposition is to you?

**Speed, quality of retrieved documents.**

* Does the company present the value proposition quantitatively?

**Yes, they present many statistics about usage of their search engine.**

* What is your units?

**Time per request, number of relevant retrieved pages.**

* How effective is it for you based on your priorities?

**Very effective.**

* What would you find more compelling?

**No ads, less tracking.**

1. **System thinking**

|  |  |  |
| --- | --- | --- |
| Past | Present | Future |
| Information need | Information need | Information need |
| Libraries, |  | We think about query and we get results |

1. **Functional Analysis.**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |
| **Function carrier** | **Action** | **Object of Function** | **Type and level of perf.** |
| Search bar | write/search | database | Basic |
| database | Query/filter | Documents | basic |
| Easter eggs on the main page | Entertain | User | extra |
| ads | Encourage | User | Harmful |
| Show results button | show results | User query | Basic |
|  |  |  |  |