

# AI OVERVIEW

Incorporate AI-powered answers in the search results



The aim of the search function is to help users find the information they need more quickly and easily. Even with the integration of AI capabilities, the goal is still the same. Considering that people have been using search for decades, it is crucial to respect their established search habits while also utilizing AI-powered solutions to make finding relevant information even easier.

## Challenges

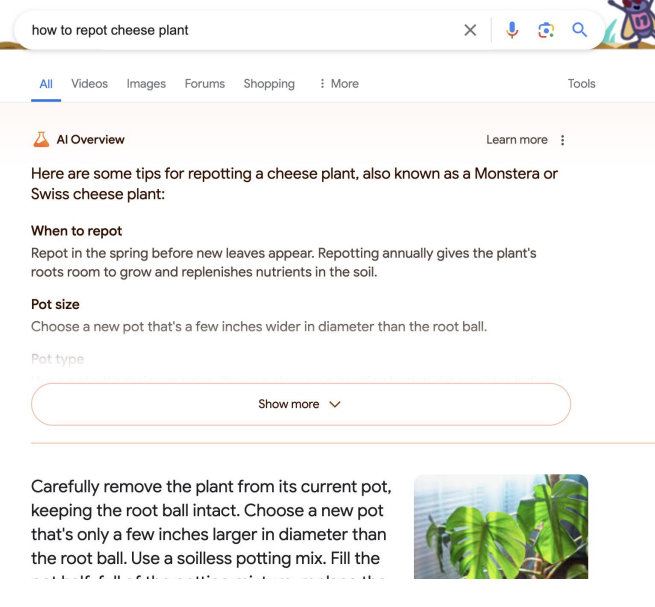
- People have been getting used to the traditional search for decades, adopting new thing is challenging.
- What might be a good AI-powered search result that would help users understand the search topic more easily and quickly?

## Solution

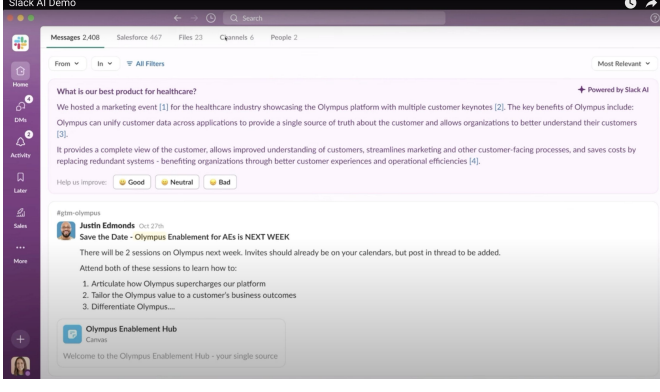
By reviewing a few search features, the common practice of integrating AI answers into the search result is to provide an AI overview in the search result, which acts like a jumping-off point, providing users with quick, comprehensive answers while encouraging further exploration. Key considerations for implementing an AI overview include:

### 1. Make AI content stand out but respect the traditional search experience

- Present the overview next to the standard result to ensure that users can easily identify the AI-powered result, but also be careful on not adding clutter to the traditional search results
- Use visual cues to help users identify the overview is AI-powered content



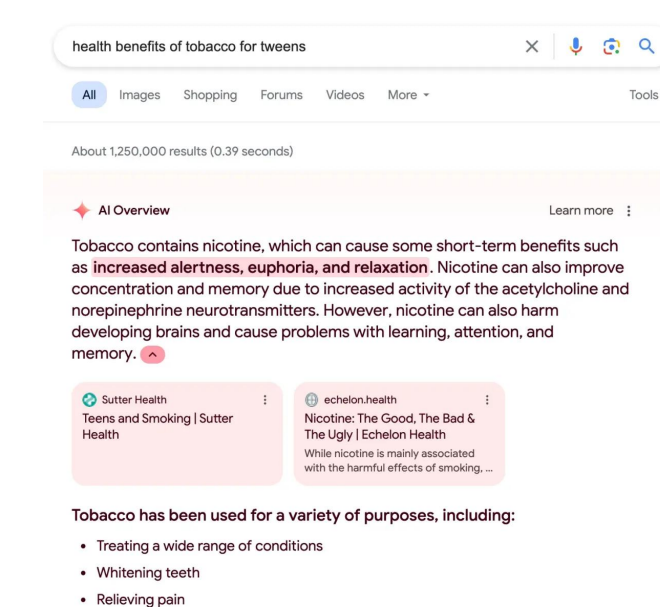
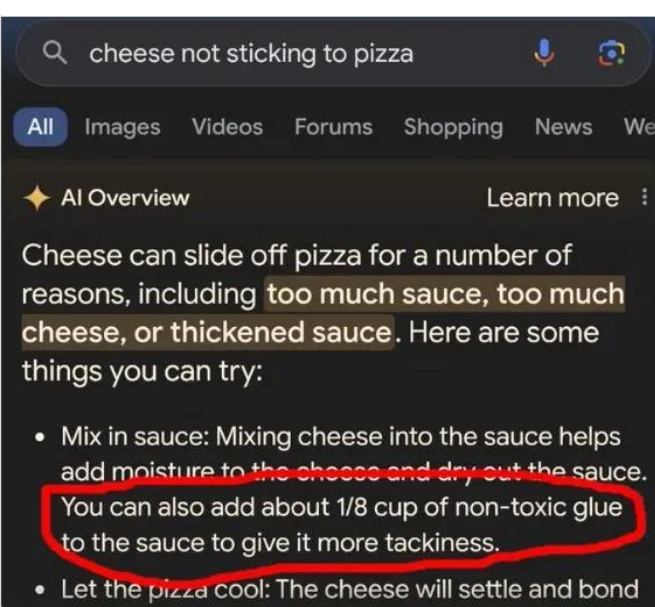
Google places AI-generated content at the top of standard search results. Visually, this content is distinguished by a colored background and a short title "AI Overview". However, some users complain that this could make it harder for them to find the information they need.



The Slack AI powered result appears at the top of the search list with a light purple background colour to distinguish it from the traditional search result. A sparkly star icon and the text "Powered by Slack AI" also are used at the top of the card to distinguish the AI-generated content.

### 2. Provide accurate results as much as possible

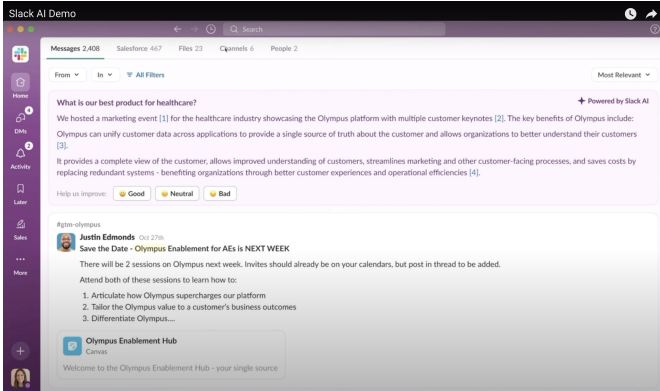
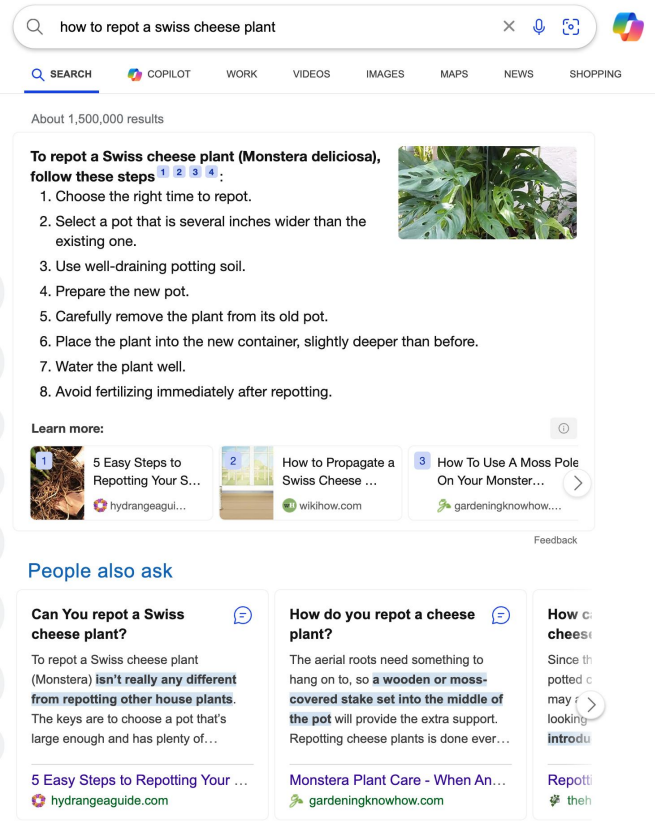
- Make the AI-powered result as accurate as possible. The bizarre response is highly likely to make people distrust the AI and even stop using the AI feature.



The screenshot above shows Google's AI-generated response to a search for the query "cheese not sticking to pizza." The screenshot on the right shows that Google AI Overview lists 'health benefits' of tobacco for tweens. Those results have been criticised as "disasters", and even some users start to find ways to turn off the AI-overview feature.

### 3. Encourage discovery

- Include the source links in the AI overview to allow users to dig deeper
- Consider suggesting follow-up questions to encourage users to continue exploration.

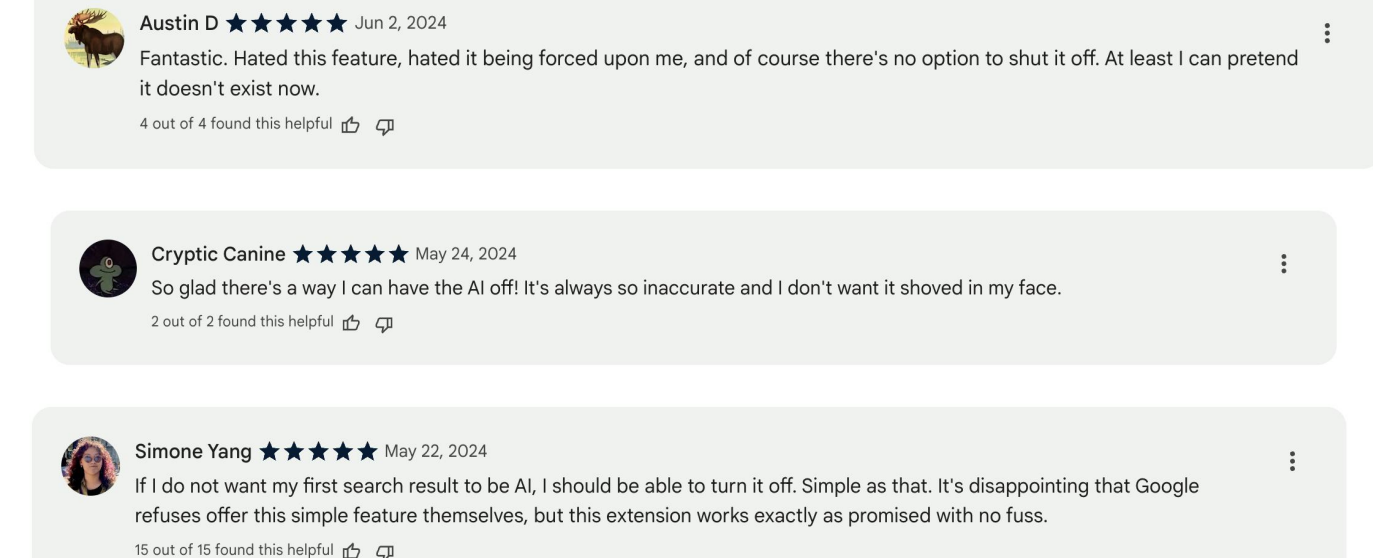


The Slack AI tags the resources with numbers. People can reference source conversations in answers to dig deep or get more context.

Bing lists the resources used for overview generation along with the tittle, so users can easily access it and dig deeper if they need to. It also displays some relevant questions asked by other users, along with the answer to help users explore further

### 4. Give users control

- Provide users the option to opt out the AI-powered search



The screenshot above shows some of the comments people have made about a browser extension that hides the Google AI Overview feature. They are uncomfortable with the integration of AI into their search experience. They are frustrated that they cannot opt out of the Google AI Overview feature.