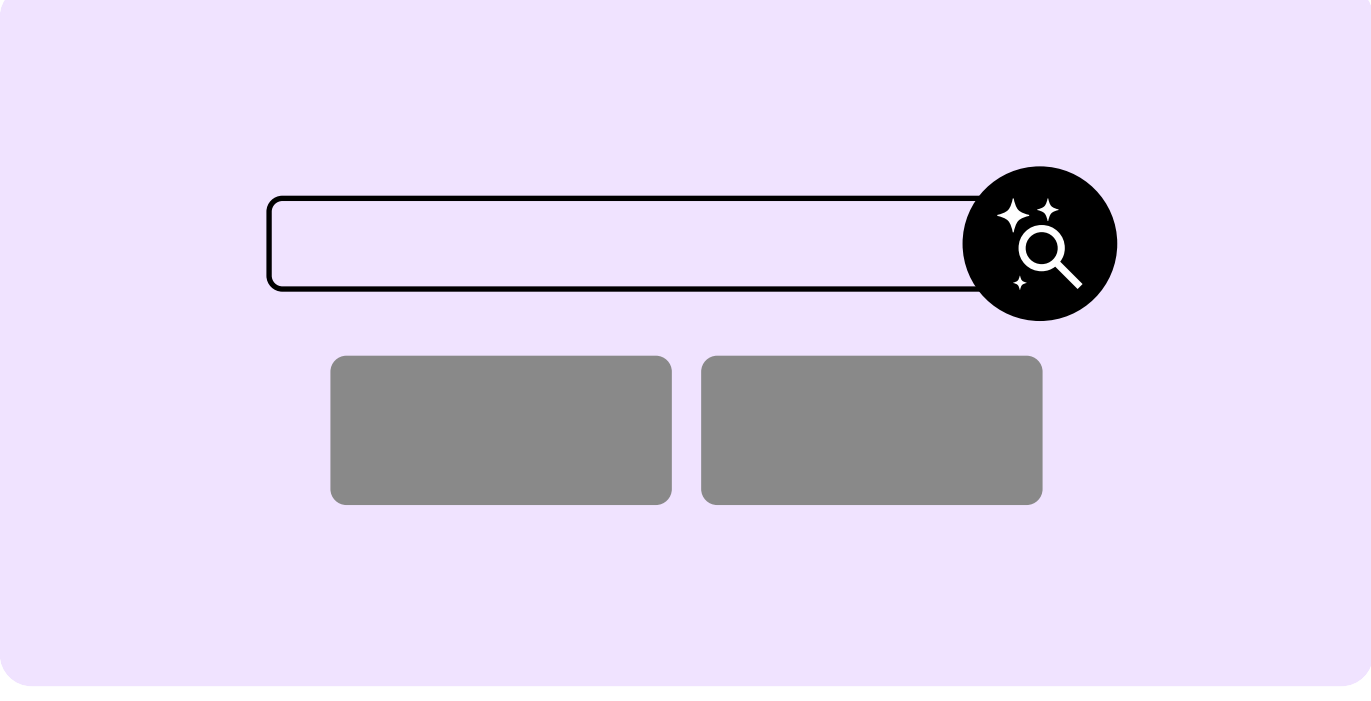


# INTRODUCER

Introduce users to AI-powered search and get them on board



AI search unlocks a whole new level of search capabilities that go beyond traditional keyword-based queries. But how do we introduce users to this new AI capability and get them to understand and use it?

## Challenges

- Users are not aware of the presence of AI in search
- Users don't know what AI search can do and how to use AI capabilities
- Users are used to the traditional search queries and don't know what questions to ask for AI search

## Solution

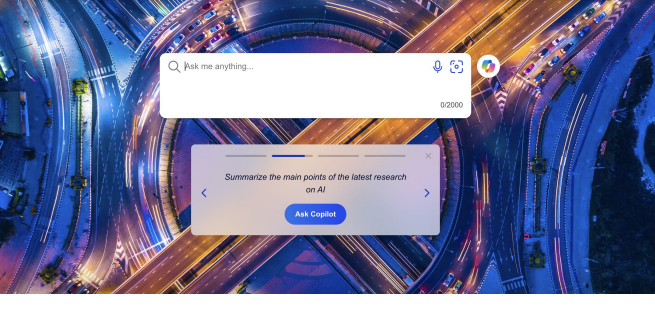
Transitioning users from traditional search to AI-powered search can indeed be challenging due to ingrained habits and comfort with familiar interfaces. It is important to guide them using familiar touch points when onboarding users to the search AI capabilities.

### Before the search

When people land on the search page, it would be a good opportunity to introduce AI-powered search before they start doing anything. There could be several ways:

#### Bigger size of the search box

Use the larger size of the search box to indicate people that they can ask questions and invite people to use AI search more



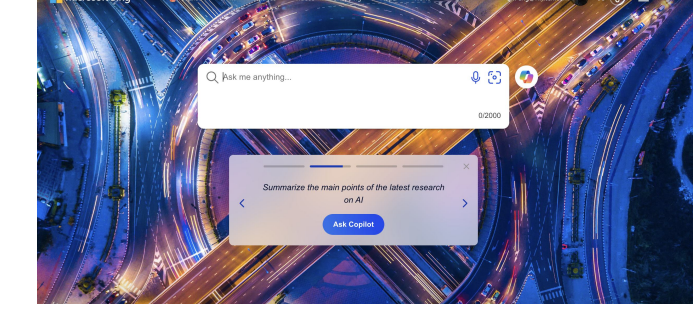
Instead of using traditional search box, Bing uses a **bigger size of the search box** to tell and encourage users to type in questions in the search box

#### Search query examples

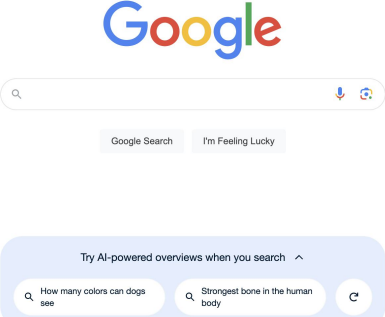
Display search query examples to show users what questions to ask AI search. By clicking on the examples provided, users would be easy to get started.

Tips:

- Visually differentiate these AI search query examples from traditional search. The examples need to stand out from the rest of the page and easily grab the user's attention
- Do not overwhelm the user with examples. 2-3 at a time is recommended
- Examples can be updated either automatically or manually to encourage exploration and avoid boredom



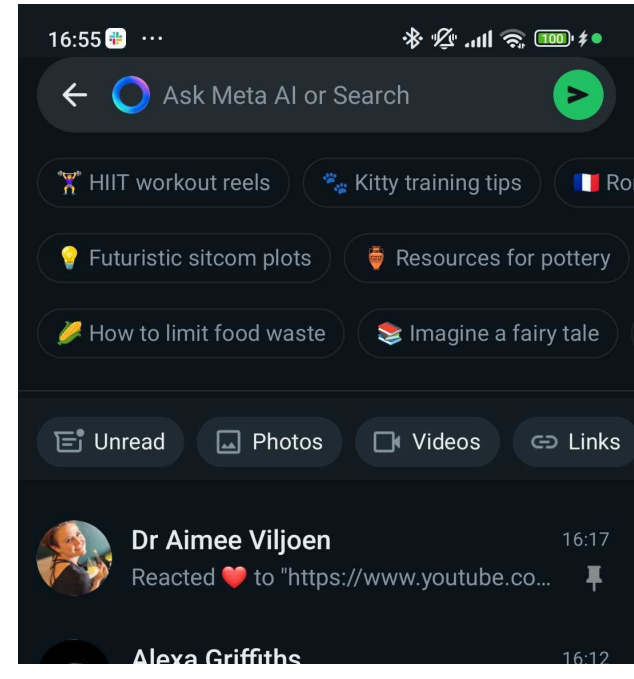
Bing displays a **few examples of search queries** just below the traditional search box when users arrive at the search page. Users would see different examples over time as they land on the search page.



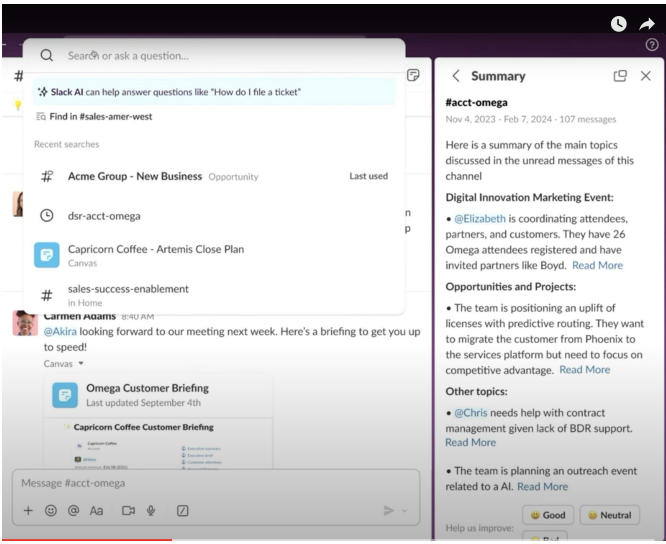
Google displays 2 **clickable query examples** when users arrive at the search page, and these examples can be updated by clicking the refresh button.

### Search placeholder

Use placeholder in the traditional search box to indicate AI search capabilities. This would help users easily know what they else they can do with search.



Instagram uses “Icon + Text” as the **placeholder** in the search box to tell users what they can do with AI Search



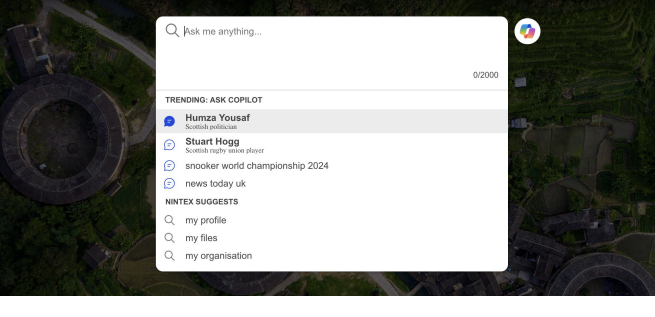
Slack use **placeholder** in the search box to introduces the AI search capability

### During the search

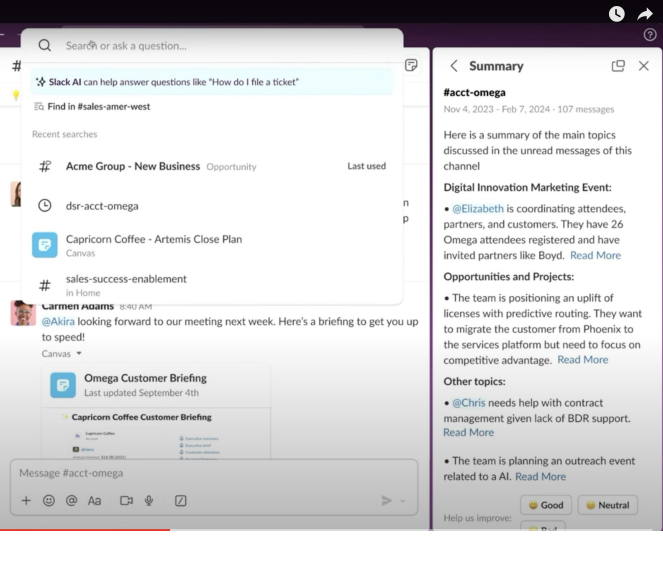
People learn better when information appears right when they need it. When users engage with the search box, a dropdown menu typically appears, displaying either search history or suggested searches. By integrating relevant AI search info into the dropdown, users can better understand what they can do in the search box.

#### Before typing in

Displaying examples of AI search queries or introducing AI capabilities in the drop-down menu before users start typing in the search box. One consideration is to ensure that the AI-relevant information stands out from the rest of the drop-down menu with some visual cues.



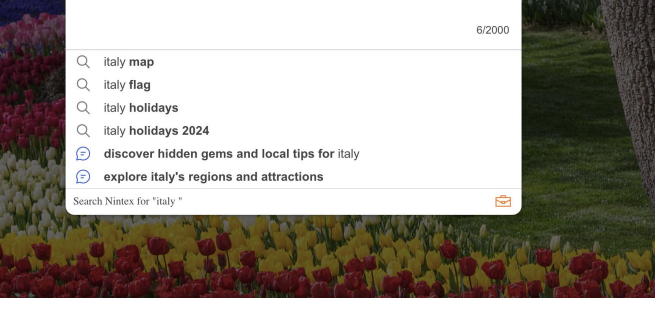
Bing use “Coloured Icon + Text” to **show the trending topics** asked in Copilot in the search drop-down box to tell users what they can do with Copilot, or even motivate them to give it a try.



Slack introduces the AI search capability with a **highlighted phrase** in the dropdown box where users type in anything. This tells users what questions they can ask in the search box.

#### When typing in

Auto-completing text in the search box is a very common practice to help users type queries efficiently. This can also be applied to AI search, where the idea is to suggest relevant AI search queries based on what users type. To help users understand the difference between normal search and AI search, try to make the distinction when displaying the respective search queries.



Based on the prediction for the query a user is typing, Bing suggested a list of normal search queries and **relevant co-pilot questions in the drop-down**.