



Tracxn : APM Case Study

Google Search Result Page
Annotated Explainer Guide

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Problem Statement

There is an user who is visiting **Google.com** for the **first time**. Once landed on **Google.com** search page, user **needs a user manual** which can guide him/her on **how to use Google.com search page** and **what are different elements in search page along with its purpose**. Your task is to create a this manual for the new user.

User Stories

Priya: Age 8

Priya is a **School Student** who's starting a new book in her school regarding Internet and Technology. The first chapter is **about searching and collecting information about the Ganga River on Google**. As this is her first time experience with Google, **She don't know how to navigate through it.**

How to get started with Google Search ?

Kamaljeet : Age 58

Kamaljeet is a **Farmer** who wants to **register** himself for the **Pension Project offered by a combined initiative of Govt of India and Alphabet Inc**. He needs to apply on the portal of Alphabet Inc. for the same. **He's getting confused with the list of search results with similar names** while searching for the 'Alphabet' keyword on Google.



How to select the find and select the right result ?

Raghav: Age 21

Raghav is a **recent College Graduate** who wishes to apply for the **NTPC exam** that is supposed to happen in **December 2022**. He wants to **know more about the job opportunity, recent news coverage and the application procedure** for the same. But even after searching for 'NTPC 2022' he **couldn't get the right set of results.**

How to filter and find the right set of information ?

We're going with this user story

User Journey

Open Google Home



Keyword Search



Choice Selection



Result Website

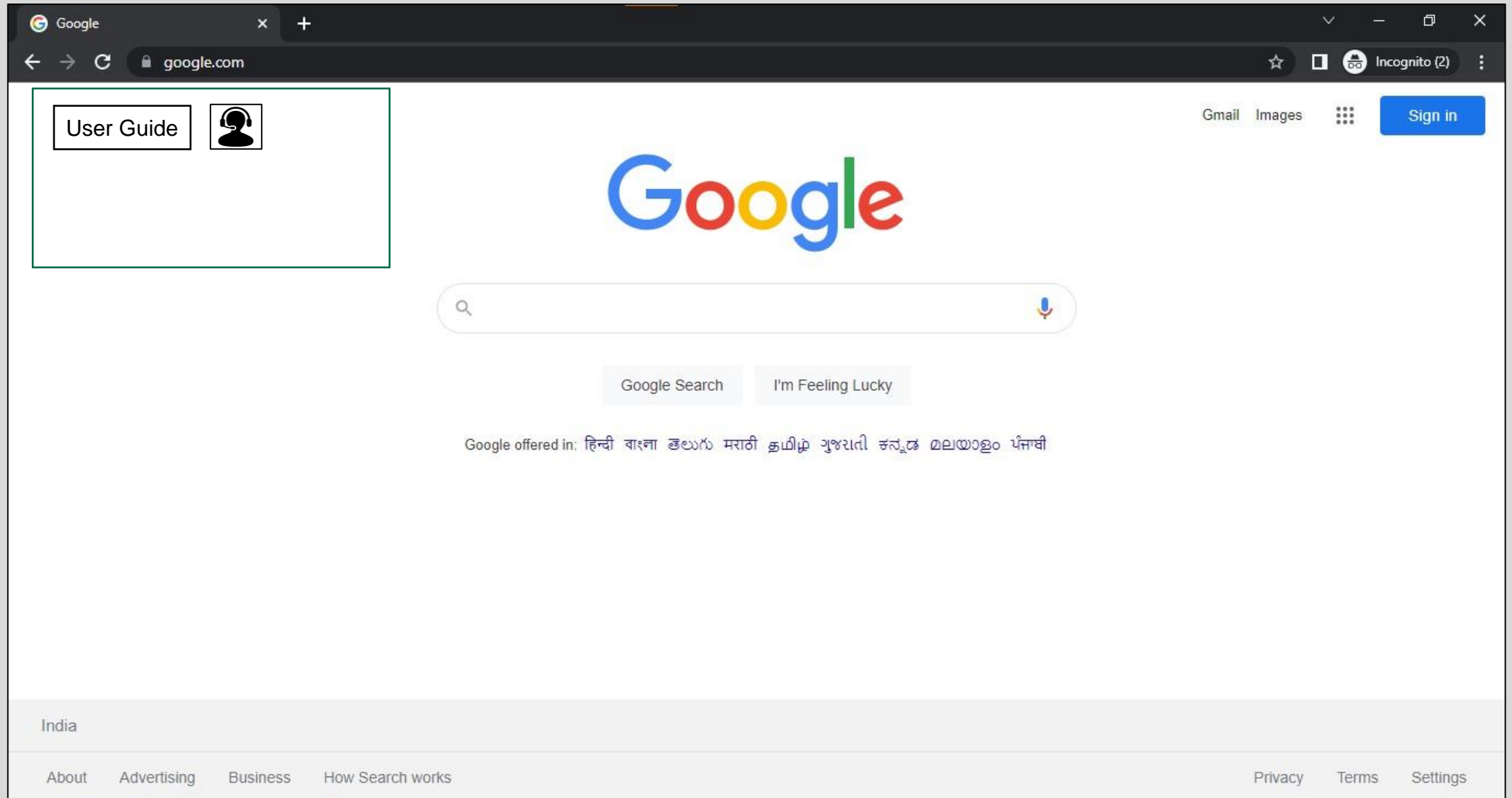
Assumptions

- We are assuming that the user have some familiarity with Web Browsers and how to use it.
- We are assuming that the default home page is defined as google.com
- We are assuming that the user have some idea about how to search and but less knowledge about how to get the desired result.
- We are assuming that the user has good internet connection.
- We are assuming that the user has proper Mouse and Keyboard setup to navigate though Google Search Pages.

Edge Cases

- **No Internet Connection :** If there is no internet connection the UI will have Error Notification and UI will look something different.
- **Incorrect Search Keyword :**
 - **Case 1:** If the person entered incorrect keyword, Google will try to help them and offer result with correct keyword. This information will be displayed just below the Search Box.
 - **Case 2:** If there is no proper keyword available, Google will inform that there is no result.

Discover User Manual : Google Search Page



Discover User Manual : Google Search Result Page

The screenshot shows a Google search result page for the query "alphabet inc". The browser's address bar displays the search URL. The Google logo is on the left, and the search bar contains the text "alphabet inc". To the right of the search bar are icons for settings, a grid of apps, and a "Sign in" button. Below the search bar are tabs for "All", "News", "Images", "Books", "Shopping", and "More". The search results show "About 11,50,00,000 results (0.41 seconds)". The first result is from "https://abc.xyz" and is titled "Alphabet Inc.". The description states that Alphabet Inc. is a holding company that gives ambitious projects the resources, freedom, and focus to make their ideas happen. Below this is a section titled "People also ask" with four questions: "Is alphabet Inc owned by Google?", "Which companies are owned by Alphabet?", "Why is Google owned by Alphabet?", and "What do alphabet Inc do?". At the bottom of the search results is a link to "https://en.wikipedia.org/wiki/Alphabet_Inc" titled "Alphabet Inc. - Wikipedia". On the right side of the page is a knowledge panel for "Alphabet Inc.". It includes the company name, a share icon, the word "Alphabet" in red, the description "Multinational conglomerate company", the website "abc.xyz", a paragraph of text about the company's history, stock price information for GOOGL (NASDAQ) at \$2,223.65 with a decrease of -16.50 (-0.74%), the date "29 Jun, 12:25 pm GMT-4 - Disclaimer", and the CEO "Sundar Pichai (3 Dec 2019-)".

alphabet inc - Google Search

google.com/search?q=alphabet+inc&source=hp&ei=2IK8Ys61L72RseMPsqK7qA4&iflsig=AJiK0e8AAAAAYryQ6OqR_wCw_KmU9ZQ1-tLvKmdcvOQt&gs_ssp=eJz...

Google

alphabet inc

All News Images Books Shopping More Tools

About 11,50,00,000 results (0.41 seconds)

https://abc.xyz

Alphabet Inc.

Alphabet Inc. is a holding company that gives ambitious projects the resources, freedom, and focus to make their ideas happen — and will be the parent ...

People also ask

- Is alphabet Inc owned by Google?
- Which companies are owned by Alphabet?
- Why is Google owned by Alphabet?
- What do alphabet Inc do?

Feedback

https://en.wikipedia.org/wiki/Alphabet_Inc

Alphabet Inc. - Wikipedia

Alphabet Inc.

Multinational conglomerate company

abc.xyz

Alphabet Inc. is an American multinational technology conglomerate holding company headquartered in Mountain View, California. It was created through a restructuring of Google on October 2, 2015, and became the parent company of Google and several former Google subsidiaries. [Wikipedia](#)

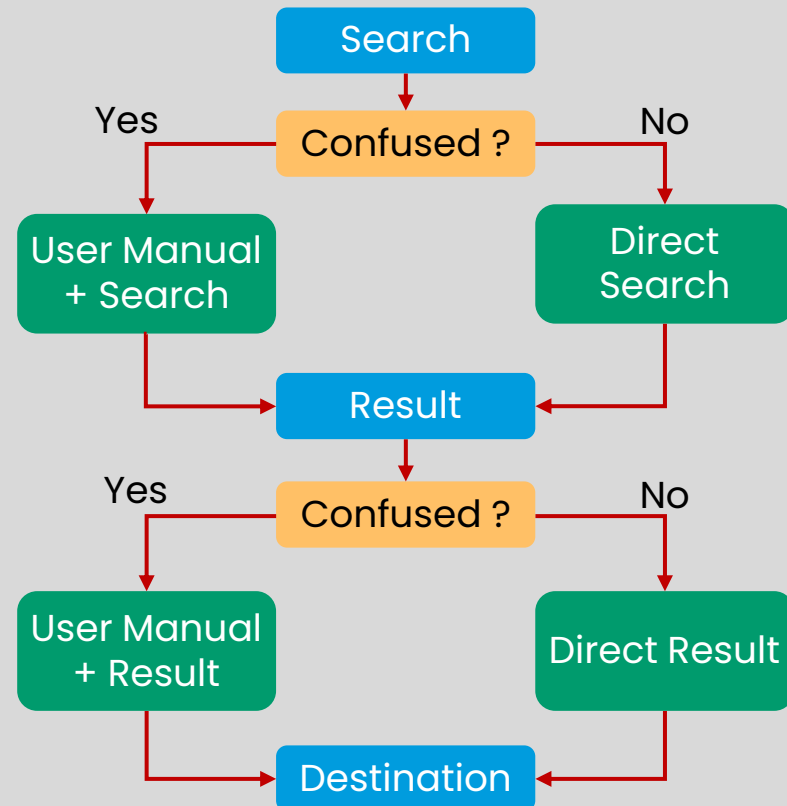
Stock price: GOOGL (NASDAQ)
\$2,223.65 -16.50 (-0.74%)
29 Jun, 12:25 pm GMT-4 - Disclaimer

CEO: Sundar Pichai (3 Dec 2019-)

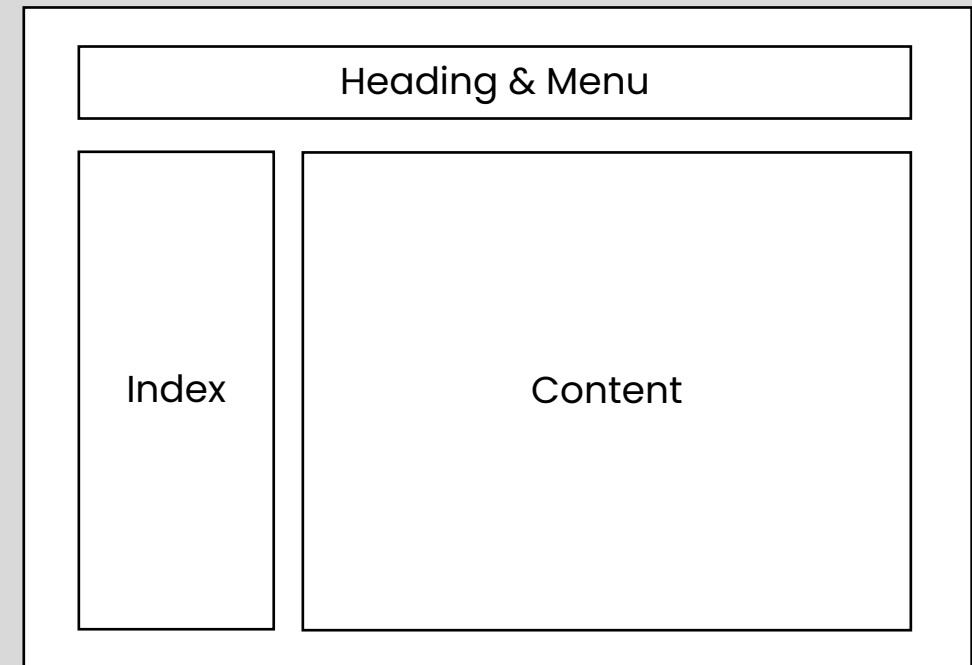
Google For Beginners : User Manual Structure

The title of the User Manual is **Google For Beginners** which is aimed for users who wants to understand the basic details of Google Search and Search Result. This document comprises of major details like the **structure of pages** and **sections available** for anyone to use.

Modified User Flow with User Manual



Structure of User Manual



Annotated Notes is added in the slides but for more text you can refer to Google Doc - Link

- Introduction To Google
- Explore Google Search
- QuickStart with Google Search
- Understand Google Search Result
- Modify Google Search Result
- Tips & Tricks

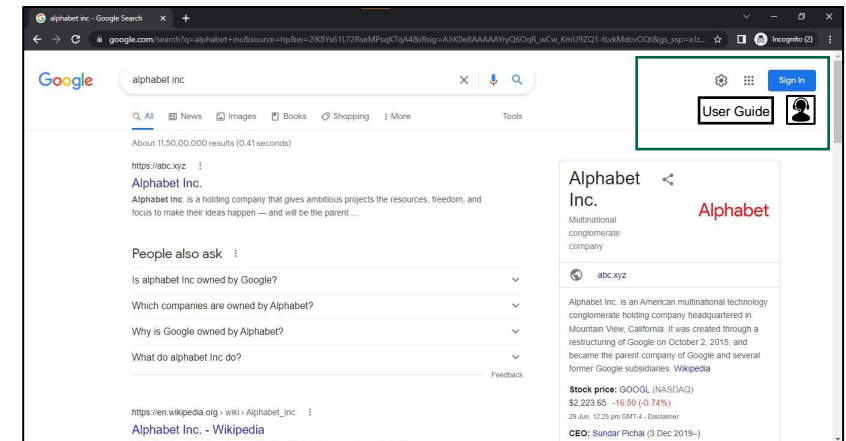
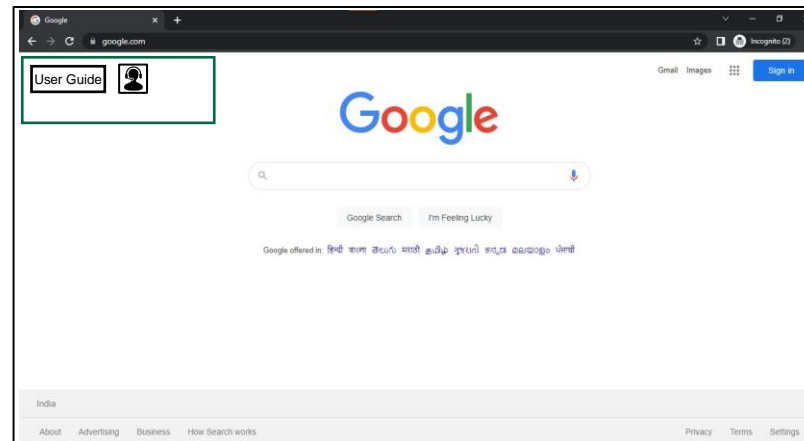
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Go To Google Search

Introduction To Google

Was this helpful?  

Google is a popular internet search engine. It scans the Web to find Web pages that are relevant to the words you have typed in the search box. Here you can search anything you want to know about and Google will share everything that is stored in its memory.



Quick ways to access Google For Beginner – User Guide ?

- On Google Search Page, you can access the User Guide from the Left Top Corner.
- On Google Search Result Page, you can access in from the right top corner.



- Introduction To Google
- **Explore Google Search**
- QuickStart with Google Search
- Understand Google Search Result
- Modify Google Search Result
- Tips & Tricks

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Go To Google Search

Explore Google Search

Was this helpful ?  

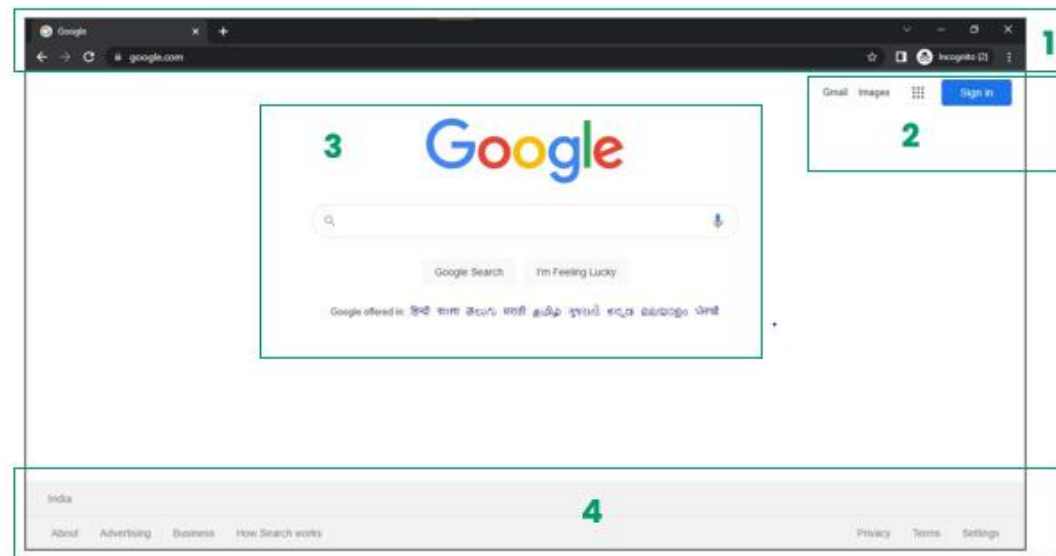
There are various options available in the Google Home Page which can be useful for you. Let's have a quick look at what those are and how they can help you.

1. Do you want to manage your Search Tabs ? [Tab Actions]

Tab Actions contains all the relevant options to switch, minimize/maximize or close the tab. You can also see the address of the web page.

2. Do you want to access any partner service offered by Google ? [Connected Services]

Connected services contain options to switch or access major services like Gmail, Images or any other service bundled with Google.



3. Do you want to quickly search for anything on Google ? [Search Console]

Search console contains all the relevant sections for anyone to make a search on google and find related content.

4. Do you want to know more about Google ? [Additional Information]

Additional Information contains all the secondary information you need or want to know about Google like their Privacy Policy, Location Information and more.

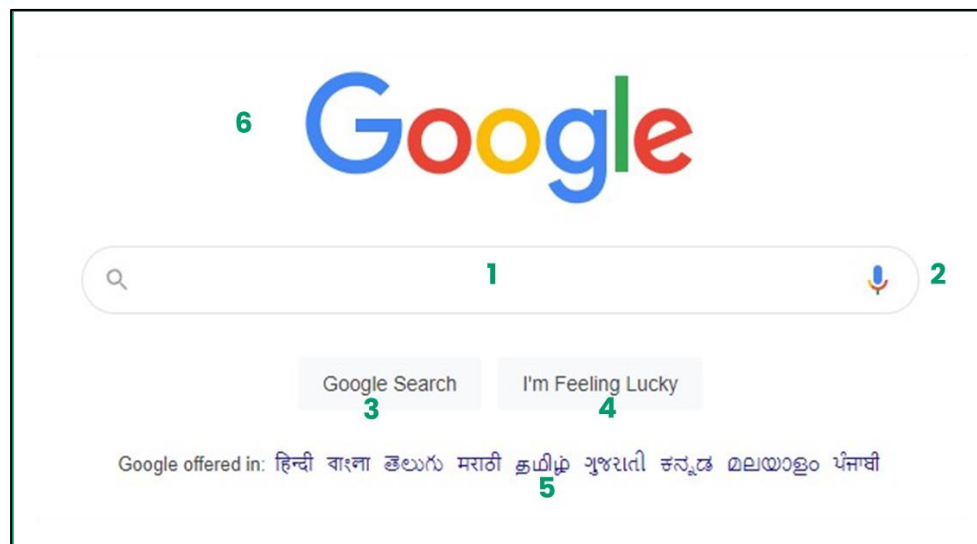
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Go To Google Search

QuickStart with Google Search

Was this helpful ?  



1. How to search your keyword on Google ? [Search Box & Search Button]

In the **Search Box [1]** , you can type any keyword that you want to search in Google. This is the place where you can make Google understand your needs and requirements. After adding your keyword you need to enter **Google Search Button [3]** to start the search action.

2. How to search your keyword via Voice Command ? [Voice Search Button]

Just click on the **Microphone Symbol [2]** beside the Search Box and allow Google to take audio input. Once done with the requirements, just click on the mic and speak what you want to search for and Google will type it for you.



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QuickStart with Google Search

Was this helpful ?  

3. How to get lucky with your Google Search ? [Feeling Lucky Button]

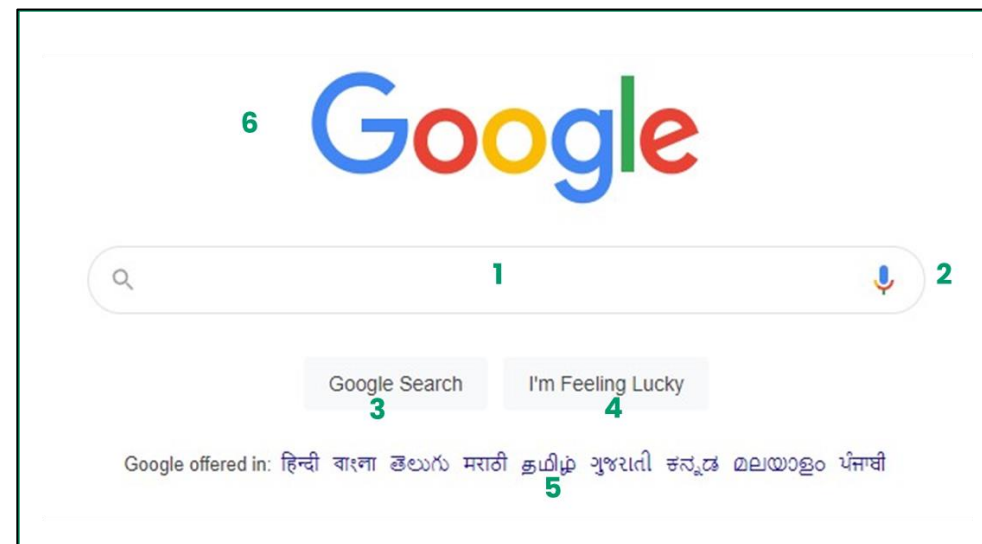
Yes, you're right you can also get lucky with your search result. Google offers a unique search button, **I'm Feeling Lucky [4]** through which you can search something and google will directly take you to the first search result website and save your additional step.

4. How to change your preferred Language ? [Language List]

Confused with the Language, no worries at all. Google supports multiple languages and you are free to search anything in your local native language. Just head to **Language List [5]** and select the suitable language as per your interest.

5. What more to know about ? [Google Doodles]

Google commemorates special days and occasions in order to offer tribute to their achievement. So you may find changes to **Google Doodles [6]**, if you're visiting Google on a special day.





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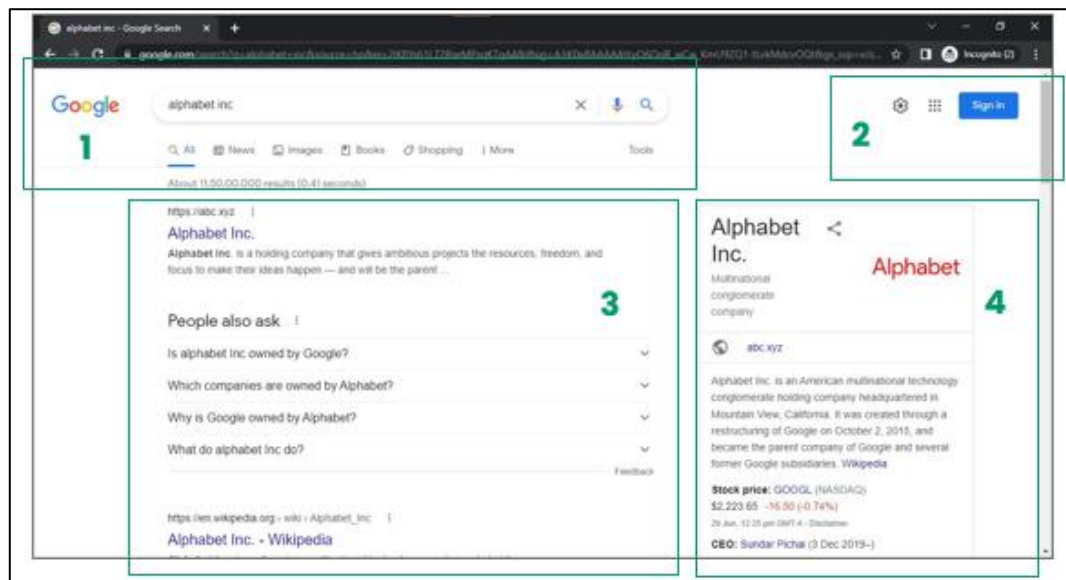
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Understand Google Search Result

Was this helpful ?  

There are various sections available in the Google Search Result Page which can be useful for you. Let's have a quick look at what those are and how they can help you.



1. Do you want to modify your Google Search ? [Advance Search Console]

This advanced search console allows you to change the keyword and get suitable results as per your needs. You can edit your search term and you can also select what kind of results you want to see like News Articles, Images, Books and more.

2. Do you want to access Google Add-On Services ? [Connected Services]

Connected services contains options to access Google Settings or other major service bundled with Google like Google Docs, Gmail and more.



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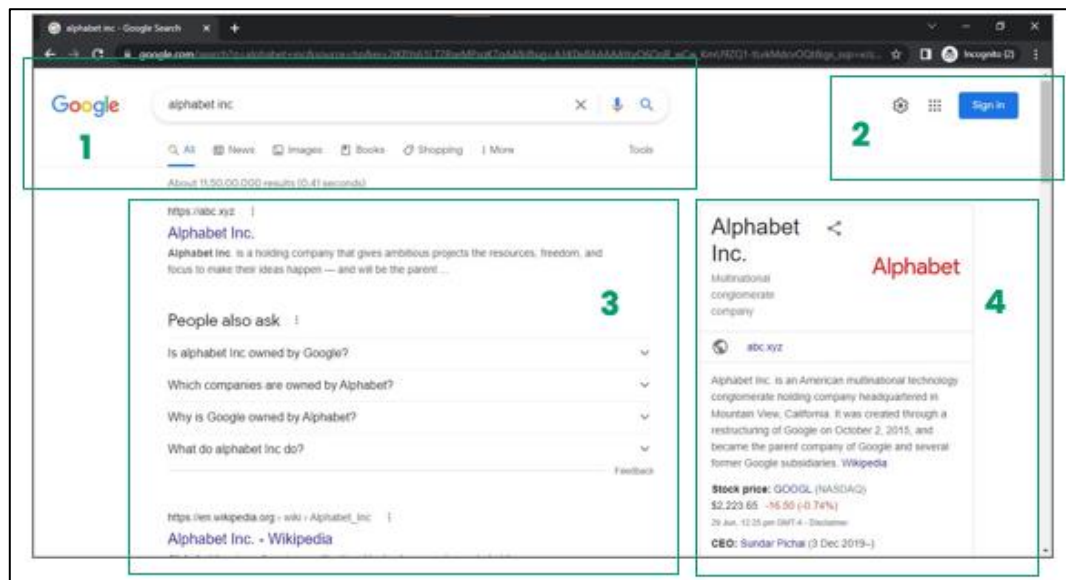
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3. Where can you see the result of your search ? [Search Result List]

Search Result List contains various search results obtained from the searched keyword. Here you can see the Title of the page, Website URL and even some Summary of the webpage.

4. Do you want some Popular Information about your Search ? [Popular Info. Box]

Popular Information Box has detailed information about something popular related to that keyword. It can be Wikipedia Information, Location Information, Stock Information or more.

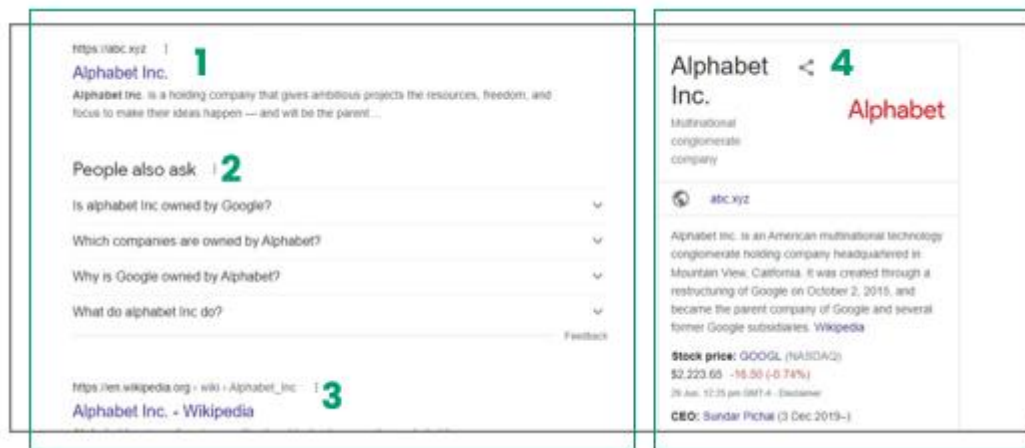
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Modify Google Search Result

Was this helpful?  



1. How to access the Search Result List and select your option ?

Here you can see two different sections, the **Left Box** contains a list of all the search results and the **Right Box** contains some popular information regarding the searched keyword.

On the Left Box, **Result One [1]** is the closest possible result matched with the searched keyword. The result contains the Web URL, Title of the Website and a short summary to make you familiar with their demographics. Similarly you'll see more results from **Result Two [2]** and below. There's also a special section called **People Also Ask Section [2]** contains some popular questions asked related to the keyword you searched for.

On the Right Box, you'll find the **Popular Information Section [4]**, which contains some interesting facts about the searched keyword.

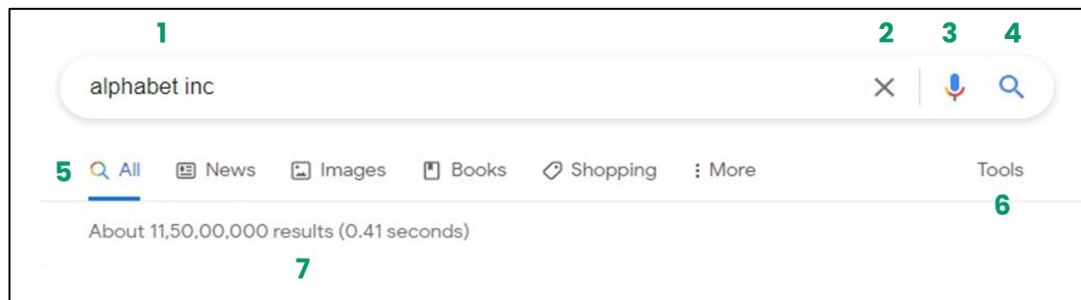
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Modify with Google Search Result

Was this helpful ?  



2. How to modify your search input ? [Search Box, Clear Button & Voice Search]

You can erase the search keyword with the help of **Clear Button [2]**. Similarly if you want to modify the text, you can do that with the help of **Search Box [1]**. Just click on the box, change your search result and when you're done, press the **Search Button [4]**.

3. How to customize your search result ? [Filter List]

You can customize and filter out the result output with the help of **Filter List [5]**. Here you can select the type of results you want,

- All : You will get results of all kinds, no filter is added.
- News : You will get results from news articles.
- Images : You will get results consisting of images.
- Books: You will get results consisting of books.
- Shopping: You will get results consisting of shop-able items.
- More : Similarly you can select from more filters like, Flights, Locations etc.

If you want to put additional restrictions like time of addition, you can use the **Tools Section[6]**.



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Tips & Tricks

Was this helpful ?  

1. Search Tips:

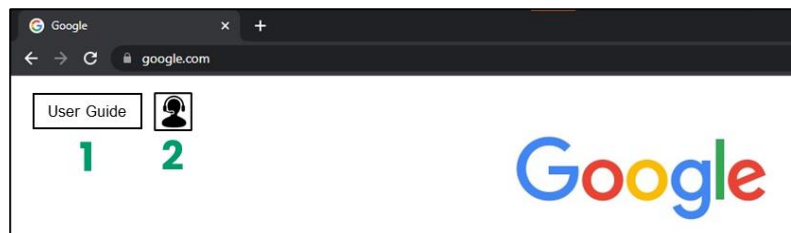
Once you have discovered and have a good understanding about different sections of Google Search & Google Search Result, you're free to move ahead with your task. But before you go we have quick tips to make your outcome even better.

Tips for Best Search Results :

- Always try to be specific with your keyword or sentence that you want to search. For example if you want to search for River Images, type 'River Images India' for good results.
- Always verify the web address and website information before entering the website. Some websites can be unsafe and it's best to double check the website before sharing any kind of information with them.

2. Help Needed :

If you still have some doubt regarding how to navigate through google and get the desired result. You can click on the **Chatbot Option [2]** given beside the **User Manual [1]** and get your doubt cleared with the help of AI Chatbot or Google Customer Support.



Additional Information

Google For Beginners : User Guide

Features :

- Header Information
- Multiple Languages Support
- Structured Index
- Intuitive Questions with Annotations
- Button for Google Search
- Feedback loops

Solution : Kamaljeet Case

Steps :

- Confused about the search result
- Clicked User Manual
- Picked Tips & Tricks Sections
- Understood the loose point
- Updates the search result
- Reached to final destination

Recap

- Problem Statement
- User Stories
- Assumption & Edge Cases
- User Guide Position
- User Guide Structure & Flow
- User Guide Wireframes with Annotations

Thank You !