

# Tracxn

## APM Case Study

Google search page annotated explainer guide

## (1/4) Case Details (by Tracxn)

### 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

### Your Task:

Below outcome is expected -

- Open google search in incognito mode of your browser and search for '**alphabet inc**'
- From here on, use annotated screenshots to create the user manual
  - Talk about all the elements in the search results page including the purpose of the elements  
(*Description should be short, crisp and easy to understand*)
  - Categorise these elements in appropriate groups( Example : Search fields...)

### You will be evaluated on following parameters :

- Coverage of elements on search results page
- How well you have categorized the elements and structure of your document
- The name given to the element / category headers and how self-explanatory and intuitive those are

**It is recommended that you follow the provided format for solving the case study. However, feel free to use a different format if you want to.**

**(2/4) Wireframe details** Provide annotated wireframes and explain each element *(add more slides if needed)*

**Annotated wireframe** (insert images of annotated wireframes)

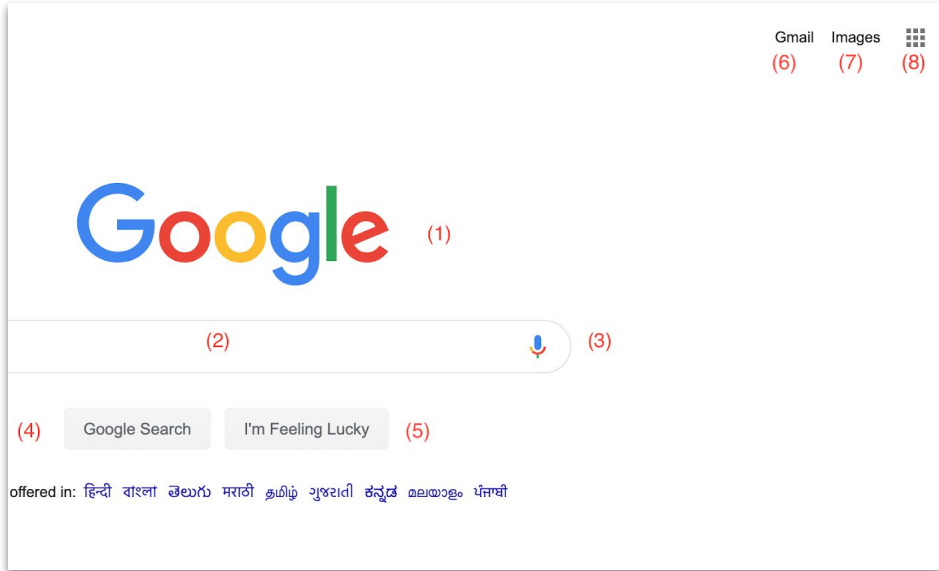
**Explanation for user** (use the annotations to describe the element)

-

### **(3/4) Any Callouts** (i.e. Assumptions made, Edge cases not handled)



# (4/4) Sample Case Study Solution (annotations)

Annotated wireframe	Explanation for User
 <p>The wireframe shows the Google homepage with numbered annotations: (1) Google logo, (2) main search bar, (3) voice search icon, (4) Google Search button, (5) I'm Feeling Lucky button, (6) Gmail link, (7) Images link, and (8) app launcher icon. At the bottom, it lists languages offered in Hindi, বাংলা, తెలుగు, मराठी, தமிழ், ગુજરાતી, ಕನ್ನಡ, മലയാളം, and ਪੰਜਾਬੀ.</p>	<p><u>Note: This is just a sample document and we have not categorized the elements here. However, we recommend you do so.</u></p> <p>1) <b>Google Logo</b> - Logo of Google. Sometimes, a temporary alteration called Google doodle will replace the google logo</p> <p>2) <b>A Search bar</b> - placed at the center of the screen where user can type</p> <p>3) <b>Voice icon</b> - Option with which user can search by voice Clicking on this will open a confirmation dialog in which we can allow permission for "Chrome" browser to use the recording device. Once you give permission, we can search using voice commands</p> <p>There are 2 buttons below the main search bar</p> <p>4) <b>The search button</b> - Clicking on which will take the user to the Search results page. Alternatively, the user can use the "Return" key for the same function</p> <p>5) <b>I'm Feeling Lucky</b> - Clicking on it will take the user to the highest ranked site based on the keyword</p> <p>Top right corner - Quick links and Sign In option</p> <p>6) <b>Gmail</b> - This will take the user to Gmail.com</p> <p>7) <b>Images</b> - this will open the image search for google</p>