

Chris Korkos

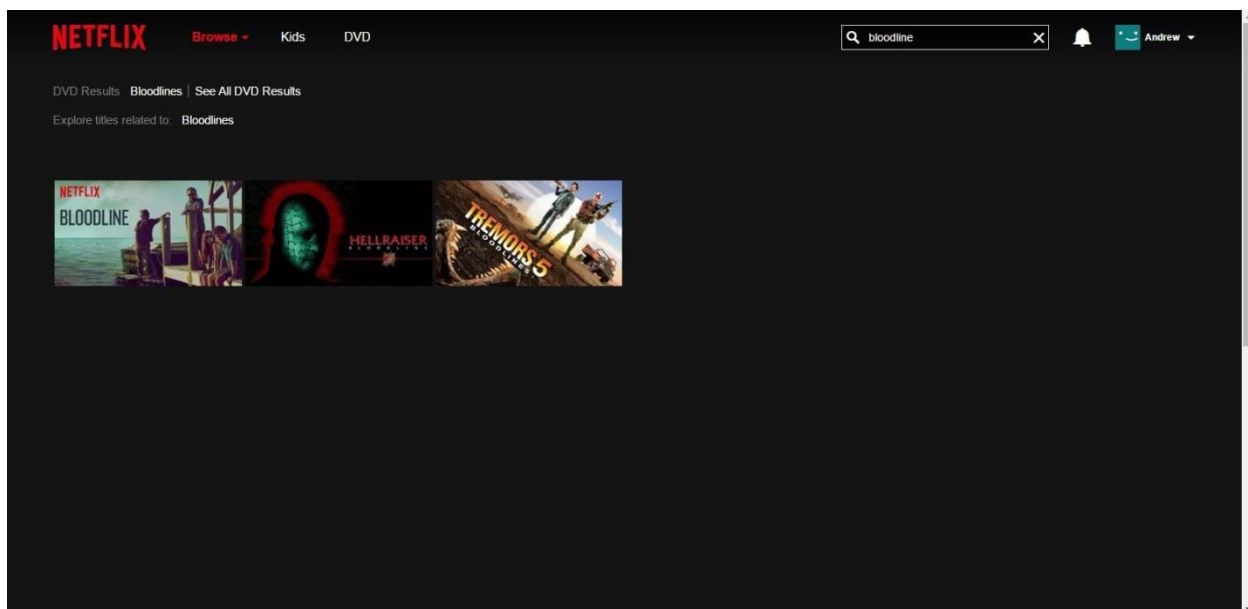
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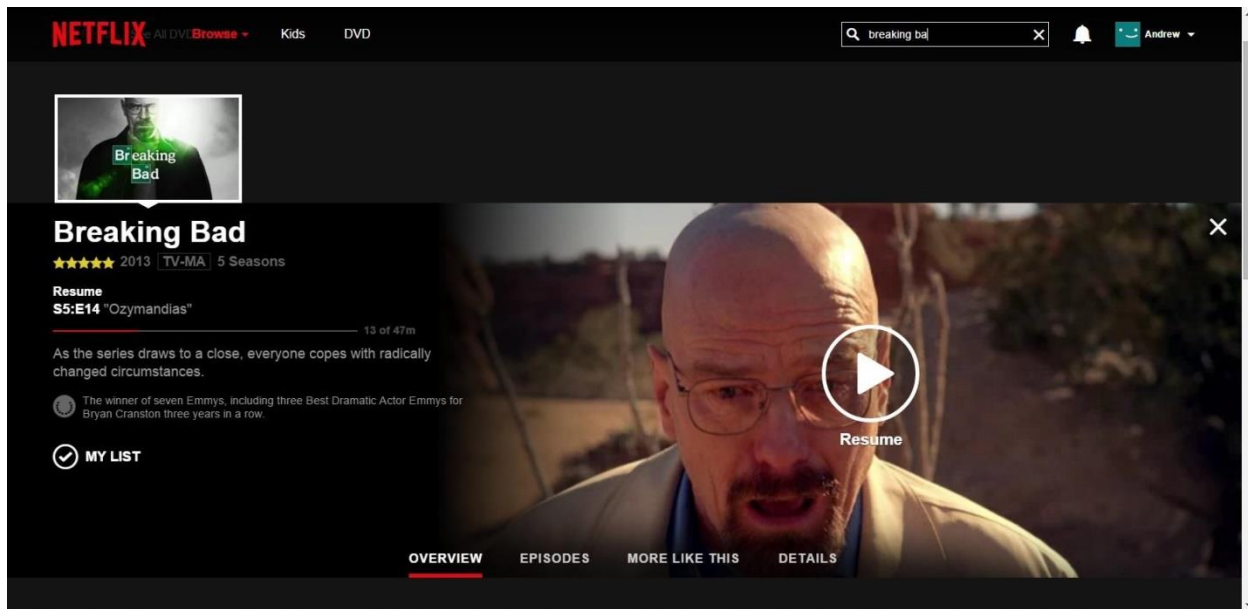
Search Engine Study

netflix.com

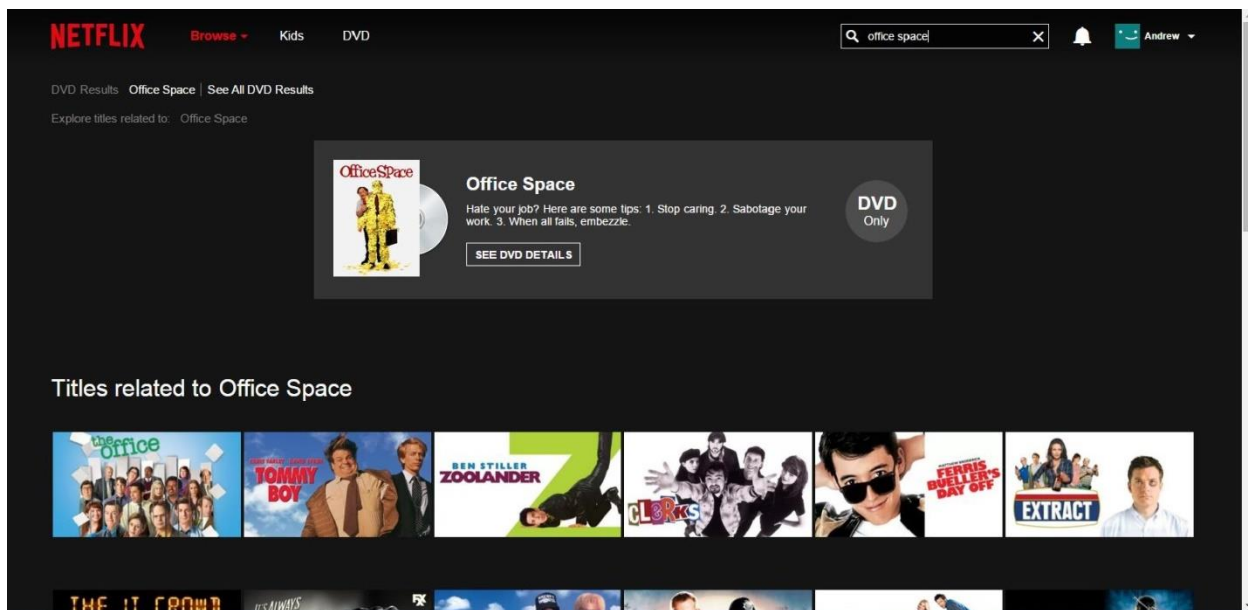
Netflix represents an easy-to-use search interface, utilizing a very simple search procedure and several features (on which I will soon go into detail) that aid and enhance the user's search experience.



Typing your target's title into the search bar will return all movies containing your input. For instance, searching "Bloodline" as I did above will return not only the Netflix Original masterpiece I had been searching for, but any other movies or shows whose titles contain the word "bloodline". This feature gives power to the users to clear any confusion their search results may have had.



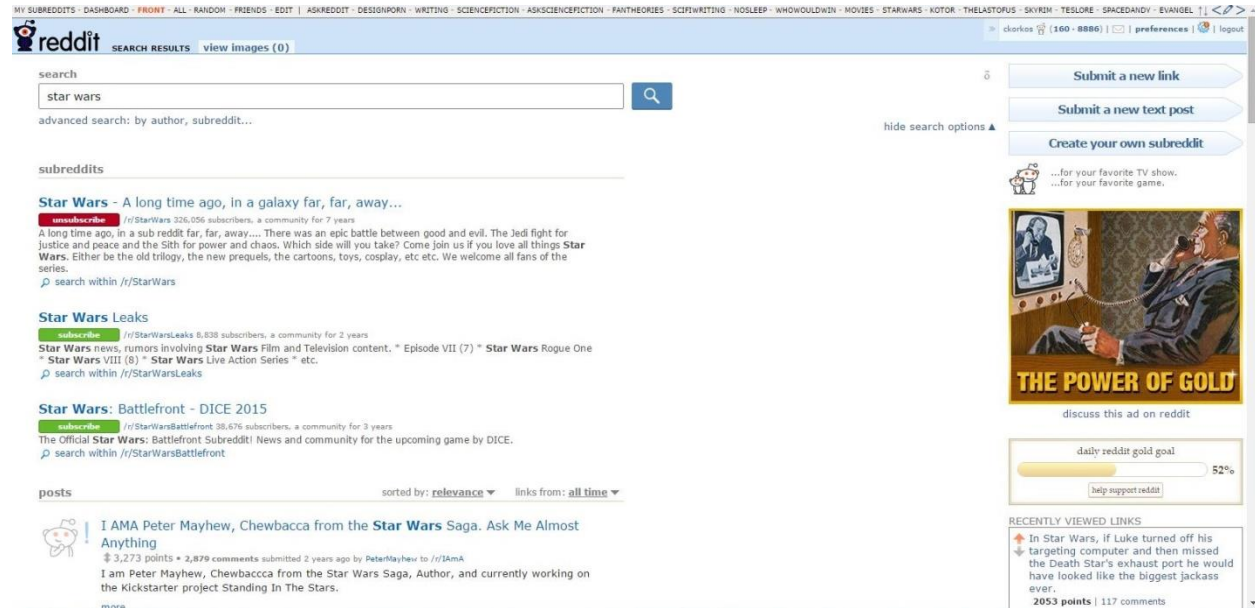
Netflix will also suggest shows before you have finished typing their titles, and provide a quick startup straight from the search results. This allows users to more quickly select and begin a preferred title, reducing wait time and search effort.



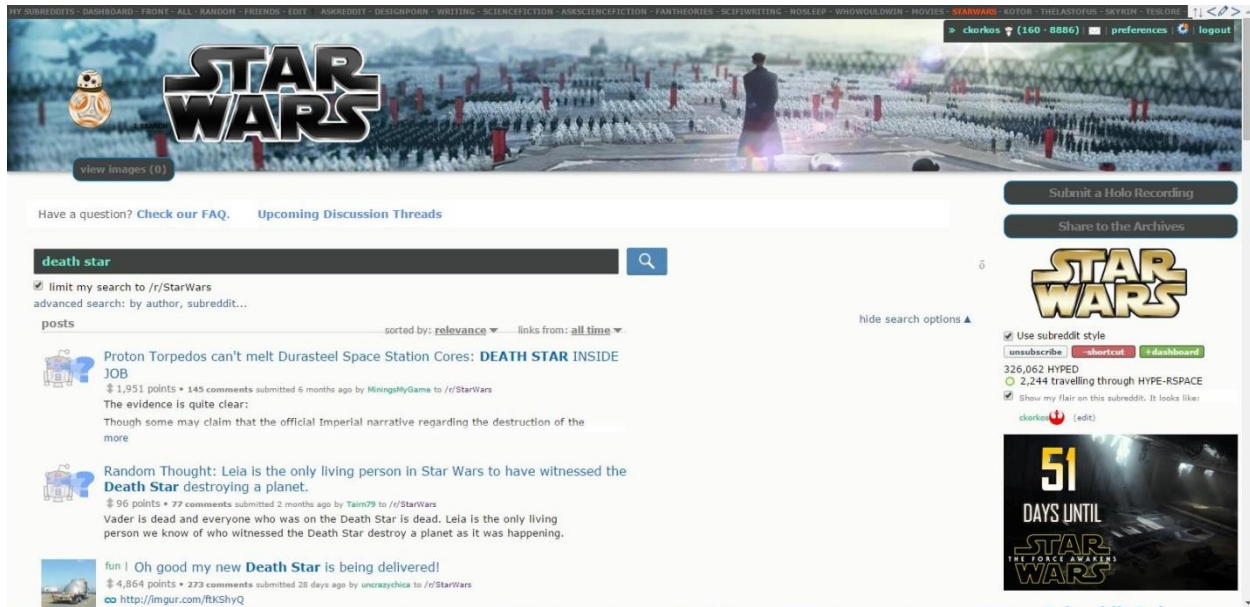
If a title can't be found on Netflix, the DVD rental option will be presented, if available. Below are given the alternate options, in the form of movies and shows *similar* to the previously wanted title. This feature seeks to quell user frustration in not finding a certain title by providing new movies and shows tailored to their search.

[reddit.com](https://www.reddit.com)

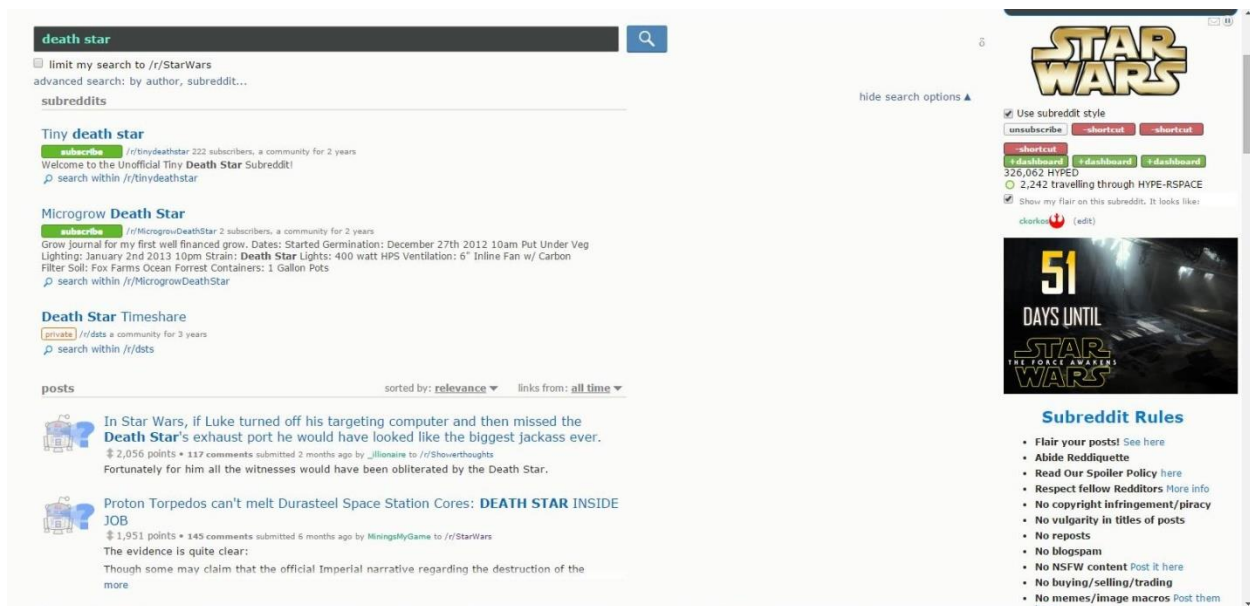
The forum-based site reddit uses a rather difficult-to-learn search design. By including a multitude of options by which users can sort and select their results, the search function becomes complex and somewhat difficult to master.



Searching directly from the Front Page will take the user to a results page similar to that of Google and other sites. This is the simplest way to search on reddit, though the methods become more complex once one enters a "subreddit".



Searching from a subreddit will give an optional box: “limit my search to [current subreddit]”. Checking this box will allow the user to search only within the specific subreddit they are currently browsing. This is an extremely helpful feature, but its placement and design make it easy to overlook – especially for those new to the site.



Choosing not to check the “limit” box will give the same results as if the user made the search from the Front Page. It will not filter out matches from other subreddits, and therefore return a larger (albeit less specific) set of results.

Redesign

To make reddit's search function somewhat more successful, I'd incorporate the "similar titles" feature from Netflix into reddit. The new feature would suggest filters for a certain search, depending on the subreddits in which it finds matches. These suggestions would be given in a small section above the previous search results, and clicking on one would automatically create a new search limited to that subreddit. Providing suggestions in a small, offset section would utilize a more proactive method of instructing new users in the filter function, while keeping subtlety for those who already understand it.