

1. While looking for women's linen shorts, this search engine showed three to four parts for each section. For example, right under the search box, it had a bar with tabs like search, blog, image, shopping, news etc. Underneath this bar, it showed 3-4 websites, 3-4 related videos, 3-4 shopping items, 3-4 images and so on. I thought this is a really successful search interaction for all the users. Depending on each user's purpose of searching for women's linen shorts, they can select information from one of the selections provided.

The screenshot shows the Naver search interface for the query "women's linen shorts". At the top, the Naver logo is on the left, and the search bar contains the text "women's linen shorts". To the right of the search bar are links for "login" and "video" (highlighted with a red box). Below the search bar is a navigation bar with tabs for "통합검색" (All Search), "블로그" (Blog), "이미지" (Image), "지식IN" (Knowledge IN), "카페" (Cafe), "동영상" (Video), "쇼핑" (Shopping), "뉴스" (News), and "더보기" (More). The "쇼핑" tab is highlighted. Below the navigation bar is a section for "News Topics" with a list of 10 topics, including "South Korea Thumb Festival", "condemnation of the Abe regime", "Gyeonggi-do", "Japanese boycott", "suspension application", "Ronaldo Nosh", "Japan Abe", "Private housing lot limit", "anti-Japanese tribalism", and "Na Kyoung-won, Free Korean Party". The "video" section shows four video thumbnails with titles like "ORVIS-Women's Linen V-Neck Shirt", "Women's Denim Shorts Photos", "Women's Plus Size Trousers & Shorts", and "7 Women's Summer Essentials". The "website" section (highlighted with a red box) shows three search results for "Shorts for Women | Denim & Linen Shorts | ASOS-Asos", "Women's Linen Shorts at House of Fraser", and "Women's Shorts | J.Crew Factory". The "Naver Shopping" section (highlighted with a red box) shows a list of products, including "MMG Women's linen Belted s...", "Women Loose Short Fashion Women's", "Women's Linen Drawst", and "Women Linen Shorts Summer Shorts".

NAVER women's linen shorts

login video

통합검색 블로그 이미지 지식IN 카페 동영상 쇼핑 뉴스 더보기

Sort term domain Option maintenance ON Refine search

Website Help

[Shorts for Women | Denim & Linen Shorts | ASOS-Asos](#) [번역보기](#)

<https://www.asos.com/women/shorts/cat/?cid=9263>

Women's Shorts Give your legs some air time with our range of shorts, which features everything from staple denim to 00 MIX & MATCH ASOS DESIGN linen suit mom shorts in lime pop £25.00 ASOS DESIGN denim Ritson mom shorts in ...

Asos

[Women's Linen Shorts at House of Fraser](#) [번역보기](#)

<https://www.houseoffraser.co.uk/women/shorts/linen>

00 £89.00 Tommy Hilfiger Juliet Shorts £50.00 £100.00 Craghoppers Rosa Short £16.00 £40.00 Craghoppers Rosa Short £16.00 £40.00 Sandwich Bold Stripe Linen Shorts £37.00 £75.00 Hobbs Hobbs Vic Shorts £44.10 £69.00

[Women's Shorts | J.Crew Factory](#) [번역보기](#)

<https://factory.jcrew.com/c/womens-clothing/shorts>

3 "Striped 3" linen-cotton drawstring short comparable value \$39.50 your price \$14.50 (63% Off) 3 "pom-pom linen ... Details search stores sign in bag New Arrivals Women Men Girls Boys Clearance SIGN ME UP Women's Shorts Hide ...

[More websites](#)

News Topics

news Entertainment, sports

- 1 South Korea Thumb Festival
- 2 condemnation of the Abe regime
- 3 Gyeonggi-do NEW
- 4 Japanese boycott
- 5 suspension application NEW
- 6 Ronaldo Nosh
- 7 Japan Abe NEW
- 8 Private housing lot limit
- 9 anti-Japanese tribalism NEW
- 10 Na Kyoung-won, Free Korean Party

2019.08.08. 20:30 ~ 23:30 Criteria ?

Naver Shopping [Click here to see other sites.](#)

'Women's Shorts linen' products 116 Articles

[MMG Women's linen Belted s...](#)
From 49,770 won
Retailer 4

[Women Loose Short Fashion Women's](#)
47,300 won
Stuff Jungle [N Pay](#)

[\[BLANKNYC\] Women's Linen Drawst](#)
365,424 won
Freeship [N Pay](#)

[Women Linen Shorts Summer Shorts](#)
From KRW 42,900
Retailer 2

[Big Size Shorts](#) [Gan Women's](#)

2. Having a refine search function with specifications was also very helpful tool in finding more accurate information. Like from the screenshot, user can input exactly matched word/sentence, must include words or excluded word to have more accurate search result.

Refine search

women's linen shorts

Basic search

women's linen shorts

☐ Search for documents that contain one or more words you enter

Refine search

Exactly matched word / sentence ("")

Must include words (+)

Excluded word (-)

Use to narrow down the results of the basic search.
Enter multiple words by separating them with commas (,).

Help

Search

close

Reset

3. Within shopping tab, it also provided many criteria for filtering and ordering. It also had an interesting feature called Naver shopping ranking which sort by scoring the fit indices, the popularity, reliability index. These kind of flexibility in providing ordering or filtering tools are great in users perspective to find a right product more conveniently.

Search results for 'women's linen shorts'

| | | | | | |
|------------|---|----------------------|-------------------------|------------------|--------|
| categories | + | Fashion Clothing | Childbirth / Child Care | Sports / Leisure | I |
| brands | + | J. Crew | Minimalist Labs Lab | ToBeInStyle | Alki'i |
| price | | Less than 30,000 won | 30,000 ~ 60,000 won | Direct input | |
| | + | FREE Shipping | Departure today | | |

| | | | |
|------------|---------------------|------------------|--|
| All 136 | Compare Prices 8 | NAVER Pay 110 | Department Stores / Home Shopping 0 |
|------------|---------------------|------------------|--|

✓ [Naver shopping ranking](#) · [Low to high](#) · [High to low](#) · [Registration date](#) · [Reviews in ascendi](#)

Naver shopping ranking

Sort by scoring the fit indices, the popularity of the product / reliability index, etc.
However, ad products are aligned along the top of a separate reference

Goodness of fit index : Product information relevance / category preference for search terms

Popularity Index : Product clicks, sales results, purchase rating, steamed water, latestness through NAVER Shopping

Reliability Index : Naver Shopping Penalty, Product Name SEO Score

ts MMGL short pants

Women's clothing