**GOOGLE WRITE-UP**

Google was founded in 1996 as a research project by the American scientists Larry Page and Sergey Brin and it started out to improve the accuracy of search results by organizing and presenting the information available to the users efficiently and clearly, thus fulfilling their mission statement in 1998 ‘*to organize the world's information and make it universally accessible and useful*’. Later on it would take the upper hand against other browsers by personalizing their products using machine learning to analyze user preferences. Also they would employ the use of AI which would further enhance user experience by summarising ambiguous content and make it much simpler to do research in other fields therefore solving the issue of unnecessary time spent in doing research using the google app.

Google uses evaluative research time and again to assess the effectiveness and usability of its products.In this they give tasks to users for them to complete while researchers observe their behaviour and gather feedback. They use preference testing comparing different designs and features and thus determining which feature users prefer. They also employ A/B testing which compares two versions of a product or feature to see which performs better.Other than this they used usability testing, surveys and feedback analysis and user interviews

Google gains a lot of insights during their frequent research activities, employment of AI in their product being one of them. They have improved their user interface ever since it started and with that it has been able to gain more users. Furthermore, they introduced the google doodle feature making research much more fun and engaging. Google uses an FAQ system in their browser which would help users gain more knowledge in certain fields of study in case the user did not have the specific question to describe what they were looking for. Google has collaborated with almost every app in the world making them accessible for users who get what they are looking for by just a click of a button. They have organized tabs at the top of their page making it easy for users to trace back progress and keep continuous track of their browsing activities without getting lost. Google offers search suggestions while writing in their search bar which makes it much simpler for the users by saving typing time.

All in all, Google has been able to modify their system Presented By through user feedback and conducting research.