Title & Metadata

Title: Global Search for Seamless Product Discovery

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Role: Product Designer

Tools: Figma, Google Analytics, UserTesting, Miro

Introduction & Overview

Achieved 30% improvement in product discovery and buyflow through a Global Search feature for Apptium's Cloud Commerce Platform.

Empowered resellers to find products, customers, and orders faster → improved sales velocity & operational efficiency.

Goals

Improve product/resource findability.

Enhance reseller experience.

Create a seamless purchase flow.

Project Context

Apptium's platform = resellers manage, purchase, sell cloud products.

Growing catalogs/orders → hard to find info.

No Global Search → fragmented workflows.

Problem Statement:

How might we help resellers quickly find products, orders, and customer details without friction?

Scope:

Design Global Search across modules (Products, Orders, Customers).

Progressive disclosure.

Beta testing & iterative rollout.

Constraints: timelines + alignment with existing architecture.

Design Process

Methodology: Hypothesis-driven, iterative, combining qual + quant.

Key decisions:

Show immediate, relevant results upfront.

Autocomplete reduced effort.

Balance familiar patterns with new efficiencies.

Techniques:

Google Analytics (drop-off analysis).

User Interviews.

Wireframes & Prototypes (iterative testing).

Discovery Stage

Research:

Quant: platform usage, search logs.

Qual: reseller interviews.

Participants: 15 APAC resellers.

Insights:

30% expect a search bar at login.

Lack of search → task abandonment.

Difficulty filtering in large catalogs.

Synthesis:

Demand for cross-module unified search.

Need for smart suggestions + dynamic filters.

Define Stage

Problem: Absence of Global Search = bottleneck.

User Needs: Quick find, relevant suggestions, easy filters.

Hypotheses:

Tabbed Global Search → efficient cross-module exploration.

Showing top results upfront → faster comprehension.

Testing:

Version 1 (tabs) → deep but extra clicks.

Version 2 (top results upfront) → better usability.

Outcome: Indexed suggestions + dynamic filters improved experience.

Design Highlights

Filter placement evolution:

Filters inside dropdown = cognitive overload.

Shifted to simplified tags/external filters → improved usability.

Lessons Learned

Listen to user pain points early.

Search drives user trust & adoption.

Progressive disclosure must be balanced.

Impact

30% faster product discovery.

Reduced support tickets.

Faster buyflow → higher reseller satisfaction.

Next Steps

AI-driven suggestions.

Continuous A/B testing of ranking.

Final Reflection

Global Search = critical for user trust & efficiency.

Blending feedback + data + iteration → meaningful improvements.