

	Google	Photoshop	Instagram
Visual Responses and Styles	<ul style="list-style-type: none"> ● subtle increase in search bar border thickness on hover ✓ tooltips appear on hover (increased learnability) ✓ trending suggestions appear on click ✓ cancel button appears when user begins typing ✓ placeholder expands when search bar is tapped ✓ suggested queries change dynamically with user input 	<ul style="list-style-type: none"> ● pop-up dialog appears on click of search icon ✓ placeholder disappears when typing (efficient) ✓ search bar border turns blue on click ✗ italicized input text - cursor obstructs view of last character ✓ back and home buttons turn white when user types ✓ suggested queries change dynamically with user input 	<ul style="list-style-type: none"> ✓ For You Page replaced with Meta AI suggestions & recent searches when tapped ✓ placeholder disappears when typing (efficient) ✗ no cancel button on mobile (inefficient) ● abrupt visual flickers of buffer symbol & grayed out text when dynamically loading suggested queries
Focus Order	<ul style="list-style-type: none"> ✓ TAB navigation in intuitive order of horizontal components (left to right) ✓ starts at search bar before navigating to smaller icon components (microphone & camera) 	<ul style="list-style-type: none"> ✓ TAB navigation in intuitive order of vertical components (top to bottom) ✓ starts at search bar before navigating to smaller components (cancel button & home icon) 	<ul style="list-style-type: none"> ● TAB & ENTER navigation (less learnable) ● starts on navigation bar; difficult to reach search bar ● UP ARROW and DOWN ARROW navigation alternates between framing selected profile in blue border or selected profile picture in black
Screen Readability	<ul style="list-style-type: none"> ✓ establishes hierarchy between headings ✓ recognizes smaller icon components ✓ reads text input and suggested queries when highlighted ● reaffirms action has finished loading multiple times on search bar click 	<ul style="list-style-type: none"> ✗ does not announce search bar or smaller icon components on click (repeats name of larger window) ✓ rereads text input when highlighted ✗ does not acknowledge individual suggested queries ✓ recognizes placeholder as user types 	<ul style="list-style-type: none"> ✓ declares "search input" on click ✓ identifies cancel button ✓ rereads text input when highlighted ✓ recognizes usernames & profile pictures of individual queries ✗ no alt text for profile pictures