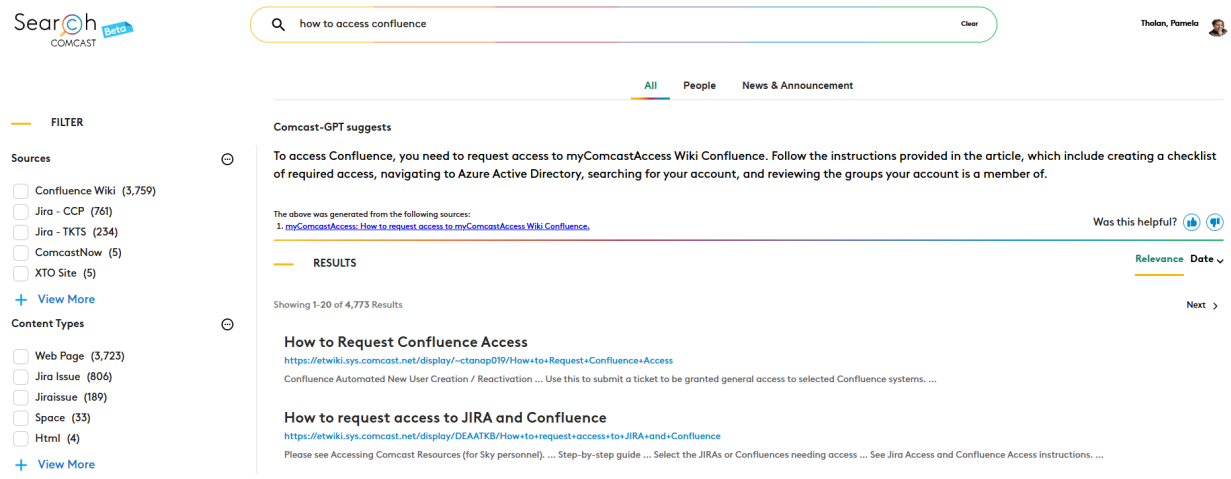
Increased search events by 194% for developer centered intranet
Who: Workforce eXperience Technology organization at Comcast
What: UX, UI design, implementation of generative AI
Result: Increased searches by 194% over one year

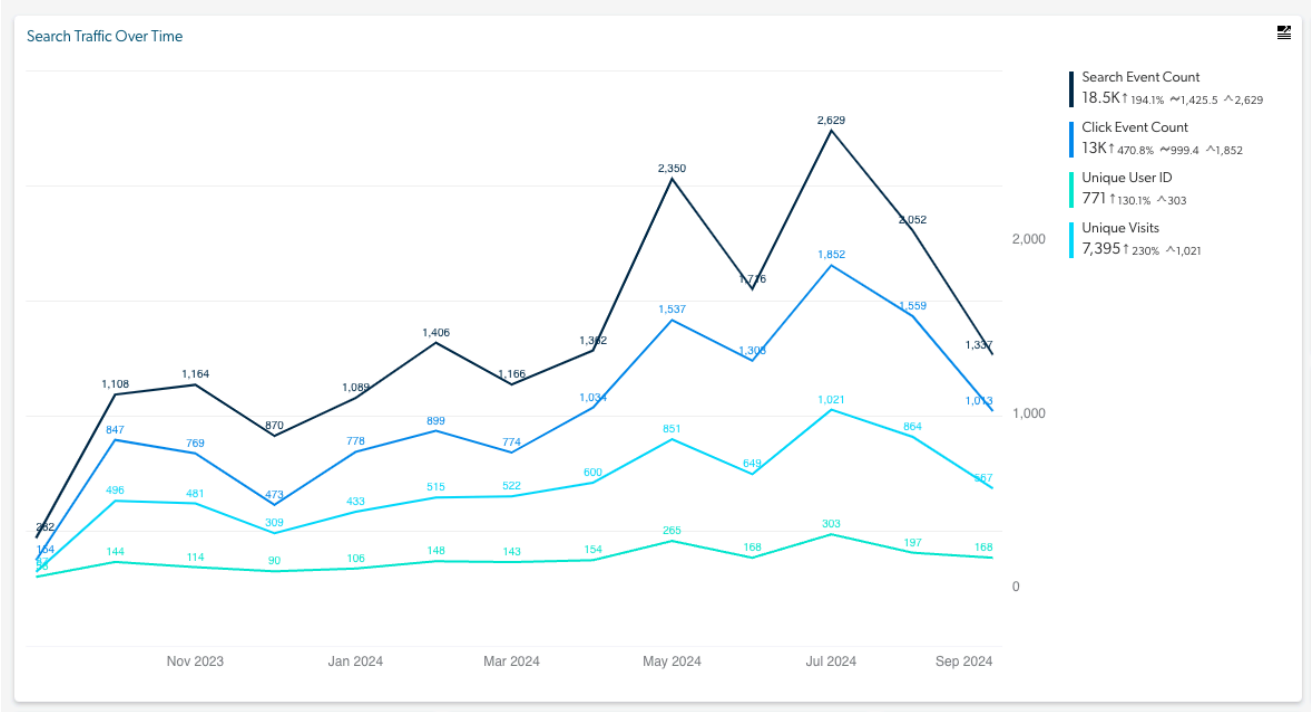
Project Summary
We created a developer specific search engine to ensure developers could easily find the relevant information they were searching for. This meant indexing more sites than those used by the existing company intranet search site and using more dynamic filtering for the returned results. After the success of our Beta launch, we received so many requests about how to be included in the search results that we added the process to our FAQ page. This search engine was also the first project I worked on that incorporated generative AI and would serve as the template for future generative AI projects.

Home page:

Results page:



Outcome Statement
The creation of a developer specific search tool led to an increase of search events by 194% over the course of one year. Devs no longer had to rely on a company focused intranet site. The dev specific search site indexed data from not only more sources, but the sources were centered on information specific to developers.



Fast track to relevant information
There's nothing like sifting through random sharepoint sites in an effort to find the information you are searching for. That was the process our developers, both tenured and new alike, were facing when looking for information on our company intranet search site.

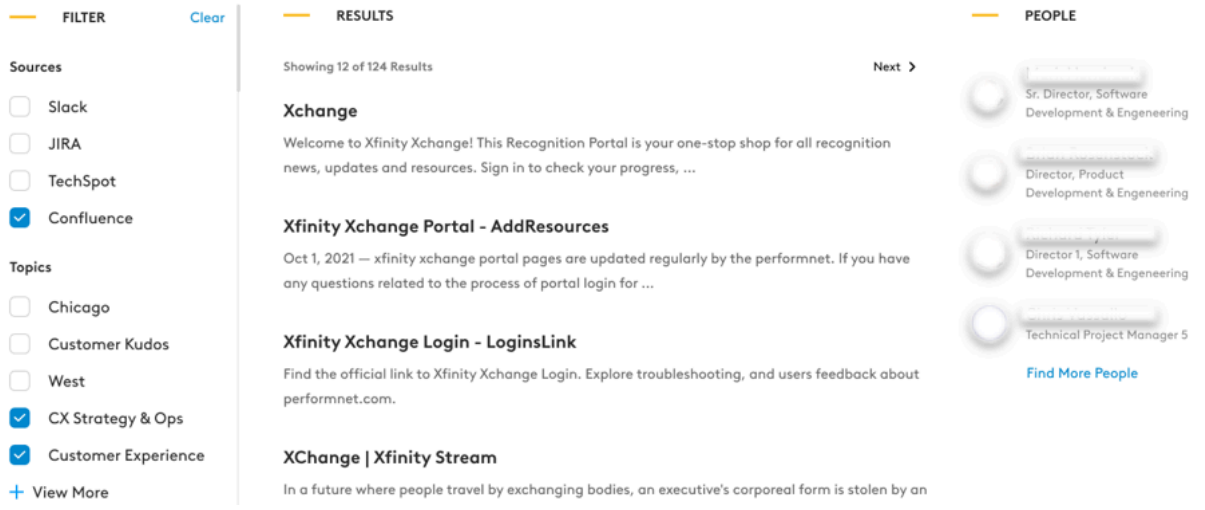
With the introduction of a developer specific search engine more relevant sources were able to be indexed and filtered to get devs the answers they needed in less clicks. Filters were dynamic and presented consumable search results that could be viewed as sources and content types.

We also wanted to ensure the search experience was similar to other large search engines that users were already accustomed to using. This meant showing search history as you typed your query in the search box, having the ability to hit enter to start the search as well as clicking the search icon and viewing results by relevance. We also ensured the search engine was optimized for use on mobile.

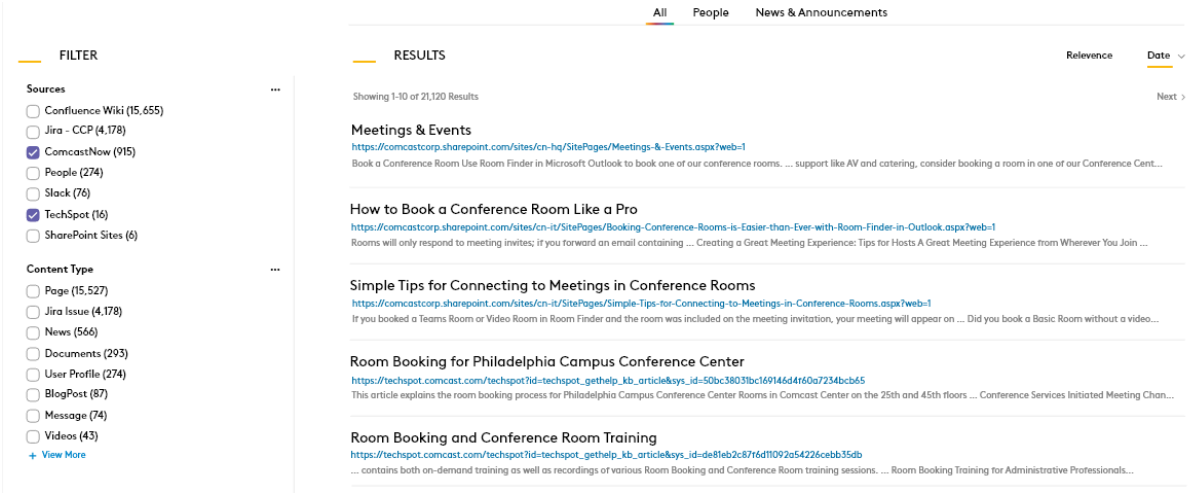
My role in the project
I worked on both UX and UI design. I came into the project after another consulting team had done the initial desktop and logo design. The design changes I implemented were based on research done to understand what made Google, Edge and Safari successful.

Design changes I implemented:

Initial design:



After: addition of line between results, addition of URL, improved filters including tabs at top for further refinement and removal of right section

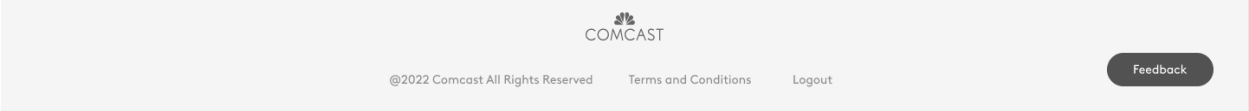


- Line between results gives a cleaner, more defined area
- The addition of the URL allows the user to see exactly where they will be redirected and serves to further refine their search
- Improving the filters to include only relevant search criteria, sources and content types, and further refinement in the form of tabs at the top of the results, ensured only the most relevant results were displayed
- Removing the right section decluttered the page and allowed for greater detail to be displayed for each search result

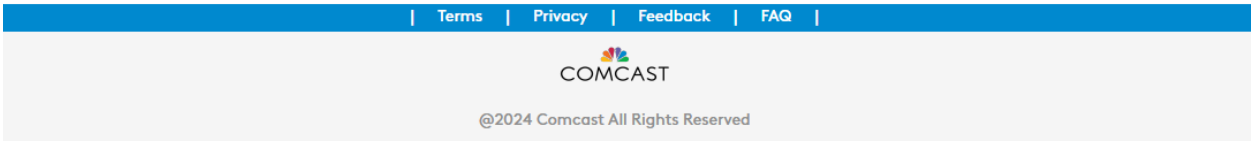
Initial design:

After: larger search bar and option to clear your search

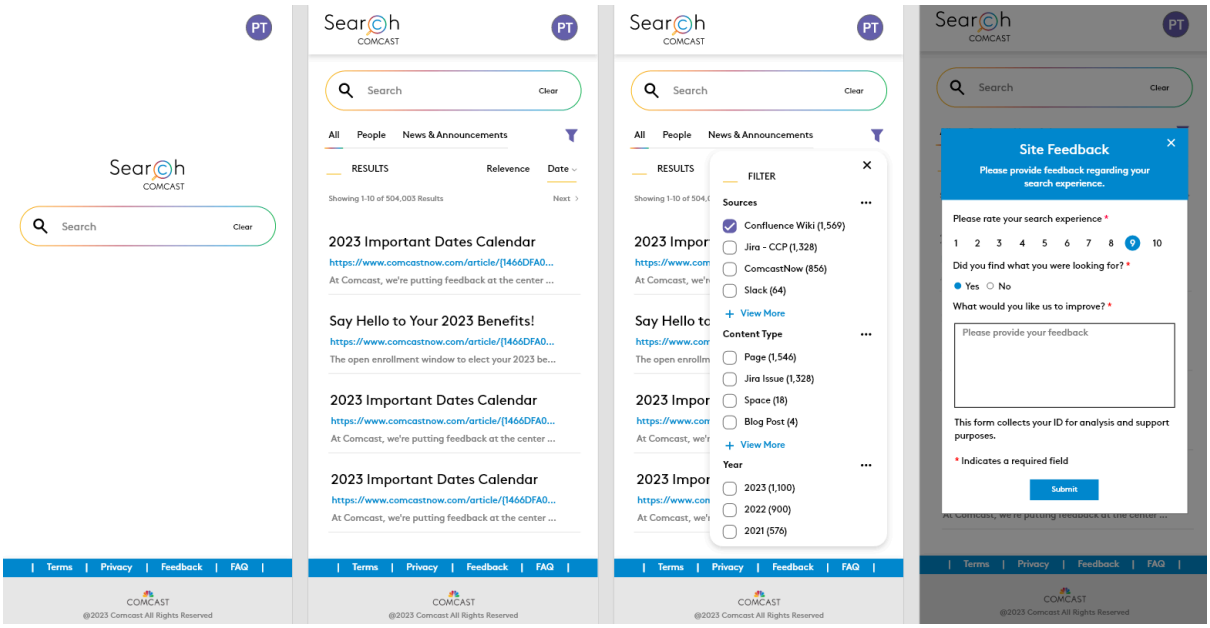
Initial design:



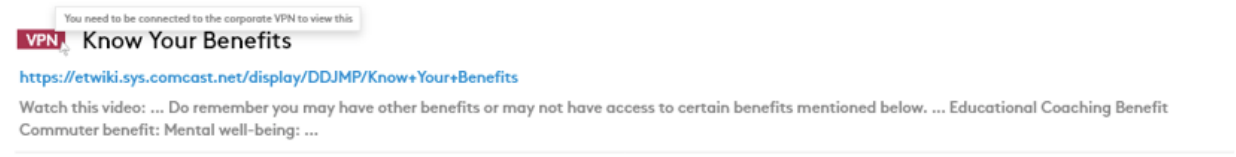
After: Provided actions as links for better layout and moved logout option up to account settings



Mobile:



Addition of VPN tag so users were aware which results required them to be on the VPN to access:



FAQ section for use of search operators:

Search Symbol	Description	Example
AND	When using AND in your search terms, the search engine will return results that include only instances where the combination of both terms are present.	
OR	When using OR in your search terms, the search engine will return results that include all instances where either individual term exists and the combination of both terms are present.	
* (Asterisks)	The content must contain the keyword completed by any number of any characters at the place of the * character.	**EX: micro*** Finds content containing words starting with micro such as Microsoft, microprocessor or microphone.
? (Question Mark)	The content must contain the keyword completed by any character at the place of the ? character.	**EX: Bri?n** Will return all results for Brian or Brien.
" " (Double Quotation Marks)	Using " " (double quotation marks) will return an exact match.	**EX: "Xfinity Product Spotlight"** Only content containing this exact phrase will be found.
NOT	The content must not contain the term (words, number, etc.) preceded by NOT.	**EX: report NOT technical** Finds content that does not contain technical, but does contain report.

- Ensured anyone not seeing what they expected understood how search operators could aid in parsing their results

Addition of Beta tag to original logo for initial launch**:**

The mandate: give developers a way to search for relevant information

Our company's intranet site, which has great capabilities, was not providing developers with appropriate results. The site was focused on company specific announcements and general employee queries. As such, sites that were indexed were geared to provide this specific information and any developer heavy items, like Confluence Wiki pages, were buried or non-existent in returned results. This was not the experience we wanted for our developers.

Being a technology organization populated by software engineers led to a greater understanding of what should be returned when searching for information. We were able to work with the appropriate teams to ensure their valuable data could be indexed, promoted and returned in our search results.