

# COM597c: Term project finalization report.

By Ivan V. Sydorenko

According to the instructors' feedback, I've realized the mistaken wordage used regarding the project confirming my belief. To make sure that wasn't the case for the study conducted, I've added more details about the actual testing methodology itself: more details on users, exact questions asked and more detailed information on the results.

As for the suggestion to attempt to understand Bing's value by way of information architecture as well as layout, I would say that it is a topic for a separate study.

The proposed peer evaluation model proved to be extremely productive: my presentation collected a lot of the positive feedback along with a number of great suggestions. However, all the feedback was related to the presentation itself, which is okay; but as a result, a significant number of peers' suggestions were already addressed in my term project, but I've chosen not to focus on them in my presentation due to time restrictions and the nature of listeners' attention span: once you try to fit more than 3 items in a 15-minute presentation, the chances that you won't be heard increase significantly. I believe my presentation was already slightly overloaded (according to some feedback), so stuffing more information in it would derail me from my initial goal: to deliver a quick and clear critique on Bing's improved usability.

Nevertheless, my goal was to hear each of my peers' voices and carefully address each of their ideas in this paper.

## Peers' feedback on what to improve in the project

1. Maybe a live search, although I liked the fact that you didn't toggle between the slide show and a browser.

- *Presentation related: I'm not planning to do any changes to the actual presentation. It worked well to deliver the key points I wanted to focus on.*

2. Perhaps this is a bit broad in scope as search engines serve so many functions. Maybe narrow down to just image search or just video search... Had a little trouble understanding some of the concepts- maybe a little more explanation on some of the terminology?

- *I did not want to focus on a specific functionality: my goal, as I mentioned at the beginning of the presentation, was to explore the attractiveness of Bing for the first time users and its ability to solve existing search-related problems.*

3. Set up your usability test in your presentation a little better. Also perhaps practice all the way to the end - started out strong but ended up seeming a little nerovuce.

- *Presentation related.*

4. I would share out more specifics on the user testing: # of users; questions. Also would have been interesting to have the users perform some comparative searches and log some metrics around performance, emotional response, etc.

- *I briefly skimmed through it during the presentation. This was actually covered in the "Usability tests" section of my term paper. I asked testers to search for a specific HTML tag using a general term: "HTML" to test how well they can refine their search using the tools provided by Bing. My testers also had a task to search for a specific video where they had to use the preview feature to find the exact one I was asking for.*

5. The presentation seemed very simple to me yet the content was very rich. I am not sure...my thought is to have him add more slides but maybe that would take away from the tone of his presentation. He should have added slides that focus on and explain his survey results.

- *Presentation related*

6. Your thesis was hard to understand. Maybe state it a little bit more clearly in your paper. 250 isn't enough, sorry.

- *It doesn't get any clearer than: "Is Bing's better usability capable of making first-time users keep using it and break existing user habits?"*

7. Not enough user research, visual design observations? Need more visuals representing google. What were your tasks?

Who did you test? -What did your usability test look like? -It sounds like most of your findings are based upon personal observations

- *See #4. Additionally, today's search engines' user audience is too broad: I'm afraid that even a 1,000 of testers wouldn't be enough to get accurate unbiased results for such kind of a test. Google wasn't the object of my research. Personal observations are the first thing you rely on when state the thesis and create a usability study; the trick here is to make sure you won't get biased results.*

8. I think brand loyalty is still very important here. They are both very intelligent search engines, but people are sticking with google for a reason. Why is this? A little more discussion about his study and methodology would help us better understand how he came to his results.

- *Covered in my term project*

9. The study needs some number crunching to provide some measurements to Ivan's insights.

\* A little more color in your presentation would make it more compelling (although black and white is easy to read) \* Not sure I understand the purpose of the "g" slide not really. I thought this was very well researched.

- *Presentation related.*

10. More conversation about improvements rather than current strategy.

- *Bing's current functionality was the topic of the research.*

11. I think it would have been beneficial if you had used more people in your usability study. In class, we learned that a minimum of five people is needed and you only had four including yourself.

- *See # 7. Several thousands of testers would have been needed to get the accurate results. Due to resources constraints, this wasn't possible at a time of the research. Unfortunately, 2 extra users tested wouldn't give too much additional value to the results; however this exercise could polish the survey methodology a tiny bit.*

## **Peer's feedback on what was compelling about the presentation.**

- The Bing triangle was cool! I liked the analysis of Bing especially when compared with Google. The pixel and triangle analyses were fascinating. I like the look of Bing but still think it pales in practical results to Google and think this is a weighty topic.
- Good, useful, interesting idea. Good research on multicultural designs!
- Very nice powerpoint - very clear and nicely designed. Good graphs and heat map. Loved the topic.
- Good job with identifying the success of the home page.
- I liked the use of data to re-enforce the research question. I also like the insight into how you think Bing is trying to direct traffic to the search function with the orange triangle.
- Topic and wide coverage of research and side by side comparasion includes: market share, design, text search, video search etc.
- Great visual depiction of the success of Bing with the line graph. Seeing as I have never used it before, it was very surprising to see that Bing is competing at the same level as yahoo.
- I loved his first graph on bing/yahoo/other internet search users.
- Interesting project. Good points about the interactive design of Bing's home page and the orange design pattern. It was cool to see the heat map.
- Good job in the websites and walking people through them. You clearly defined the tasks that the users had to go through.
- You know sometimes I'm to shy to say what's good about the presentation :) good observations on hit map, triangle and extra pixels. You knew the product well.
- Really interesting presentation, I think many people are interested in how Bing could become the new Google. Visuals were nice.
- His triangle-design theory is thoughtful. It actually relates a lot to some production practices in video - using angles to direct attention. I also learned a lot about bing, which is cool since I have yet to really explore it.
- This was a very imaginative and insightful look at how the Bing site is set up. There was some unique observations that were interesting.

- \* Very timely topic \* You seem to ask (and answer) the same questions that I know a lot of people have regarding Bing \* Good discovery regarding Bing's layout (the triangle) and "cool" features (video previews) \* Loved the heat map
- How Bing is differently laid out than Google and how they introduced more hits - which they use for sponsored results! (not thinking about users but their own bottom line)
- I now get Bing a little bit better now. Thanks!
- You drew really interesting comparisons between Bing and Google. I also really liked the heat map. I had never seen anything like that before.