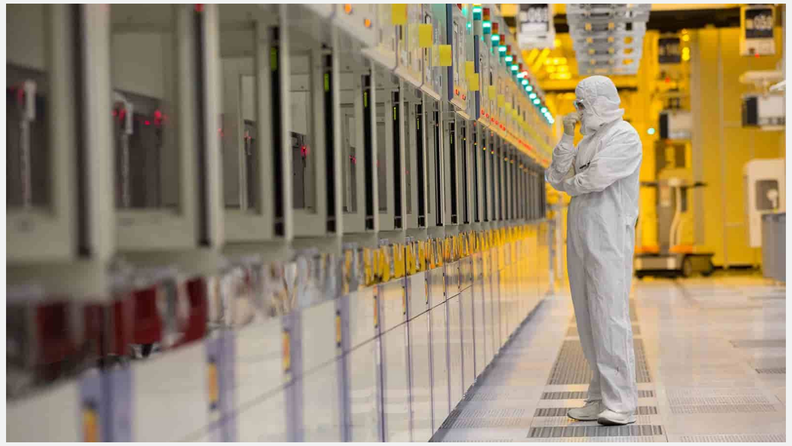
Search Facets

Role: UX UI Design, Production coordinator

Tools: UXPin, Jira, Confluence



Texas Instruments (TI) Incorporated is an American technology company headquartered in Dallas, Texas, that designs and manufactures semiconductors and various integrated circuits, which it sells to electronics designers and manufacturers globally.

The main goal is to become the leader in the semiconductor manufacturing industry by innovating and offering the best user experience throughout the customer's journey. Improving user flows and optimizing the interface are among some of the actions being taken to help our customers with their challenges.

Problem & Goal

Pain points :

Visual clutter makes it difficult to comprehend the important information.

Primitive filter (tabs) works limited. There isn’t enough emphasis on them to make sorting options stand out.

Lack of visual hierarchy results in overlooking of important data such as products, applicaitons, tech documents.

Goal :

To let the users **scan through the list** of parts and related categories (Products, Application, etc)

To let the users make a decision while giving them **options to filter the results** according to their preference.

Being a content heavy page, the search results need to be **structurally organised** with the right amount of emphasis for different pieces of information.

User Research

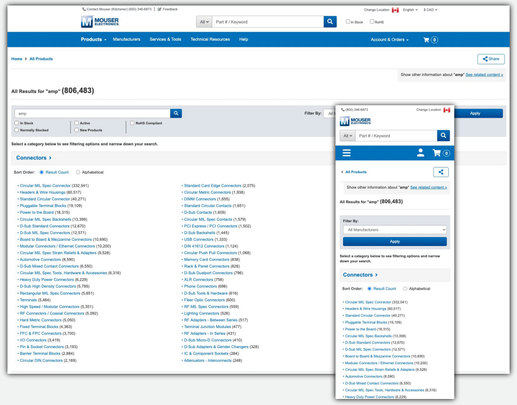
Embedded Hardware Engineer

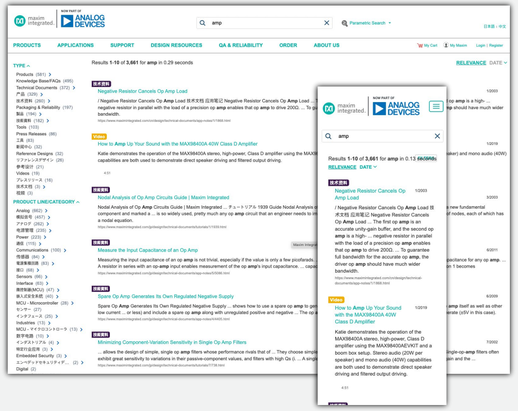
- Uptime and productivity
- Standardizing production line
- Ease of engineering and programing

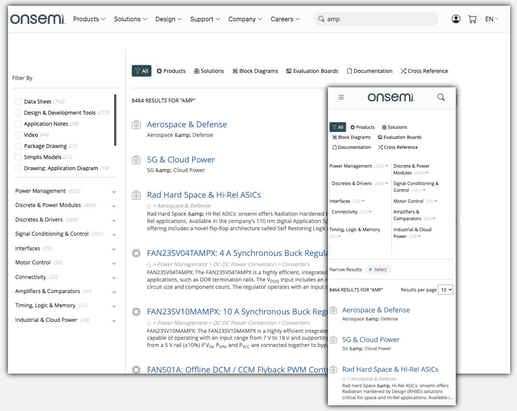
“ I am confused about tons of search results and pages.”
“ I want to find a technical document (data sheet, user guide) of the product.”
“ I want to know how XXX part works on XXX davice.”
“ I can’t find where the threads for my part XXX. ”
“ I want more information about the product if its compatible on my device.”
“ I want to play training video for my proeject.’

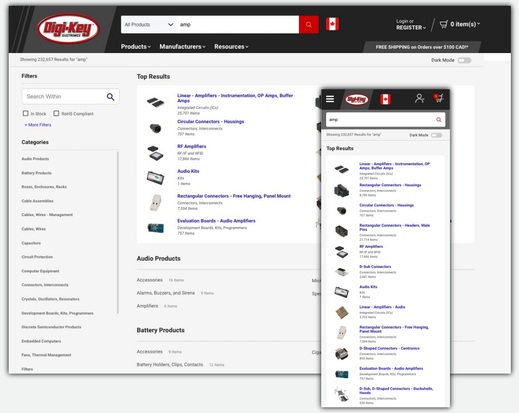
There was an over-abundance of content on the Search Results Page, which distracted them while finding relevant information.
To gain some perspective, TI’s customer service team has collected feedbacks through survey about the website experience customers. The survey includes a feedback category, so users can choose the options (payment, speed, search, etc) CS team consolidates the lists and creates a ticket for the UXD team.

Competitive Analysis



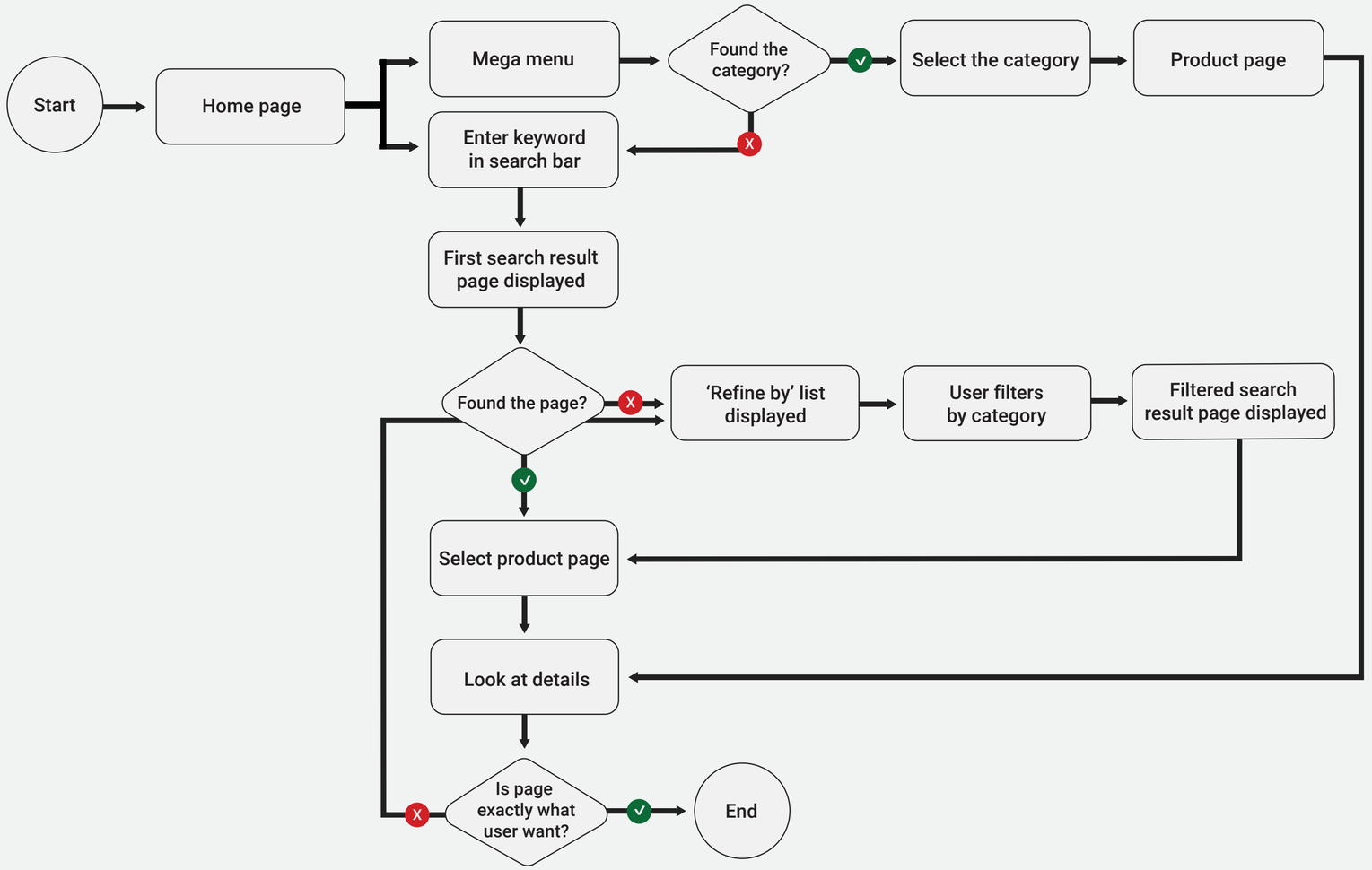




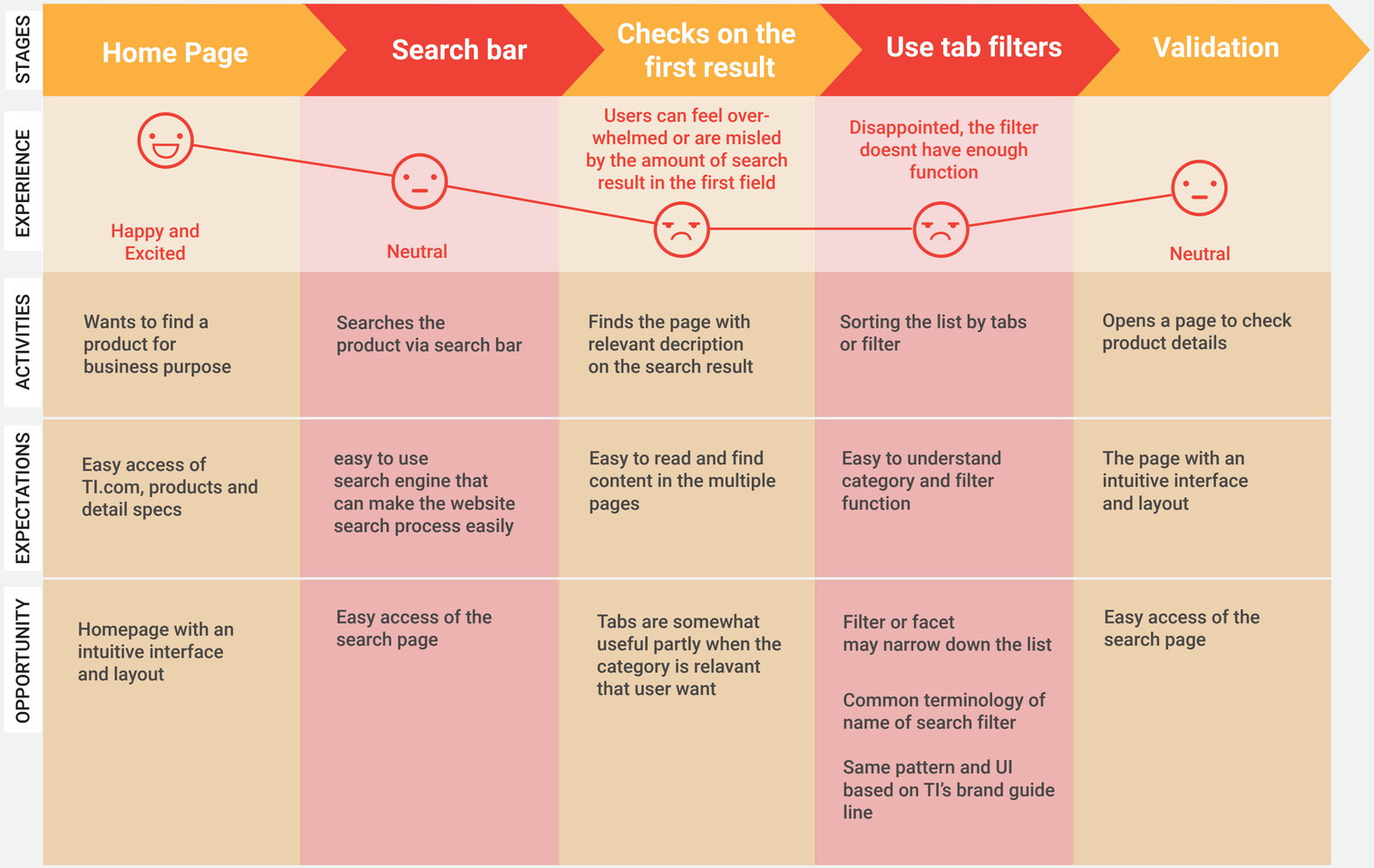


Before starting the project, I did competitive analysis to identify existing design patterns from other semiconductor companies. I studied user flow of all kinds of search options and filter, sort to understand the decision making factors of a user, in a better way, and measured the score based on TI's checklist.

User Flow


Start
Home page
Mega menu
Found the category?
Select the category
Product page
Enter keyword in search bar
First search result page displayed
Found the page?
'Refine by' list displayed
User filters by category
Filtered search result page displayed
Select product page
Look at details
Is page exactly what user want?
End

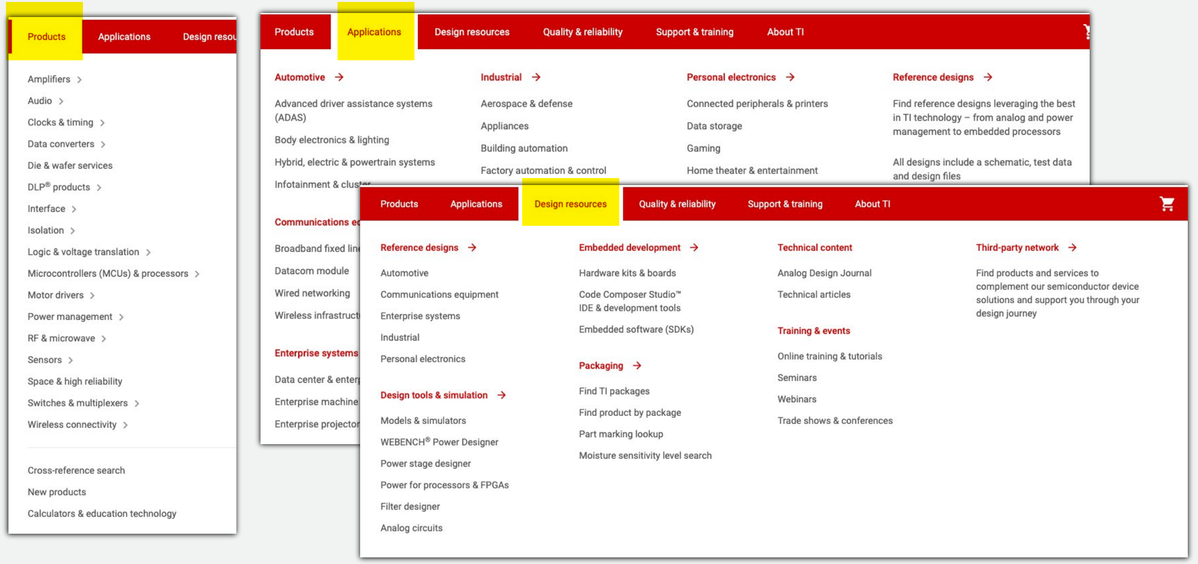
Jeorney map / Requirement



Contents

Type A

Main categories contains lots of sub categories (Product, Applications, Design resources)

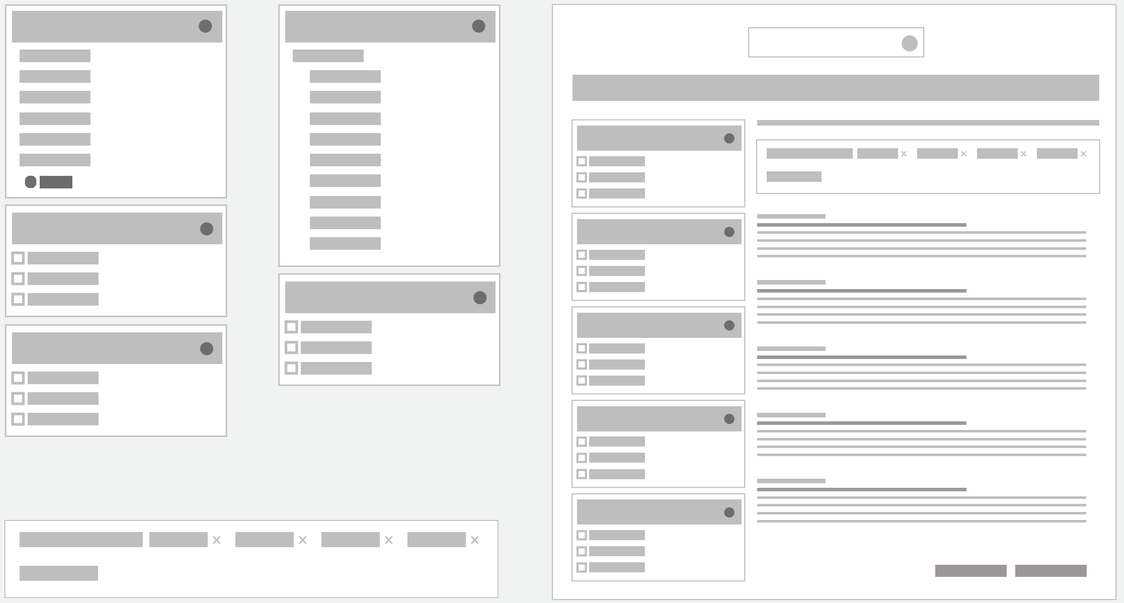


Type B

Sub categories contains contents related (Tech docs, support, Videos)

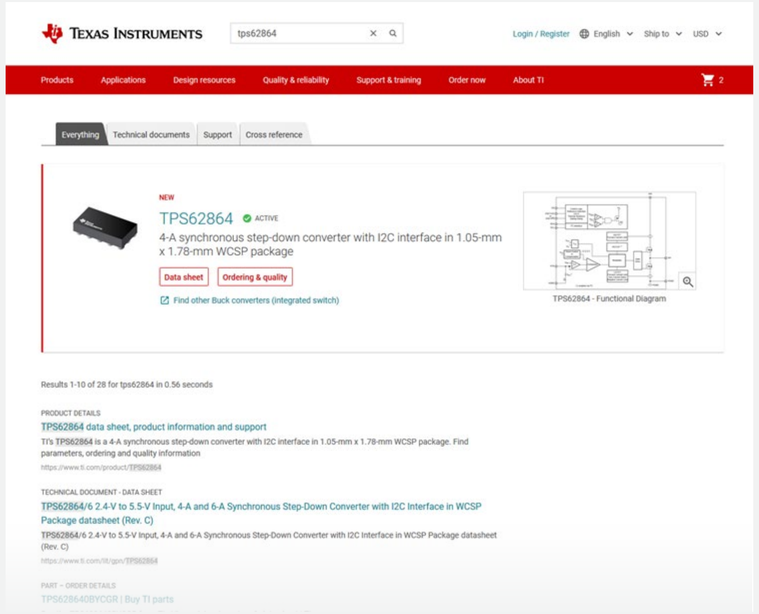
Wire frames Iterations & Technical Feasibility

Low / Hi Fi wireframes

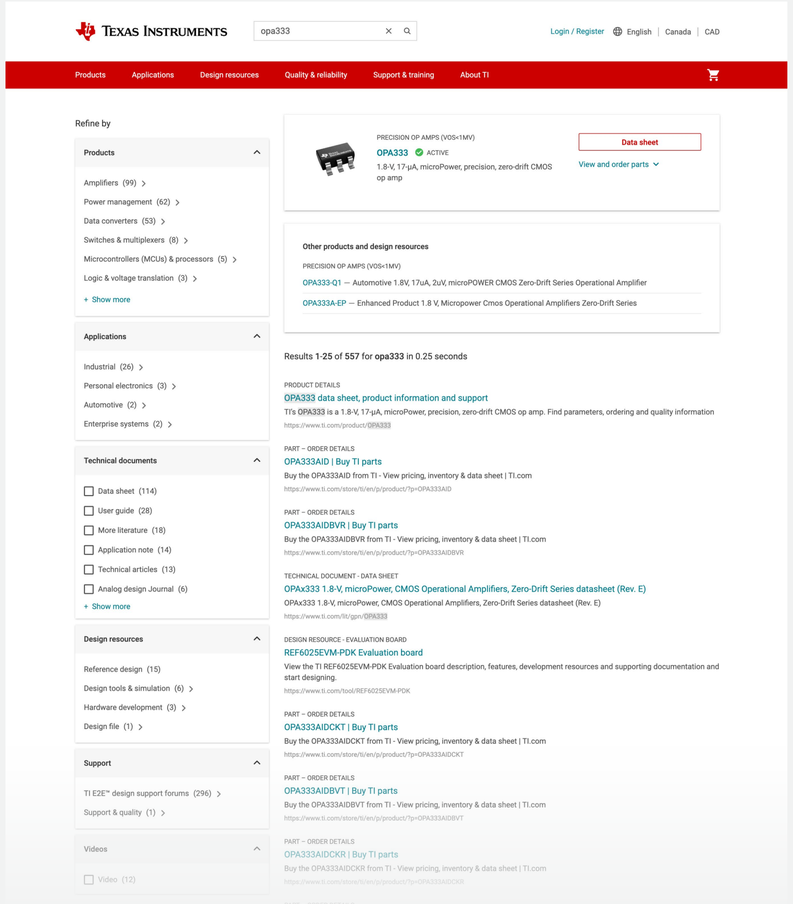


Before & After

Before



After



https://www.ti.com/sitesearch/en-us/docs/universalsearch.tsp?langPref=en-US&searchTerm=opa333&nr=549#q=opa333&numberOfResults=25

Interaction Flow

Filter Facet

Parent Category box

Trigger:
User hovers the area of the parent box

Feedback :
Darken the grey box (e8e8e8)

Rules : When user move cursor outside of box, it back to origial state.

Chevron

Trigger:
User click the text

Feedback :
Upside down the chevron and hide all the menu area under the parent category

Rules : Default is opened condition.

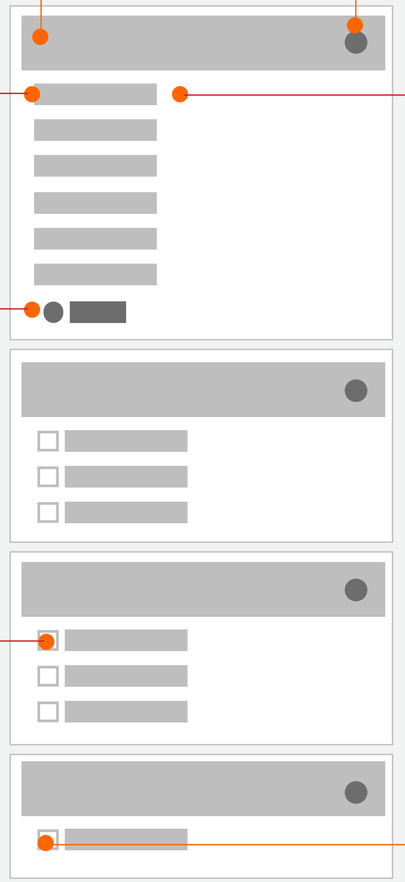
Child Category name

Trigger:
User clicks the text

Feedback :
1. Display narrow result in the page with the filter
2. Underline the text with hovering
3. Display the segment cagegory under child (if applicable)
4. Display filter reset box on top of the page
5. Increase the height of filter box (if applicable)

Rules : When user selects the text, bold style is applied. When user selects another text in the child category, the parent text changes back to normal text. 6 lines are maximum to display.

Filter Facet
Desktop



The number of category

Trigger:
User clicks search button

Feedback :
Display the number of the pages under the category

Rules : Numbers are in parentheses, Sorting by highest to lowest

Show more / less

Trigger:
User clicks the text or plus icon

Feedback :
1. Expand to display additional categories
2. Increase the height of the filter box
3. Move down the position of all below filters accordingly
3. Change the text '+ Show more' to '- Show less'

Rules : This 'show more' button only [VISIBLE] when the categories are more than 6

Technical docs

Trigger:
User clicks the check box or text

Feedback :
1. Display narrow result in the page with the filter
2. Display filter reset box on top of the page

Rules :
User can select as many boxes they want.

Video content

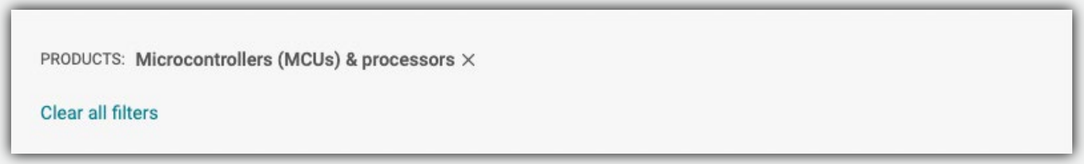
Trigger:
User clicks the box or text under video category

Feedback :
1. Hide all the rest of parent categories except Video and products one
2. Display video related filter below products (Video categories, length, language)
3. Display filter reset box on top of the page

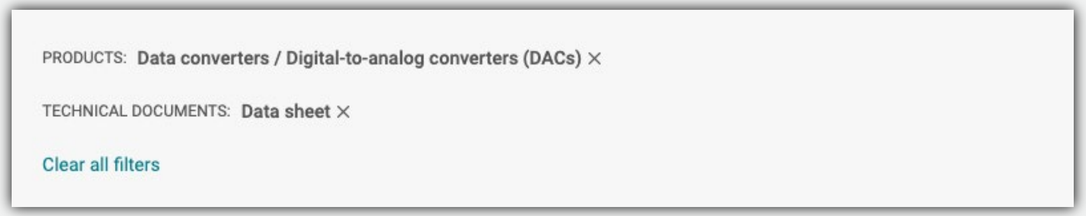
Rules :
User can select as many boxes they want

Possible Scenarios

1 Filter applied



2 Diffrent types of filters applied + Display Child category

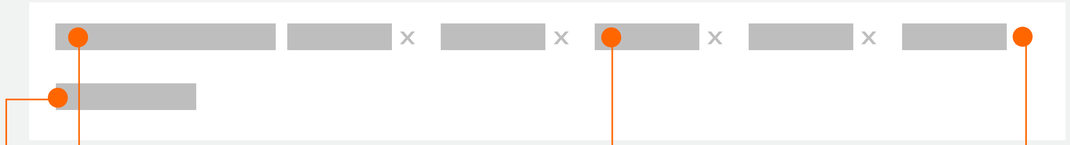


More than 6 filters applied in the same category (tech docs)

Interaction Flow

Filter reset box

Filter reset box



Name of parent category

Trigger:
User selects any filter option

Feedback :
1. Display the name of the parent category

Rules : Text is all capital.

Name of child category

Trigger:
User selects any filter option

Feedback :
Display the name of the child category
2. Underline the text with hovering

Rules : First letter is capital.

Remove child category

Trigger:
User selects any filter option

Feedback :
Remove individual child category
Underline the text with hovering

Rules : Same function as deselecting the box in the filter facet

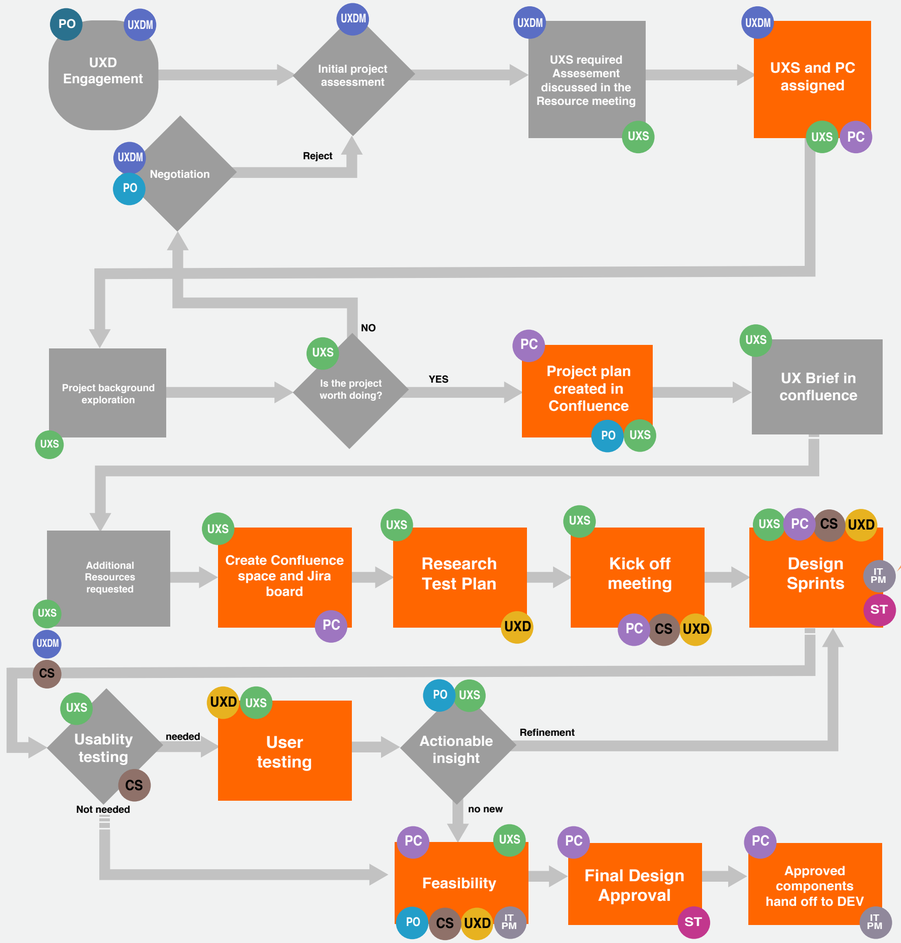
Reset button

Trigger:
User selects any filter option

Feedback :
1. Clear all the filters on the box
2. Deselect all the check box and display default search result

Rules : The position is very last line when multiple categories generated

Design Handover To DEV

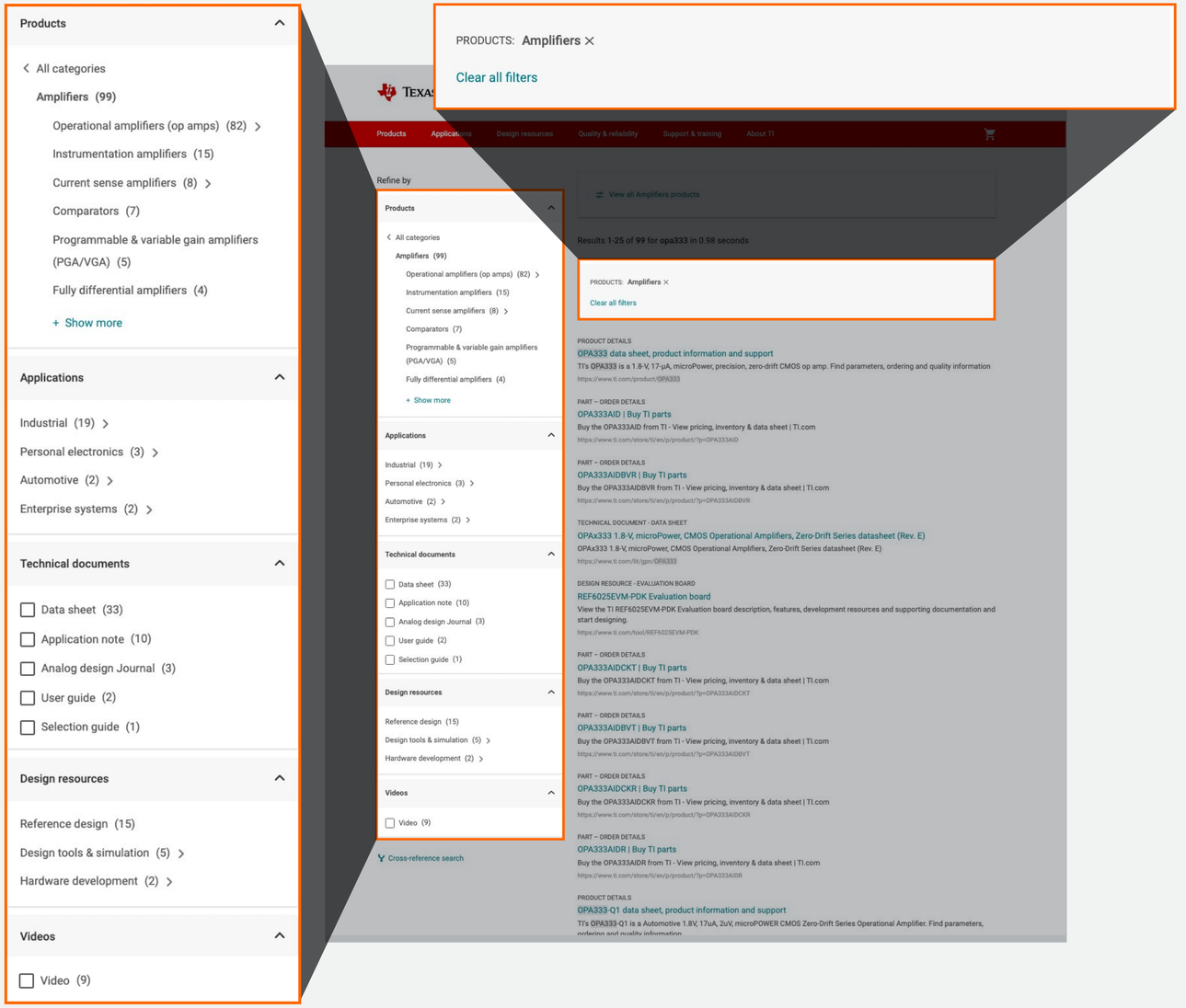


Design Sprint 2 weeks Cycle

- Sprint Planning
- Daily scrum
- Design Review
- Meeting with PO, UXS
- Sprint demo (mid, end)
- Backlog refinement
- Retrospective

- Partner closely with Senior UX to conduct user interviews and vet out usability solutions
- Used Prototyping and Mockup tools to get sign-off from stakeholders
- Continued to create backlog tickets for the next launch and address in backlog refinement sessions.

High Fidelity Wireframe



https://www.ti.com/sitesearch/en-us/docs/universalsearch.tsp?langPref=en-US&searchTerm=opa333&nr=99#q=opa333&numberOfResults=25&f:products=[Amplifiers]