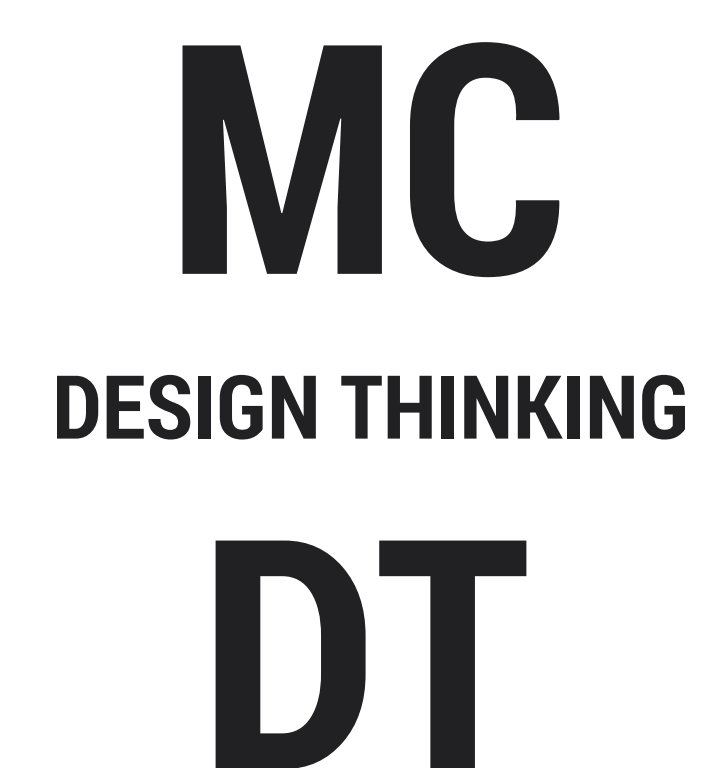


The future of search at **bing**

This work was produced in 24 hrs as a design exorcise



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Welcome to Spherspace

An interactive form of search



What is Spherspace?

Spherspace is about promoting 4 main factors in search:

Focus on search, Transparency, Interactivity,
Visual story telling.

Spherspace is based on a person's intuitive desire to feel or be part of, kinesthetically, finding results to problems that they are searching for. Spherspace is about including the user in on discovering the solution in which they're searching for and showing them how they achieved their goals visually over time. It's also just plain fun!

65% of people are visual,
auditory or kinesthetic learners.



Focus on search

The current search feel on Bing is amazing on so many levels both visually and inspirationally. That being said, one aspect that has lead to this idea is when using Bing Search I noticed I forget what I've gone to Bing to search for. (Rabbit holes) Specifically this occurs when on bing.com due in part to video backgrounds and photography use. While the photography and video are truly breathtaking, beautiful, even inspiring the information coming forward from such visual stimulation can be overwhelming and even distraction when I'm looking for "Wireframing" by example. This is what I mean by a "focus on search". Keeping the user focused on exactly why they're there and increasing their capacity to search based on their own interests **vs** unrelated visual stimuli. That said **both solutions are valid** and may in fact both have a seat together at the table, but for very different reasons that need further exploration, ideation and of course user testing.

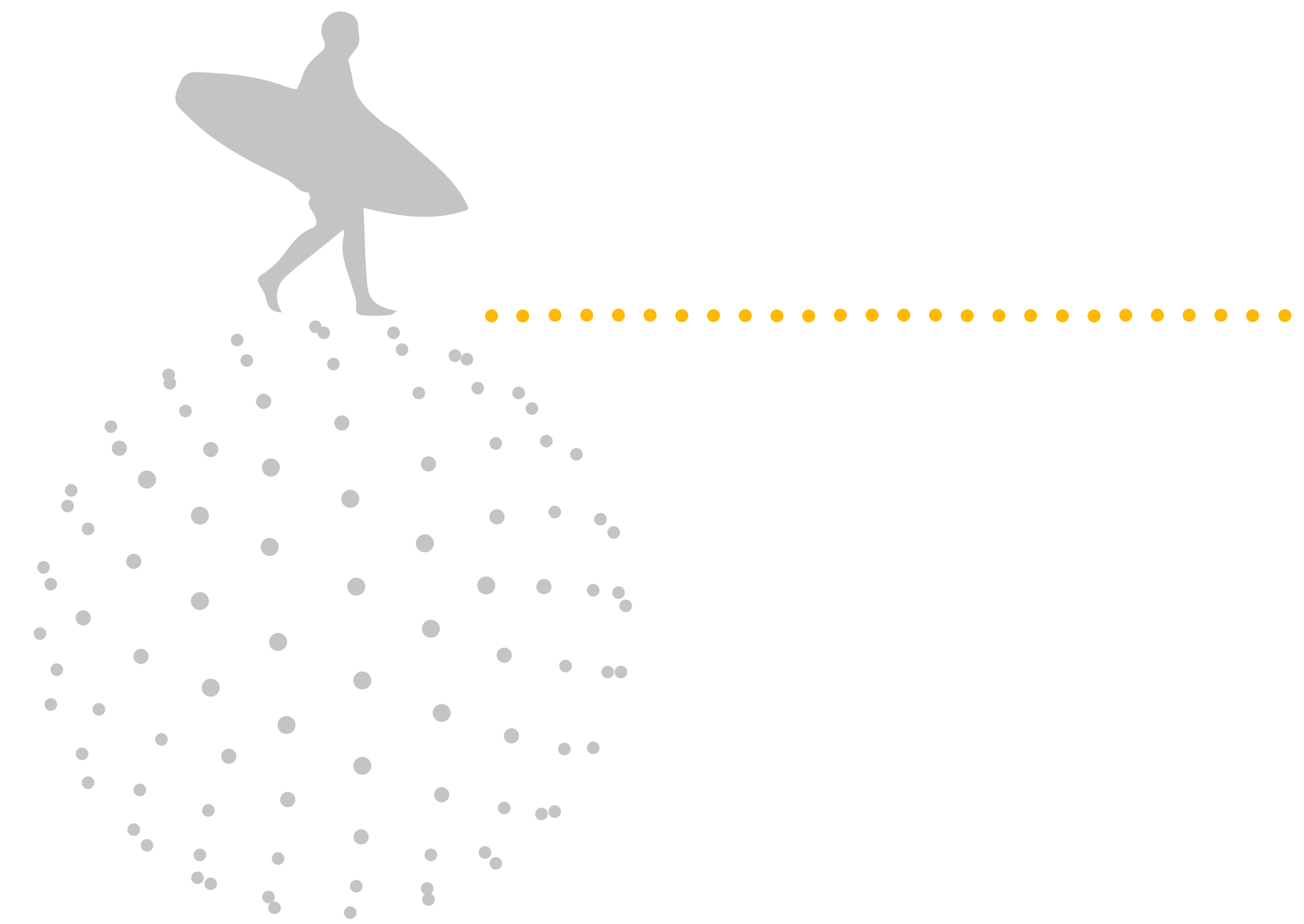
FACT: *"Many people prefer to see a video or a graphic to teach them something, especially when there is a lot of data and difficult material to understand. People want to see simple but powerful things. When interesting facts are combined with beautiful design, people are much more likely to understand and share the material with others."*

What's beautiful look like to you? To many it's **video gaming** and others is **waterfalls**.

I believe that this FACT may be more about "Inspiration driven search" or entertainment or even boredom.

I too enjoy search based on inspiration (Pinning on Pinterest for example), or for entertainment, but this exercise about search based on focused user search. **Both have their place but which is prioritized and why? More Ideation required...**

* I'm unfamiliar with the current business model (revenue related) associated with search on Bing currently to make any relevant guesses as to past decisions made on search that have affected the new visual direction.



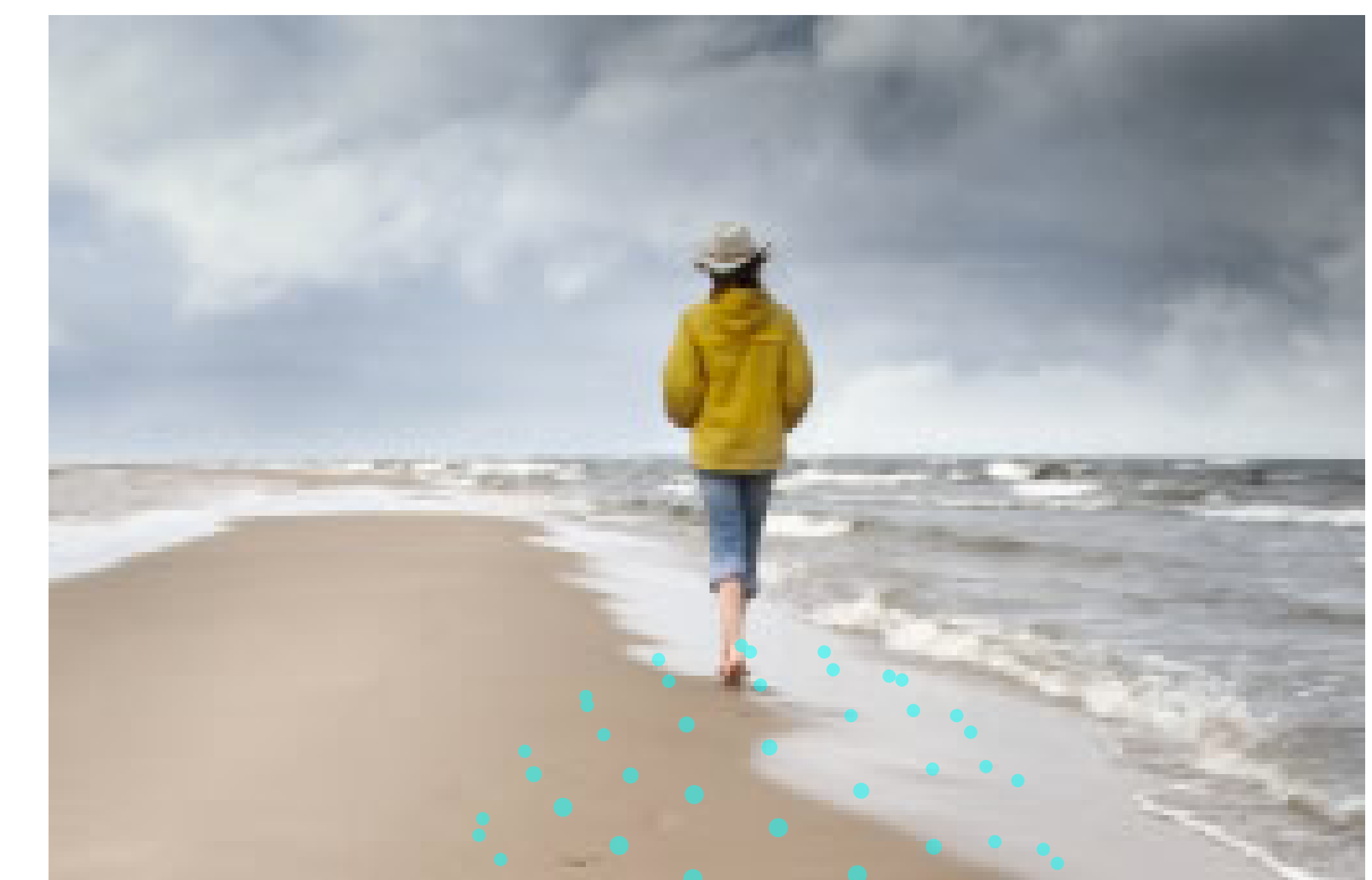
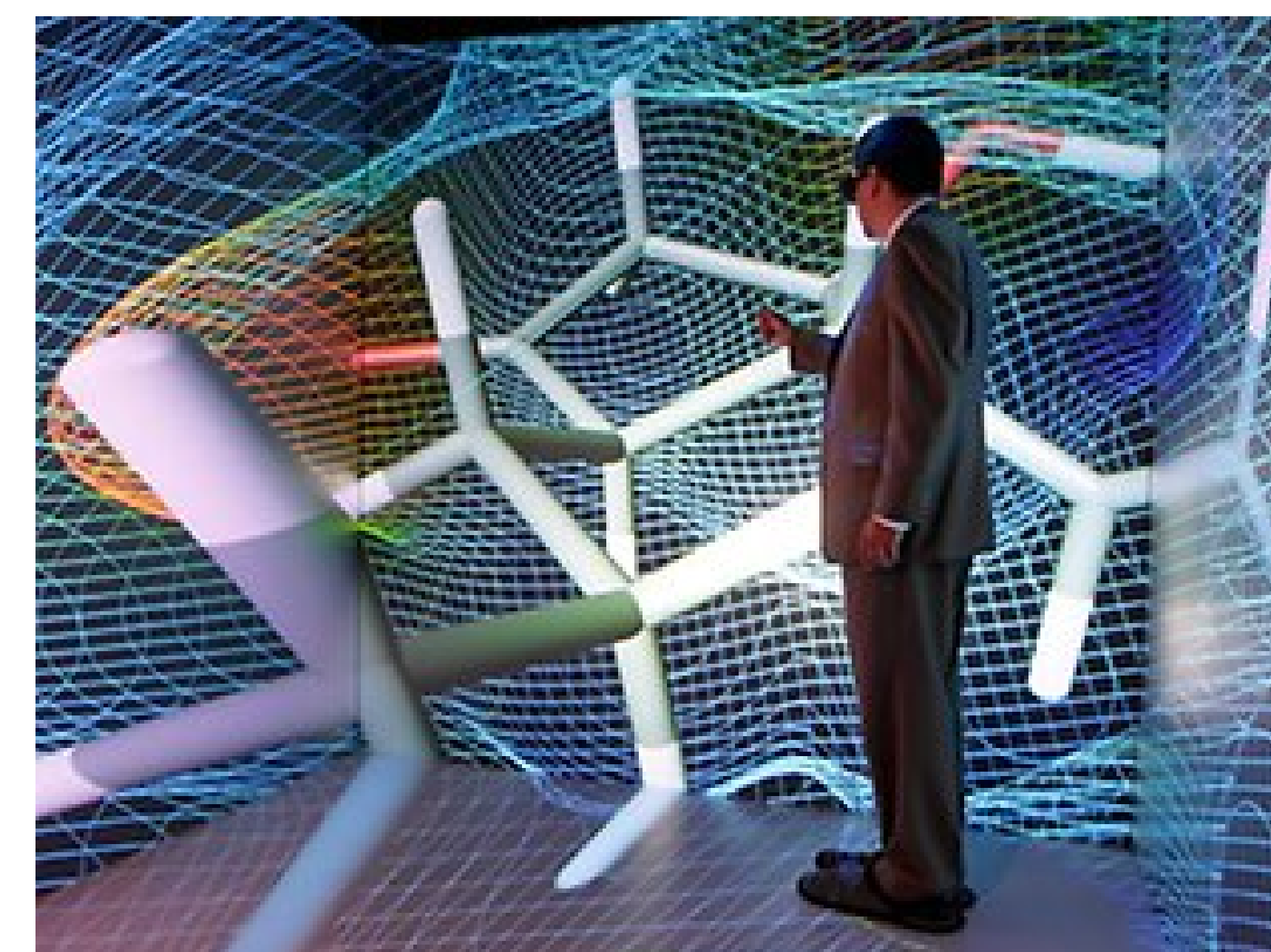
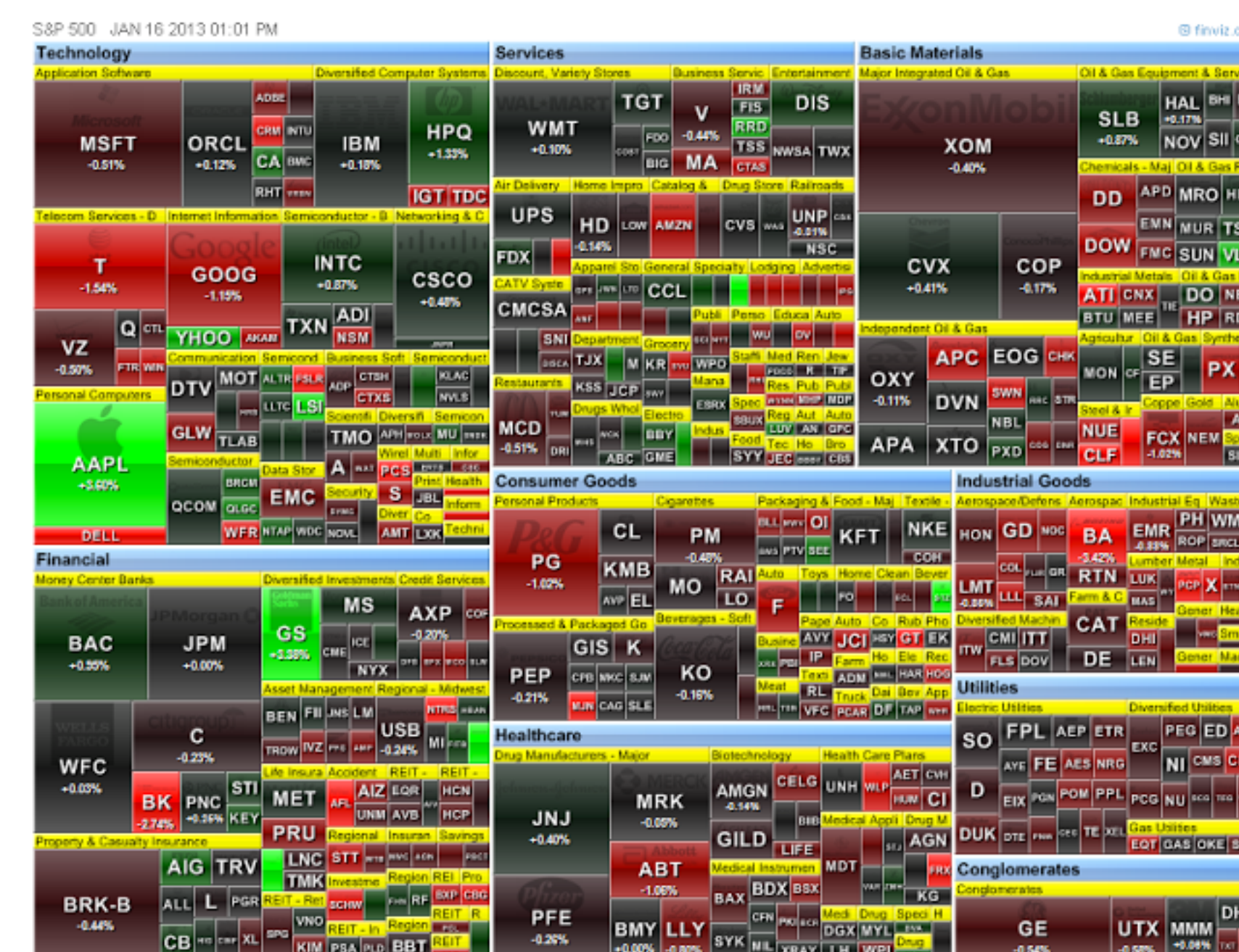
Transparency

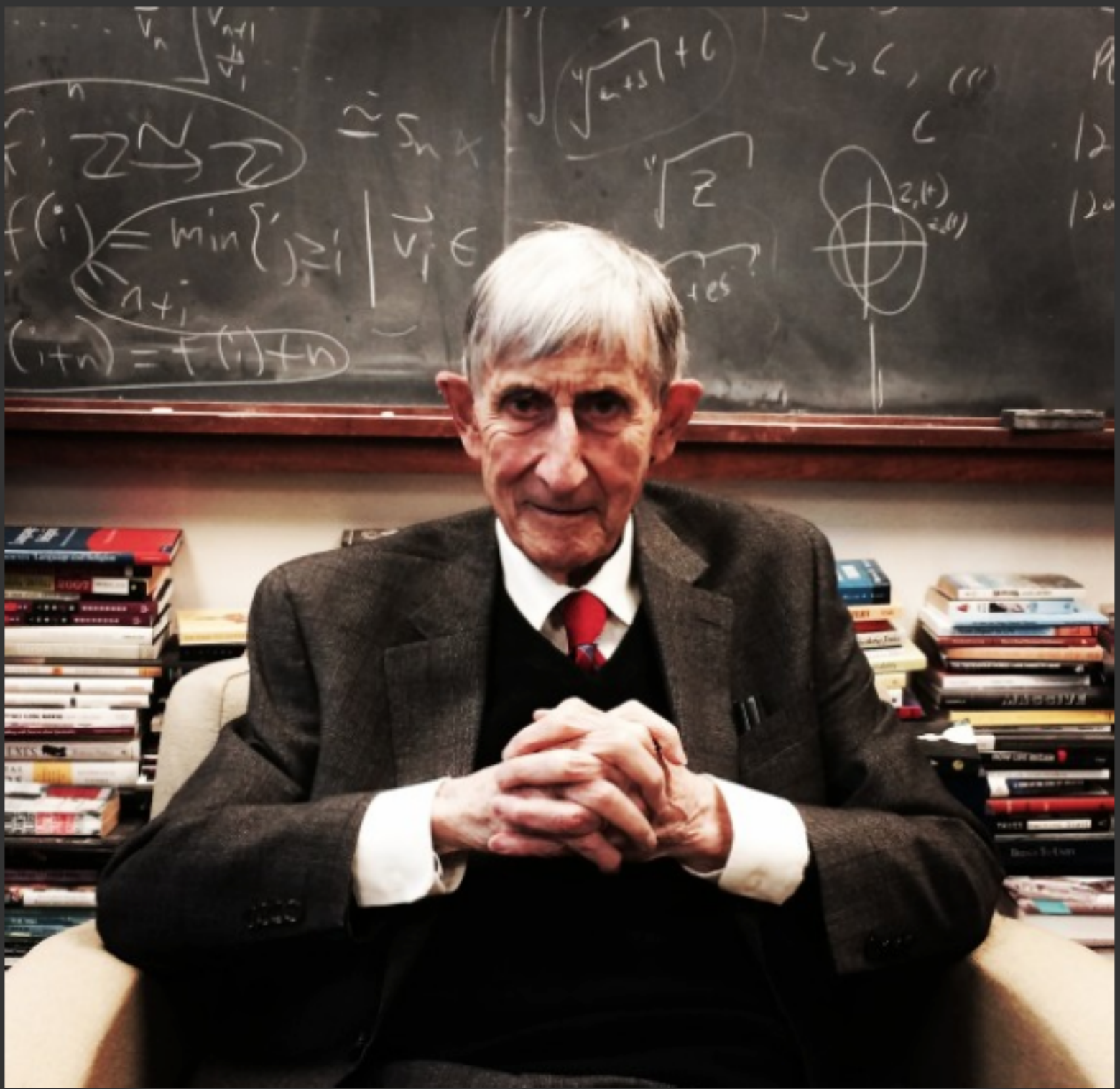
When I speak of transparency I mean transparency in terms of visual transparency in relation to how we could search visually. Imagine a user interface design/application that is transparent to the information we are seeking or searching for and further allows us to “see” that which we cannot see today. The Data!

By example a parallel concept of what I’m describing might look like this.

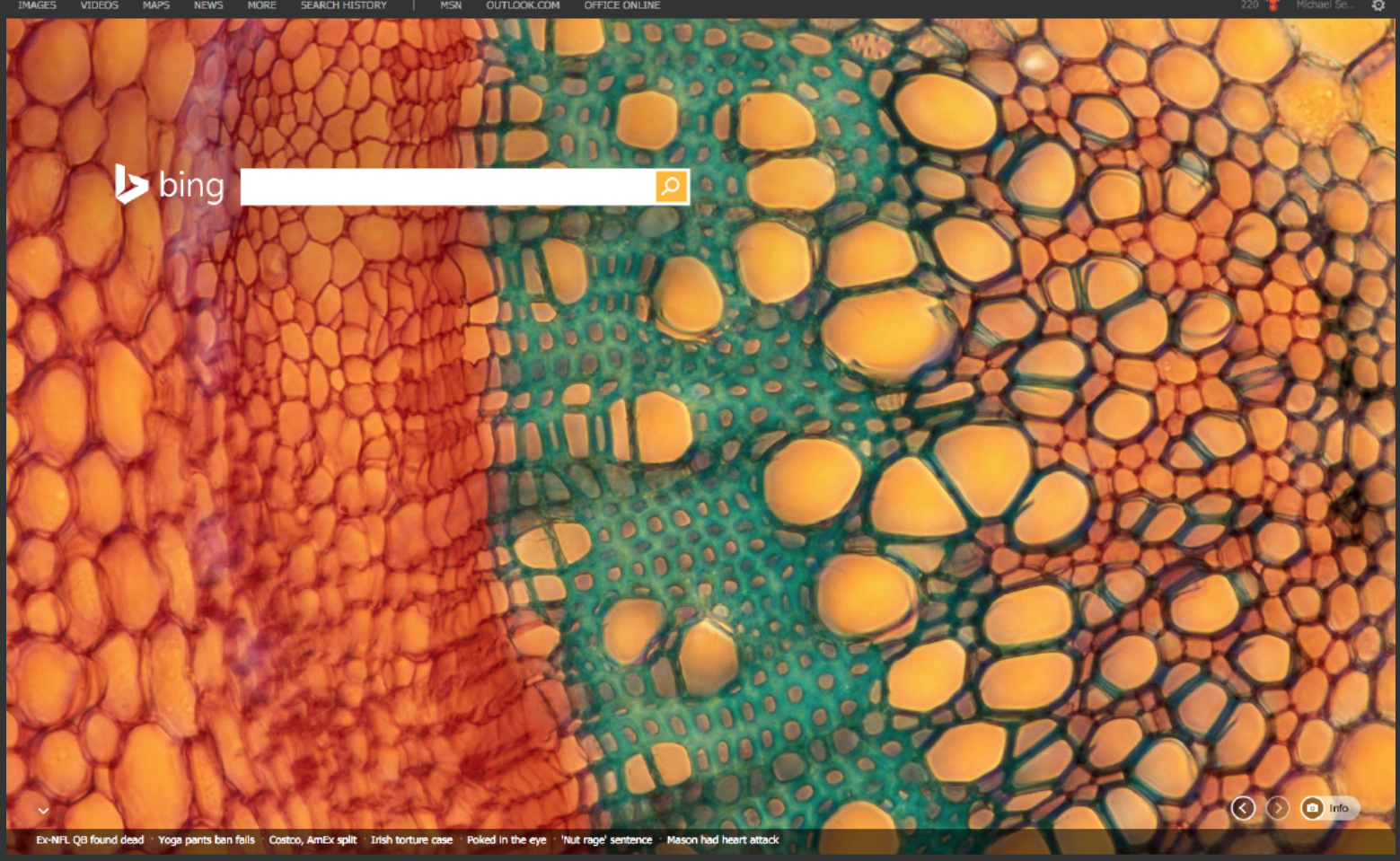
Imagine walking on the beach knowing that there is sand under your feet yet you can’t see the sand. Today without being able to see that which we’re sifting through in search, it's much like walking on the beach knowing you’re walking on sand but not being able to see it. Weird!

What if we were to show users the sand on the beach?





Writing
Closed door.



Science
Open door.



Hmmm...



Interactivity and having fun

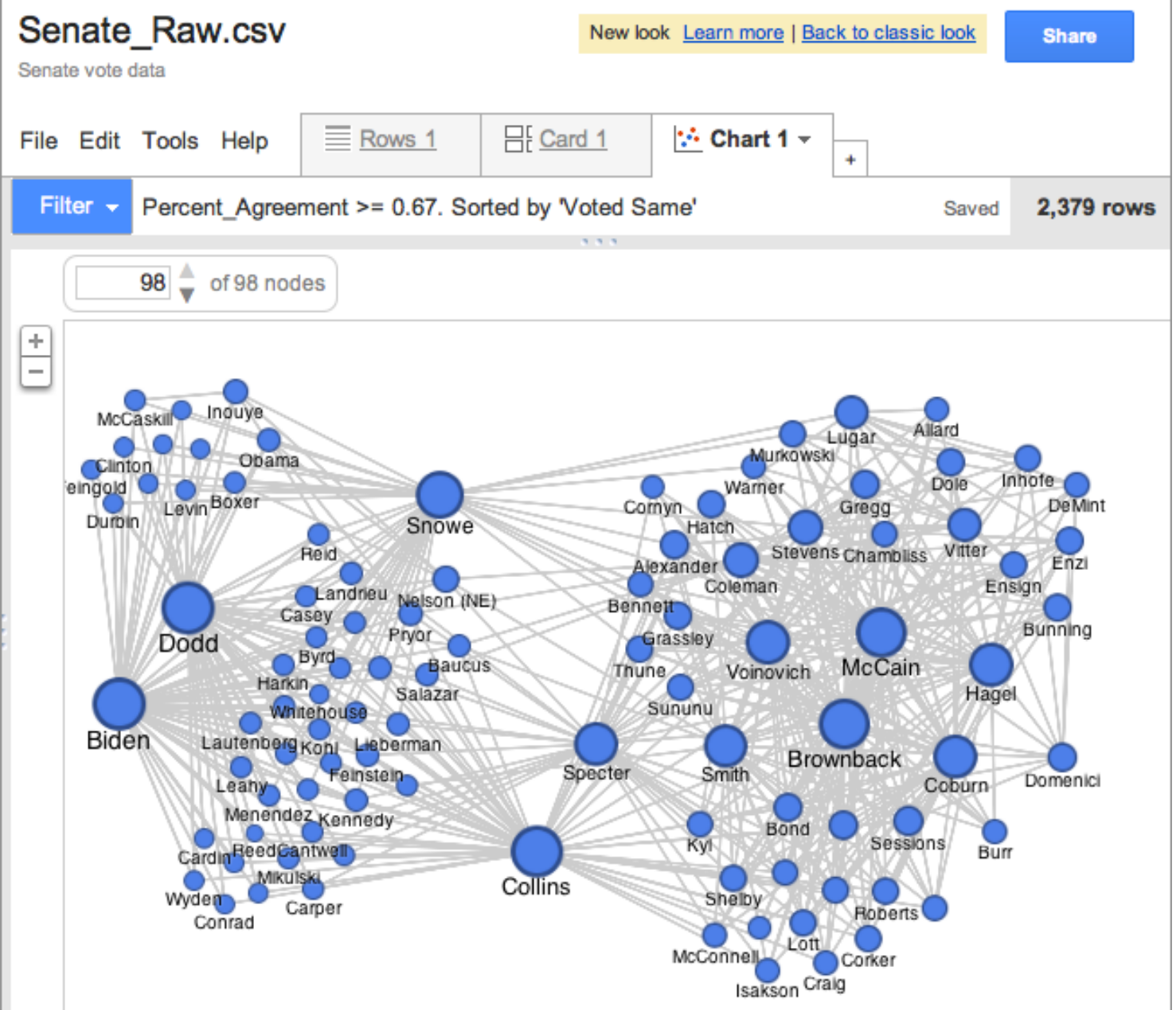
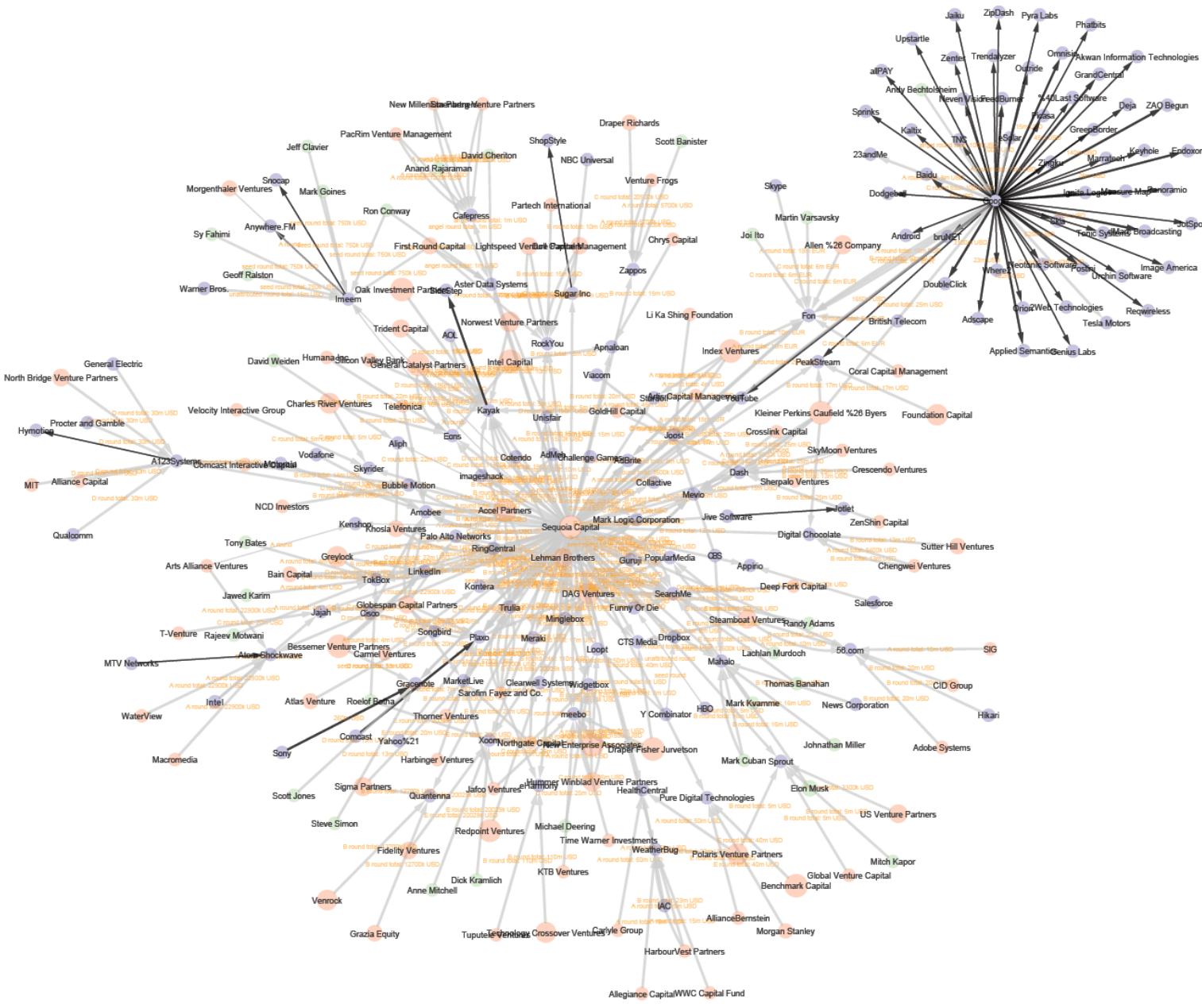
The physicist Freeman Dyson wrote that when writing, he closes the door, but when doing science, he leaves it open — "up to a point you welcome being interrupted because it is only by interacting with other people that you get anything interesting done."

Interactions create **Aha moments for us**. Visual interactions however have the power to do much more. Connecting pieces of data visually is like leaving **a trail of breadcrumbs down a rabbit hole**. **This** is a powerful way for us to understand how we **achieved** a goal and connect our thoughts, ideas, and gained an understanding of meaning behind what we’re really in search of.

Offering users the power of “Doing”, in search or in Science, is more afforded to analytics software platforms in data mining. What if we were to gift users with a similar approach to “doing” much like manipulating an object in physical space, in 3D. **We all know exactly how to find an apple in a refrigerator when we are hungry right?** Would we not then too learn to find data in the same way visually in space? **Showing the user the Sand** may be the start to answering this question.

*The mental manipulation of information differs from reflection in that it normally involves a planned exercise or activity, where as reflection is more a **free-form activity** that normally involves a lot of “what ifs.”*

Source: <http://www.nwlink.com/~donclark/learning/doing.html#sthash.wsdSzFIR.dpuf>





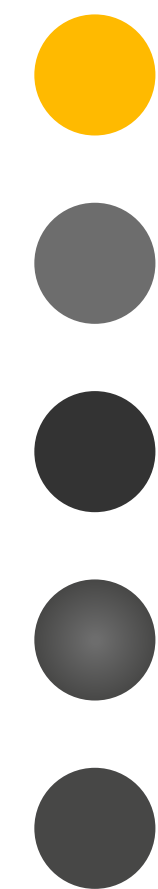
Visual Storytelling

Storytelling today is at the center of marketing popularity focusing on the “Why”. **Can Search then to be story driven? This may require much further investigation to answer...**

I think every search is a story in itself in fact. Much like Facebook has a wall, Bing could leverage the “story” of our personal growth via our search history customized and encapsulated by an incredible visual interface. **This much like the crayon markings on the side of the door as a child our parents marked us with to show our height we were growing by.** (Not shown in this presentation due to time) In many ways this could be a big experiment in search. I doubt it would be wasteful as I feel search is not a disposable data set although as a user it may feel that way currently. We do a search and go on with our lives. Businesses however thrive on the data of our personal interests. We may not yet understand the value of having a bridged the gap, if you will, of the personal and social importance of search and “social search history” yet. When I say bridged the gap I mean between corporate and consumer interests. **Lets’ experiment and bridge the gap!**

*As Scott Donaton argued in a recent Co.Create post, other brands should learn this lesson as well as Coke has. “The challenge is clear by now,” Donaton writes, “Intrusive, interruptive, self-centered marketing no longer works the way it once did, and its effectiveness will only continue to diminish in the social age. The question is what will replace the legacy model. There’s a one-word answer: stories.” Story is the answer for two reasons, both of them backed by compelling science. First, because **people are naturally greedy for stories, they have a unique ability to seize and rivet our attention.** Second, stories aren’t just fun escapism—they have an almost spooky ability to mold our thinking and behavior. In this post, I’ll describe the science behind the attention-seizing power of stories, leaving their molding power for a follow-up post.*

“...people are naturally greedy for stories, they have a unique ability to seize and rivet our attention.”



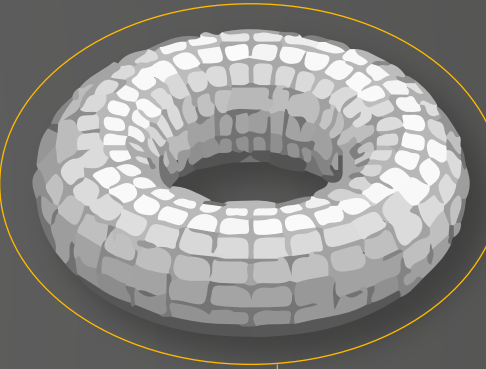
A visual focus
on search.

IMAGES VIDEOS MAPS NEWS MORE SEARCH HISTORY | MSN OUTLOOK.COM OFFICE ONLINE

bing Spherspace

What are you looking for?

☐ Past Search Relivance ☐ Word Associations ☐ Pubic word search history ☐ Sphere Associations

 **Yourspace** is here.

Spherspace ^ Text based search

Major News Topic Major News Topic Major News Topic Major News Topic Major News Topic Major News Topic Major News Topic

Introducing a new visual form of search leveraging the three-dimensional reference point on the spiracle geometrical shape known as a torrid or donut.

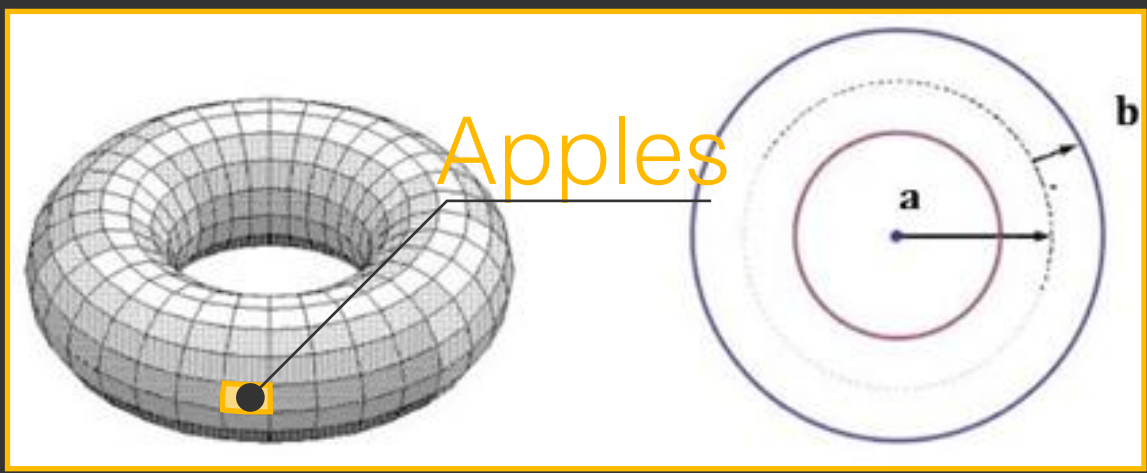
The current position “your space is here” Is shown as a starting point for users to identify with before starting their search. This is the first step when a user comes to Bing.com.

Visual storytelling

With 65% of human beings being visual or auditory and nature it seems to make sense visual search methodology might make sense as well. Humans love gaming especially ones that are three-dimensional and nature and give them the ability to have a visual reference point as to where they are, where they're going, and where they want to arrive. Such is the groundwork for this new visual form of search designed to assist the user in developing story around **how they achieved the results of their search.**

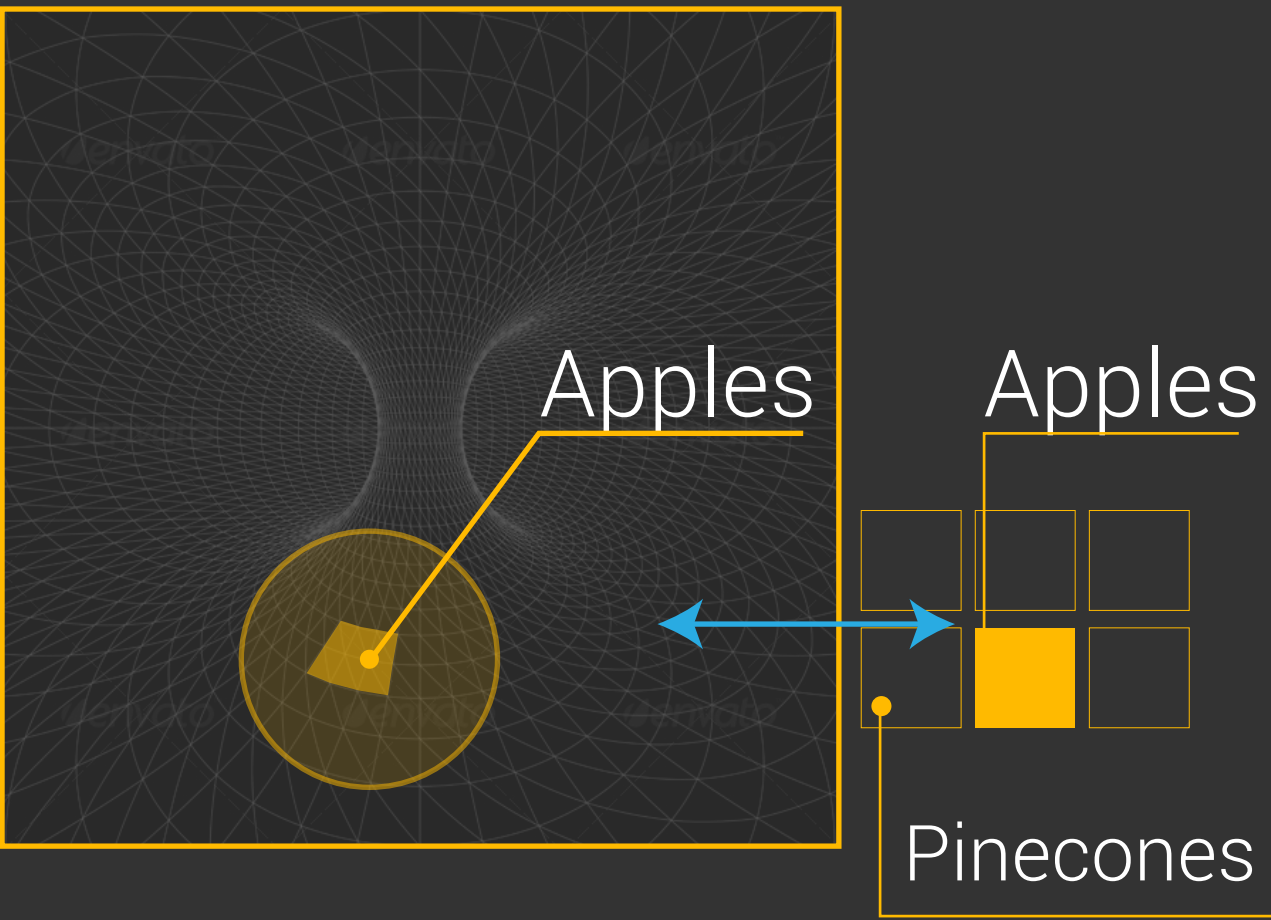
The space we search in **from the outside**

The exterior of the doughnut could be used as a "light" form of visual search navigation.



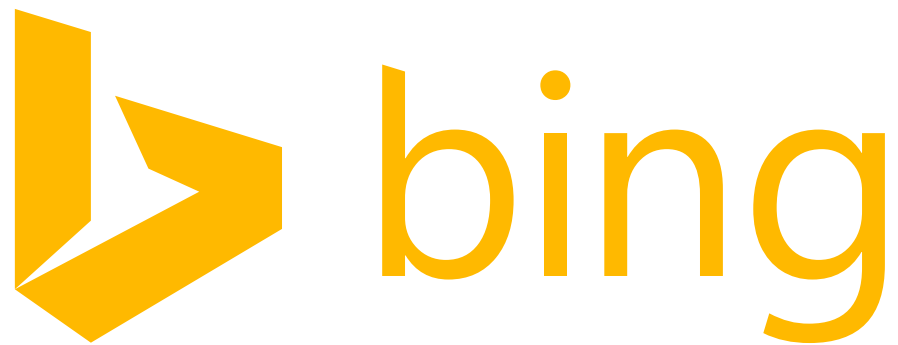
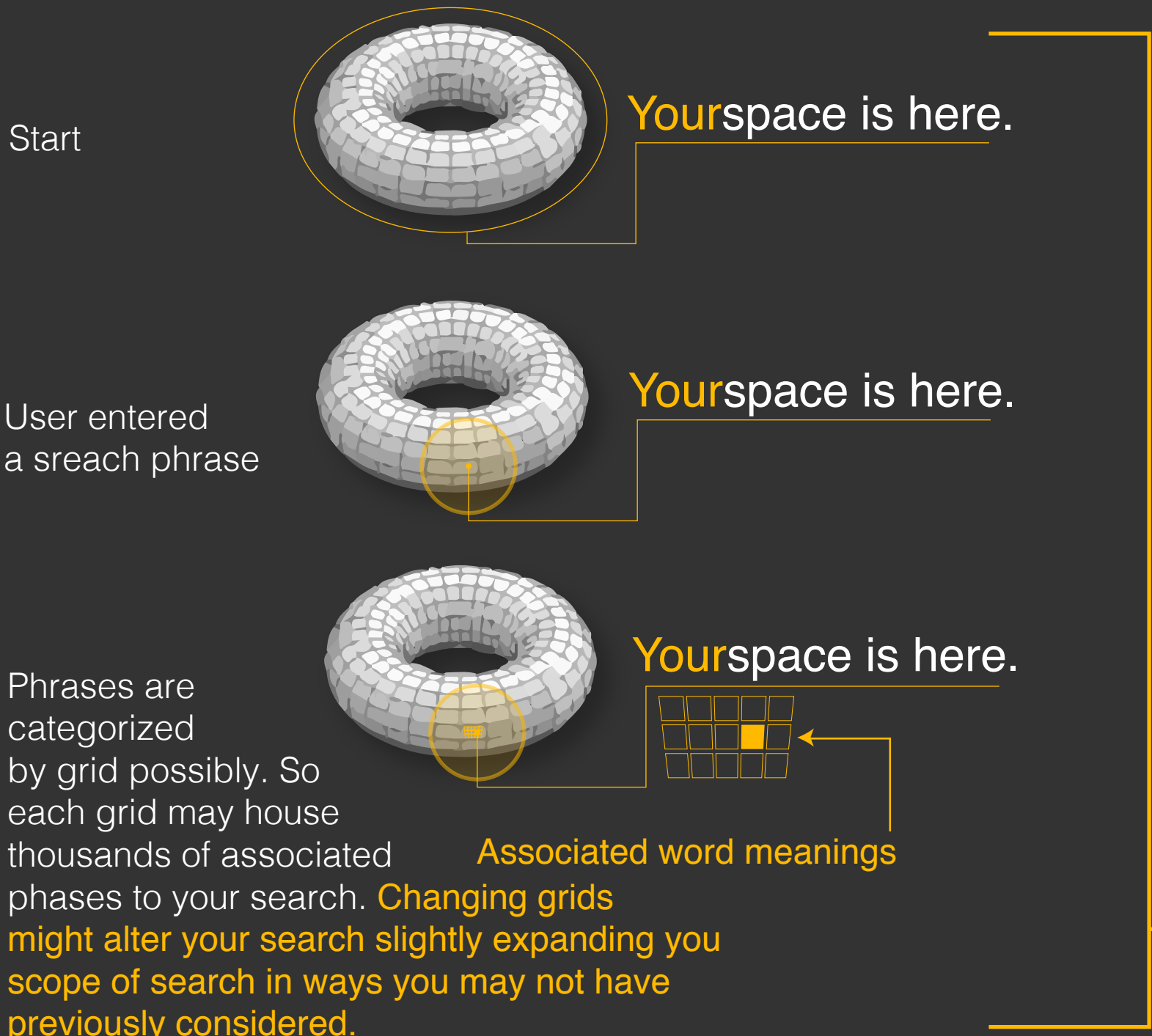
The space we search in **from the inside**

The Interior of the doughnut could be used as a **more heavily integrated-form of visual search navigation.**The style of search might be adoptable by gamers and millennial age brackets specifically.



The 3 stages of visual search

The exterior of the shape (donut) is shown in a grid reference system. While in the third phase of search the user can select associated words within the correspondent individual grid squares.



2 levels of search

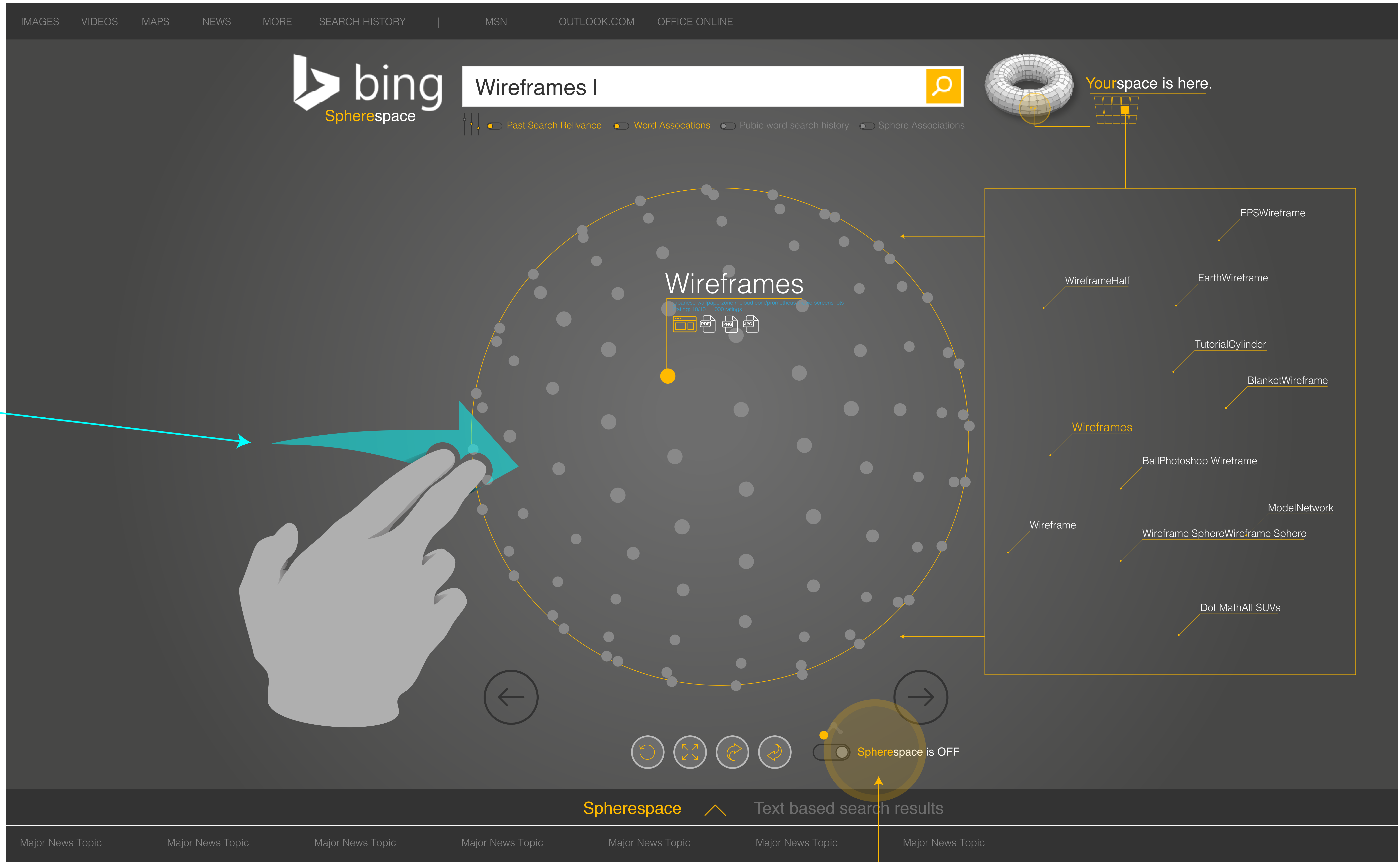
- 1. Spherspace OFF
- 2. Spherspace ON

In this level (start) of the search the user has typed the word "wireframes" and the visual search results are now arriving. **Spherspace is not yet active how ever.** Only the relative asso- ciated words are showing.

The Sphere can be rotated using the mouse or the arrow buttons od on a Surface/tablet using the swipe features with fingers.

* The associated words will move in over the three-dimen- sional sphere in the middle of the screen shown in the following screens.

* Tablet use worldwide is growing. By 2018, the number of tablet users in the world will reach **1.43 billion.**



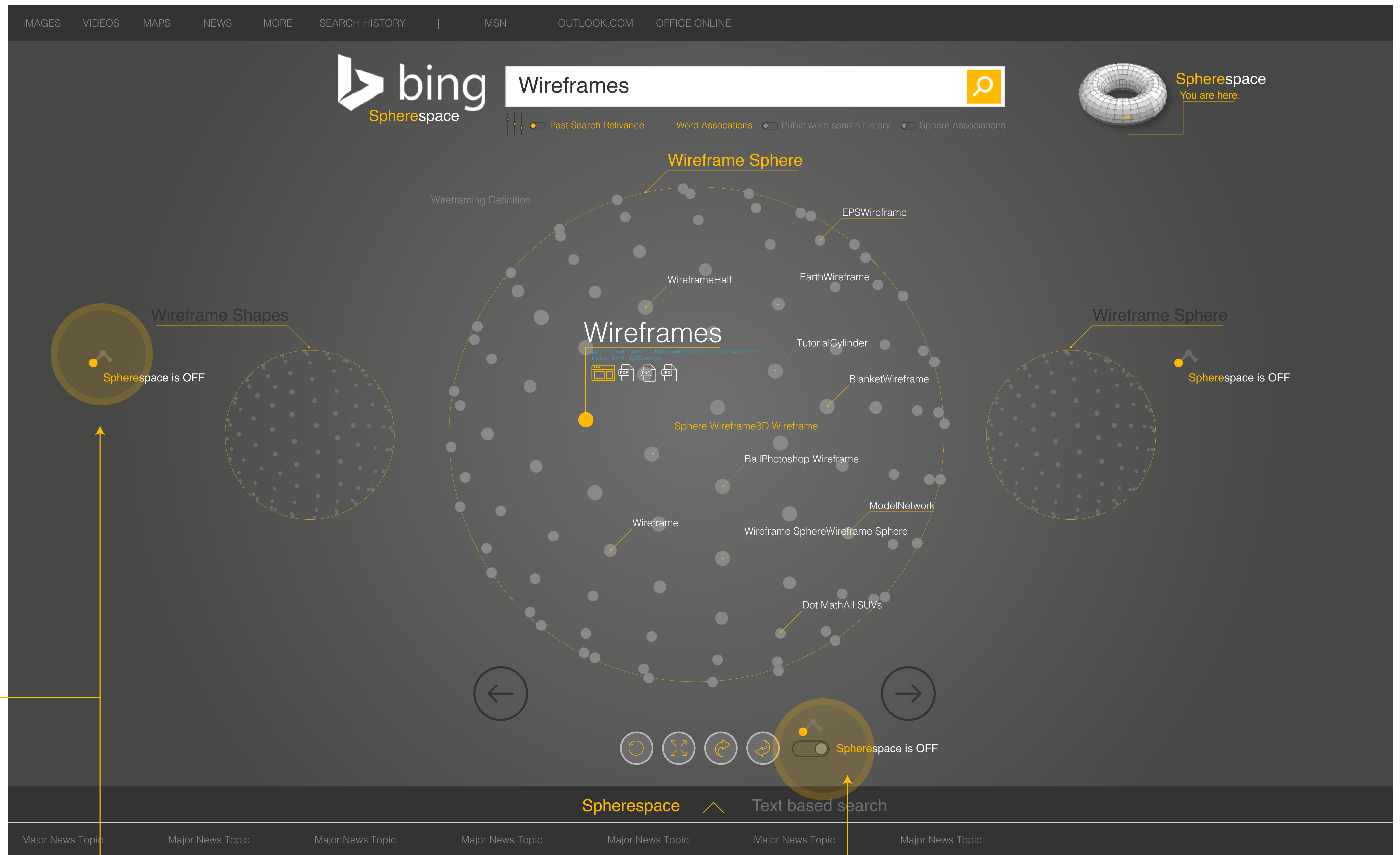


Turning Spherspace on

In this phase of the search the results of the visual search results are in. Spherspace is still not yet active. Only the relative associated words are showing.

Sometimes associated words a may be enough for a users...

The Spherspace Icon is shown as a road sign to the user that further interaction is available.



The Inspiration



A truly interactive form of search by **bing**.

Welcome to Spherspace

ok, yes.

I'm a sci-fi
junkie!

This screen is an artists rendering from the movie Prometheus.

The navigation system of the spacecraft seen to the right is the inspiration for the visual interactivity I'm looking for in Spherspace.



Kinesthetic Learning

Kinesthetic Learning (also known as Tactile Learning) is a learning style in which learning takes places by carrying out physical activities, rather than listening to a lecture or watching demonstrations. People with preferences for kinesthetic learning are known as "do-ers".

Tactile/kinesthetic learners are one of the most common and widely used categorizations of the various types of learning styles.

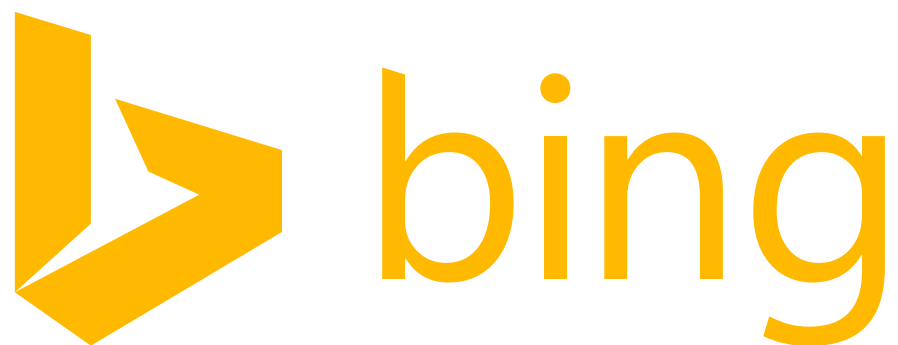
Source:The Fleming VAK/VARK model.

Might it make sense to learn by an immersion in a Tactile/kinesthetic environment?

A result of a search style like this might be an increased level of time spent exploring/learning similar to Pinterest or Google Earth.

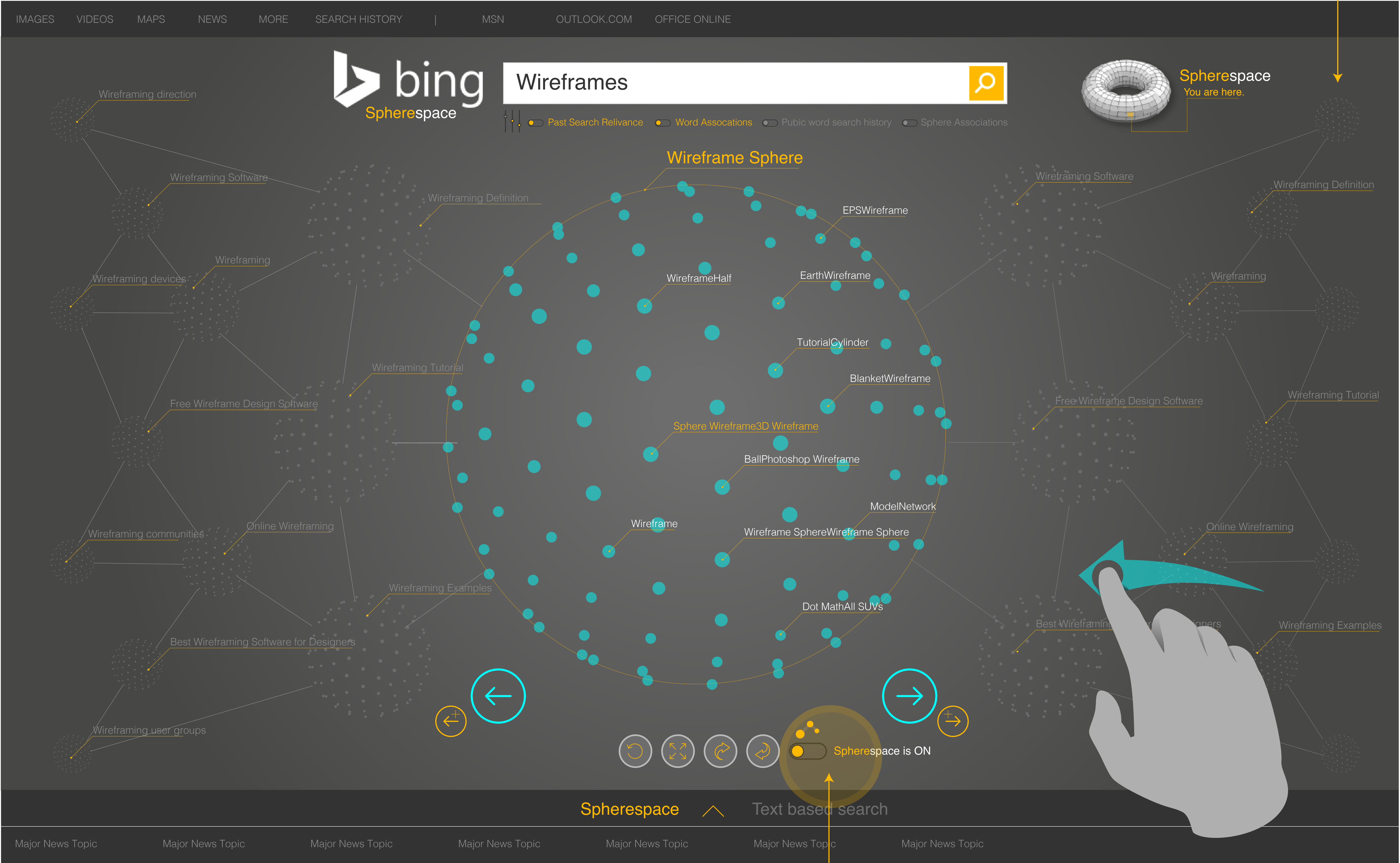
Spherespace is ON!

Now the user has engaged Spherespace. The user is now able to explore Kinesthetically the outside of the torrid shape.



What if we were to show the user the sand on the beach?

Spherespace from the outside.



Visual Storytelling

65% of human beings
are visual in nature.

Active Search Path

A visual reference point as to
where they are, where they're
going...or an **Active Search
Path. (ASP)**

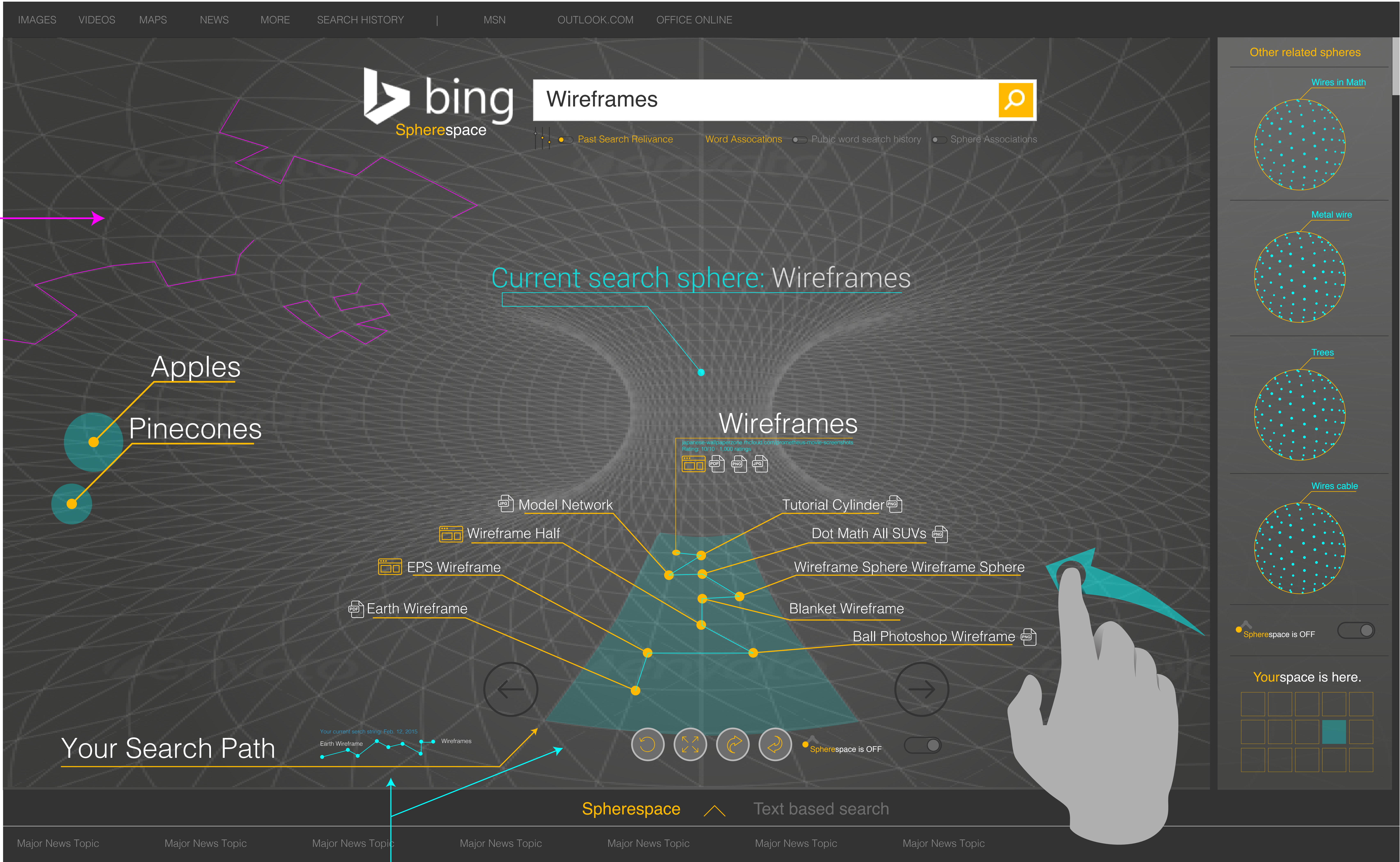
Such is the groundwork for this
new visual form of search
designed to assist the user in
**developing story around how
they achieved the results** of
their search.

Users
PAST search paths.

This is a users
active search path.



Spherespace from the inside.





5.2!!!! —

4.7!!! —

4.3!! —

4! —

3.4 —



This is just the beginning...

Storytelling in search...

is like **crayon marks** on the side of the door where our parents marked our height to show us our speed of growth. With a little exploration what stories might we discover in our **past search paths**?

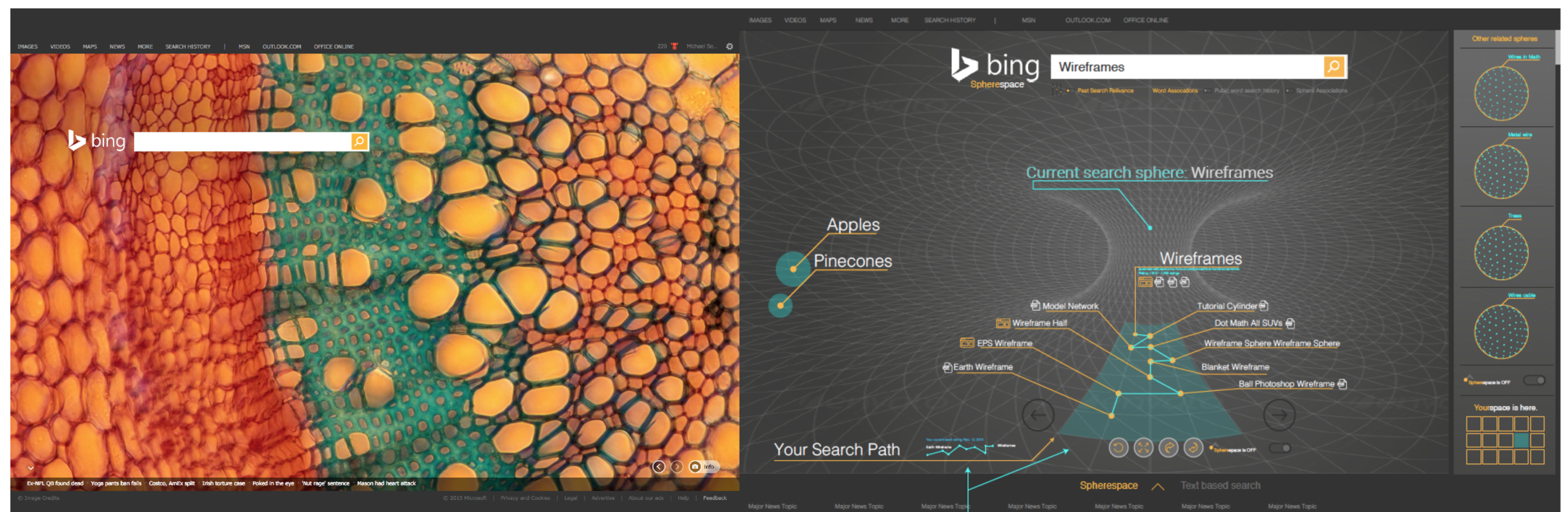
Users past Search Paths stored for reference. This too is a possible revenue source for a enterprise solution.\$\$\$



Integrated social search solutions for efficiency and organic project development
Watch what your friends are searching for as you search too!

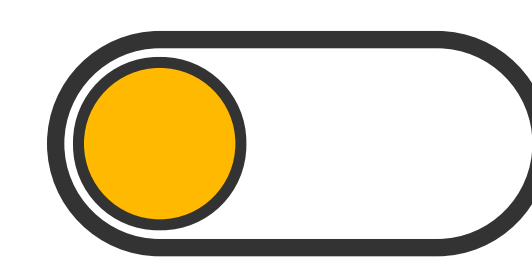


Which side is right for you?



Writing
Closed door.

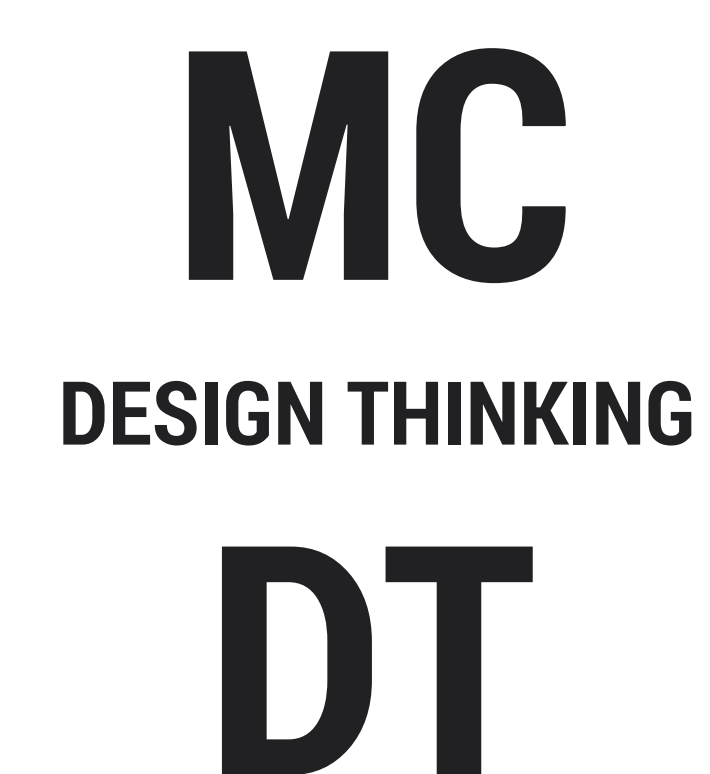
Science
Open door.



Maybe a switch is required for both types of search?



Thank you for your time!



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