Search: type-ahead suggestions

https://us.vwr.com

How were participants screened?

The ten (10) participants in this study were asked the following three (3) questions to qualify as the VWR persona. All ten were screened with roles in the *Biotechnology, Healthcare, and Life Science* industries. All of them currently work as *buyers, purchasing agents*, and one is a *purchasing manager*. All have previously searched or purchased products for a lab or research facility. The following responses to these three questions detail the acceptance criteria for this study.

1. Which role best describes the industry you work in?
Accounting : [Reject]
Biotechnology : [May Select]
Finance : [Reject]
Healthcare : [May Select]
Life Science : [May Select]
Legal : [Reject]
Transportation : [Reject]
None of the above : [Reject]

2. Which role best describes your profession?
Administrative Assistant : [Reject]
Buyer : [May Select]
Finance and Accounting : [Reject]
Lawyer : [Reject]
Purchasing Agent : [May Select]
Purchasing Manager : [May Select]
Radiologist (MD) : [Reject]
Wholesale Buyer : [May Select]
None of the above : [Reject]

3. Have you ever searched for, or purchased products for a lab, or research facility?
Yes : [Accept]
No : [Reject]

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Participants	PistoPB78	professional778	convolution	wizardtester	garenb7	rbudi10	AmyVandyken	agailey	inspiraton	seanpinoobers
Which role best describes the industry you work in?	Biotechnology	Biotechnology	Healthcare	Biotechnology	Life Science	Healthcare	Healthcare	Biotechnology	Healthcare	Healthcare
Which role best describes your profession?	Wholesale Buyer	Purchasing Manager	Purchasing Agent	Purchasing Manager	Purchasing Manager	Purchasing Manager	Purchasing Agent	Purchasing Agent	Purchasing Agent	Purchasing Agent
Have you ever searched for, or purchased products for a lab, or research facility?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Current Feature Analysis: VWR Type-Ahead Suggestions

This is a feature the participants have had experience with before with Google and other e-commerce sites. Today the VWR suggestion tool works by exact character mapping after Two (2) characters are typed in the search bar.   Progressive type-ahead suggestions use queries to find, refine or expand that data, present, and map to both products or search results within the following suggestion types: **categories**, **products** and **suppliers** and **catalog numbers.** If a customer selects a "**products**", or "**catalog number**" suggestion, they will go directly to product pages.   If a customer selects a "**category**" or "**supplier**" suggestion, the customer is directed to search results. The quickest path to product pages is correlated directly with higher conversions, and conversely the users that spend more time browsing search results, the likelihood of them leaving the conversion funnel increases. Currently, the VWR feature does not use personal behavior, supplier VAS, or sales volume data, to influence how suggestions are triggered.

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Type Ahead Suggestions

Participant intent

As a purchasing agent. You're asked to re-order a product and are given a box from the prior purchase.

Task 1:

A. Imagine you need to re-order 70 new boxes of gloves. You only have one empty box. The box says that the product is a Latex Glove, Size M, part# 414004-430

B. Type a search query into the vwr.com search tool, and as you type, *pay attention to the suggestions* the search tool presents to you. Please provide first impressions and feedback on the types of suggestions presented as you type. When you see the best suggestion, click on it and end this task.

Questions and Ratings

1. Did you complete the task successfully? **[Success: Yes, No]**
2. Overall, this task was: **[Rating Scale: Very Difficult to Very Easy]**
3. On this first attempt you made which section type in the suggestions did you choose?   **Multiple Choice**: Categories, Products, Suppliers, Catalog Numbers

Results (TASK ONE)

Queries used:

5 of 10 used "latex" as their first query. 1 of 10 used "latex gloves" as their first query.

4 of 10 used the product number "414004-430" as their first query.

5 of 10 used the product number "414004-430" to find a suggestion.

1 of 10 used keyword: "latex gloves" then hit enter, and selected "414004-430" in Easy View results.

Suggestions Clicked:

5 of 10 chose a suggestion in "Products"

4 of 10 chose a suggestion in "Catalog Numbers"

0 of 10 chose a suggestion in "Categories"

0 of 10 chose a suggestion in "Suppliers"

1 of 10 didn't choose a suggestion and used a keyword search.

Task Metrics:

8 of 10 were confident they completed the task successfully.

9 of 10 were able to find latex gloves size medium. 1 of 10 found latex gloves size L (Sklar)

6 of 10 ended up on the VWR product "414004-430" VWR® Powder-Free Latex Examination Gloves

4 of 10 landed on other supplier pages: (1) Tronex, (1) Electron Microscopy, (1) Sklar, (1) DIVAL

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Type Ahead Suggestions

Observed Behavior: Task One

Details	PistoPB78	professional778	convolution	wizardtester	garenb7	rbudi10	AmyVandyken	agailey	inspiraton	seanpinoobers
Total queries	1/3	4	5	4	2	1	4	4	5	2
Queries Observed	414004-430 (C&P) 414004-43 414004-430	latex latex glove latex glove 414004 latex glove	latex latex gloves latex gloves medium latex gloves medium 414 latex gloves	latex gloves latex gloves 41 Latex glove 414004-430	414004 414004-430	414004-430	latex latex glove latex glove m latex glove	latex 414004-430 Medium gloves Gloves (4 separate searches)	latex latex gloves latex gloves size m latex gloves part 414 latex gloves	414 414004 414004-430 (progressive)
Last Query	414004-430	latex glove	latex gloves	414004-430	414004-430	414004-430	latex glove	latex	latex gloves	414004-430
Suggestion Type Chosen	Catalog Numbers	None – hit enter	Products	Catalog Numbers	Catalog Numbers	Catalog Numbers	Products	Products Category Products	Products "Latex Disposable Gloves"	Catalog Numbers
Find a Latex Glove Size M?	Yes	Yes	Yes	Yes	Yes	Yes	No – (only size L)	Yes	Yes	Yes
Complete the task correctly?	Yes	No – hit enter	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
Result	Product Page	Search Results Product page	Product page	Product page	Product Page	Product Page	Product page	Product Pages (2)	Product Page	Product Page
Supplier	VWR	VWR	Tronex	VWR	VWR	VWR	Sklar – Size L (1)	DIVAL VWR Electron Microscopy	DIVAL	VWR
Watch Clip	Video Clip	Video Clip	Video Clip	Video Clip	Video Clip	Video Clip	Watch Clip	Video Clip	Video Clip	Video Clip

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Participant intent

As a purchasing agent. You're asked to re-order a product and are given a box from the prior purchase.

Task 2:

A. Let's try this one more time without the part number. Imagine the box says that the product is a Latex Glove, Size M only.

B. Type a search query into the vwr.com search tool, and as you type, *pay attention to the suggestions* the search tool presents to you. Please provide first impressions and feedback on the types of suggestions presented as you type. When you see the best suggestion, click on it and end this task.

Questions and Ratings

1. Did you complete the task successfully? **[Success: Yes, No]**
2. Overall, this task was: **[Rating Scale: Very Difficult to Very Easy]**
3. On the second attempt you made, which section type in the suggestions did you choose? **Multiple Choice**: Categories, Products, Suppliers, Catalog Numbers

Results (TASK TWO)

Queries used:

10 of 10 used the term "latex, latex glove, latex gloves.

10 of 10 used a query with "size", "medium" "m" : 0 of 10 were presented a suggestion

1 of 10 used "latex" only.

Suggestions Clicked:

6 of 10 chose a suggestion in "Products"

2 of 10 chose the Product: "Latex Disposable Gloves" 2 of 2 thought this was a "Category"

0 of 10 chose a suggestion in "Catalog Numbers" "Categories" or "Suppliers"

2 of 10 didn't choose a suggestion and used a keyword search.

1 of 10 abandoned the task entirely.

1 of 10 tried to click on "Products" in the blue bar.

Task Metrics:

6 of 10 were confident they completed the task successfully. 4 of 10 were not sure.

7 of 10 were able to find latex gloves size medium. 1 of 10 found (Sklar) latex gloves (size L)

0 of 10 ended up on the VWR product "414004-430" VWR® Powder-Free Latex Examination Gloves

9 of 10 hit product pages. (2) DIVAL, (3) Kimberly Clark, (1) Microflex, (1) Sklar, (1) Tronex, (1) Ansell)

1 of 10 used the Advanced Search UI and used the keyword: "Latex Glove"

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Type Ahead Suggestions

Observed Behavior: Task Two

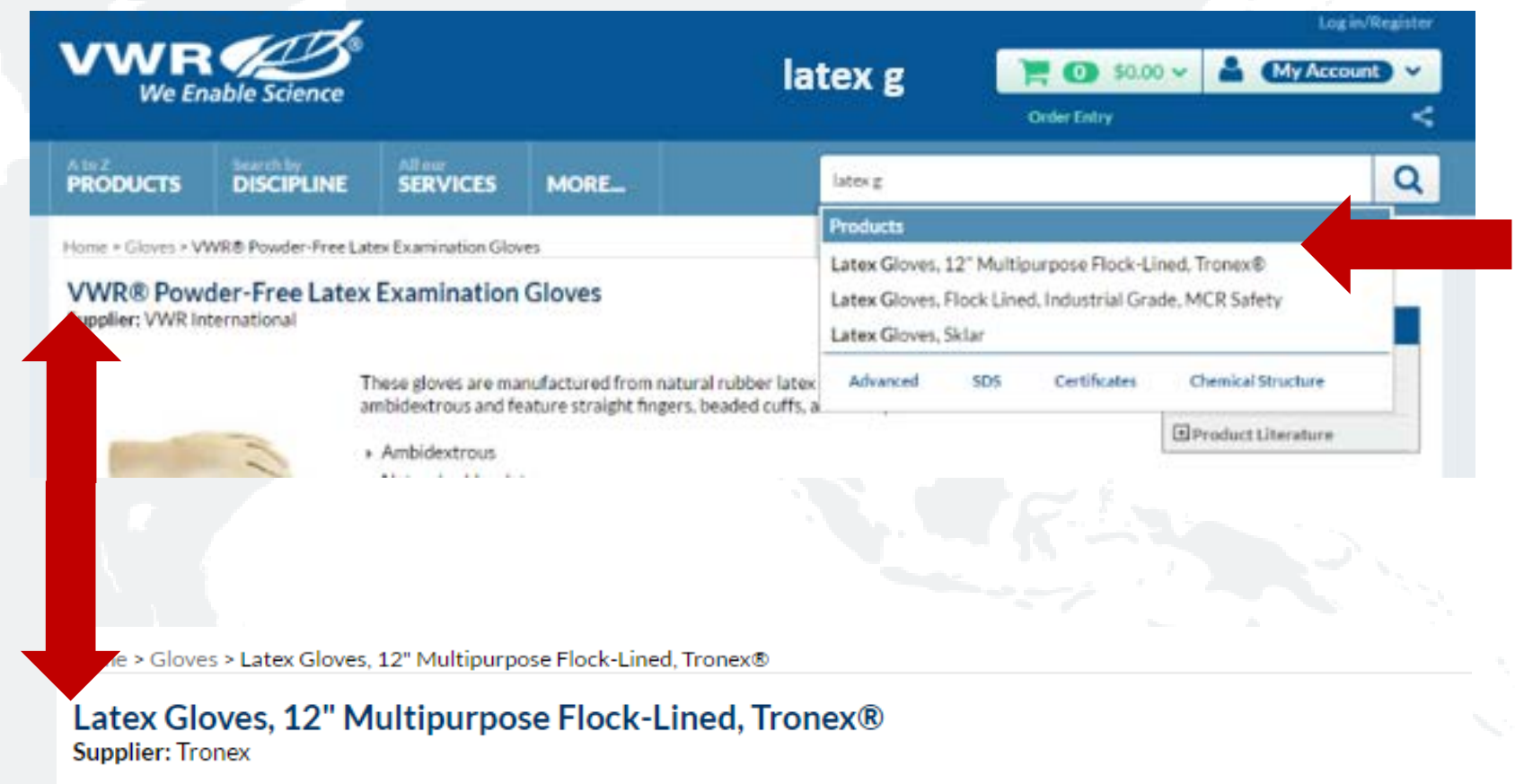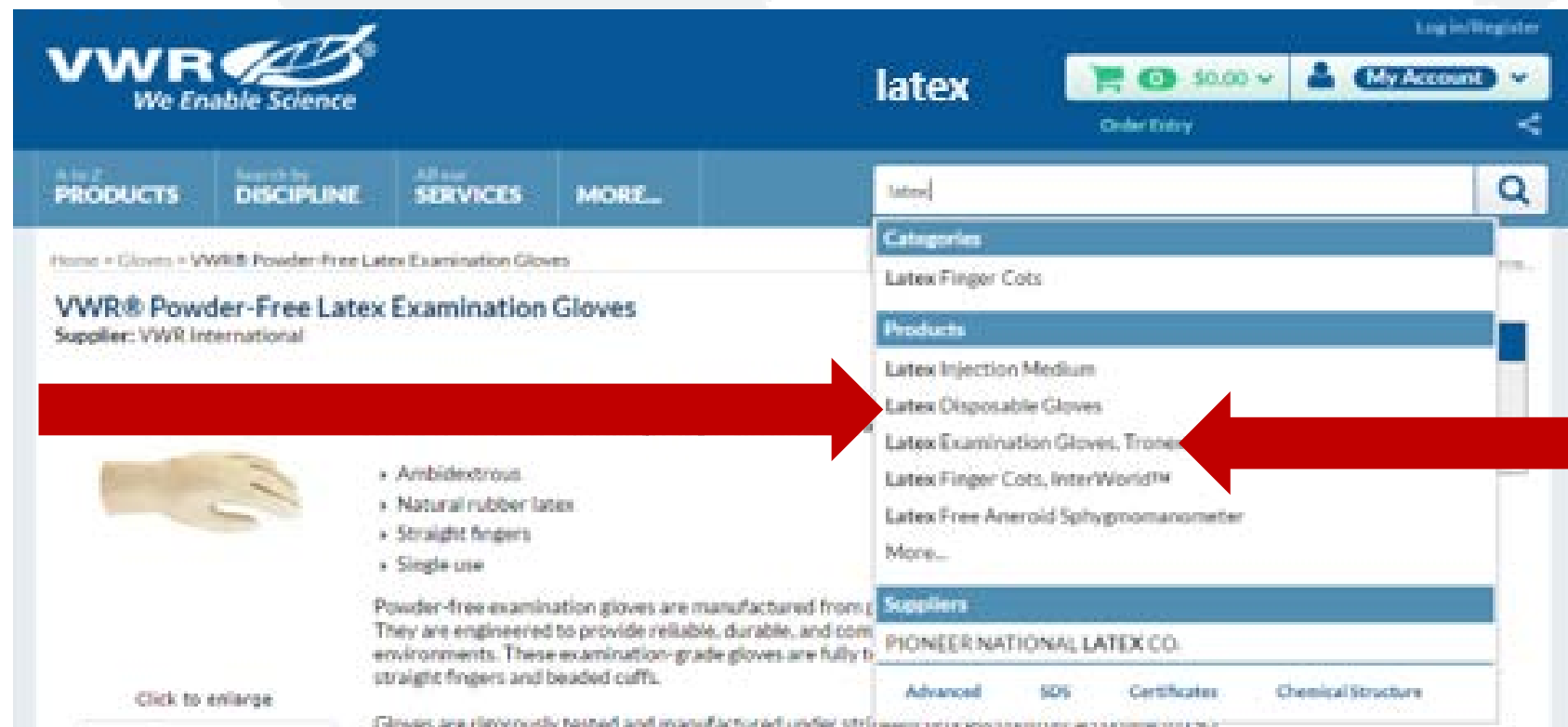| Details	PistoPB78	professional778	convolution	wizardtester	garenb7	rbudi10	AmyVandyken	agailey	inspiraton	seanpinoobers
Total queries	4	1	4	3	2	2	3	3	2	2
Queries Observed	Latex Glove Latex gloves size Latex gloves medium Latex Gloves	Latex glove size m	Latex gloves Medium gloves "Medium latex gloves" Latex gloves	Latex glove Latex glove size m Latex glove	"Latex glove size medium" Latex glove	Latex Glove Size M	Latex gloves size m "Latex glove medium" Latex glove	Latex gloves Medium gloves Medium latex gloves	Latex glove size m Latex glove	Latex gloves M Latex gloves size latex
Last Query	Latex Gloves	Latex glove size m	Latex gloves	Latex glove	Latex glove	Latex Glove Size M	Latex glove	Medium latex gloves	Latex glove	latex
Suggestion Type Chosen	None	None – hit enter	Products	Products **"Latex Disposable Gloves"**	None – Clicked on Products in the blue bar	None – hit enter	Products	Products	Products	Products **"Latex Disposable Gloves"**
Find a Latex Glove Size M?	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No – (only size L)	Yes
Complete the task correctly?	No – abandoned task	No – hit enter	Yes	Yes	No	No – hit enter	Yes	Yes	No	Yes
Result	Abandoned task N/A	Search Results First Search Result Product page	Product page	Product page	Advanced Search Keyword First Result Product page	Search Results First Result Product page	Product page	Product Pages	Product Page	Product Page
Supplier	N/A	Kimberly Clark	Microflex	DIVAL	Kimberly Clark	Kimberly Clark	Tronex	Ansell Healthcare	Sklar – Size L (1)	DIVAL
Watch Clip	Video Clip	Video Clip	Video Clip	Video Clip	Video Clip	Video Clip	Watch Clip	Video Clip	Video Clip	Video Clip

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Key Findings Task Two

Observation: In task two, all ten participants began their search with "latex". When the participant simply typed "latex" the only suggestions to drive to relevant product pages included two Product suggestions: "Latex Disposable Gloves" (DIVAL), and "Latex Examination Gloves, (Tronex)" One participant (seanpinoobers) chose "Latex Disposable Gloves." He expressed it would not be a product, rather a category suggestion, but continued to the Tronex product page anyways and ended his task.

When the next 9 participants extended the query by adding a "g" "latex g" – the suggestions became smaller (3 total), and included Tronex, MCR safety, and Sklar products. The same suggestions persist as the user continues to "latex gl"

*Indicates "Latex Gloves" is a suggestion and VWR is not because of the title.
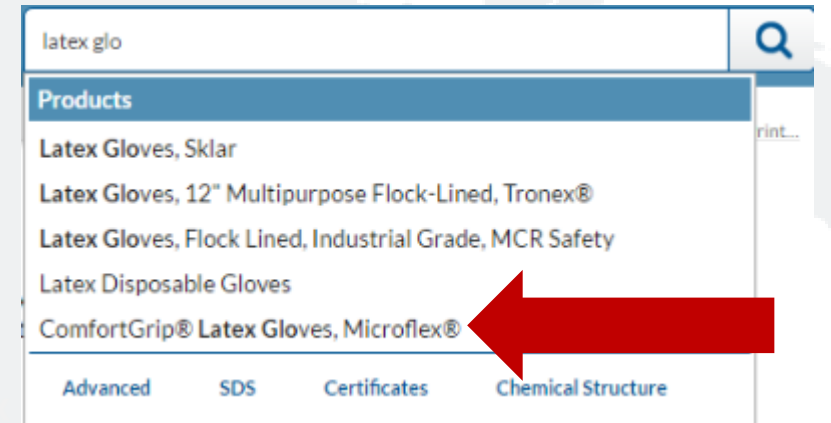
Type Ahead Suggestions
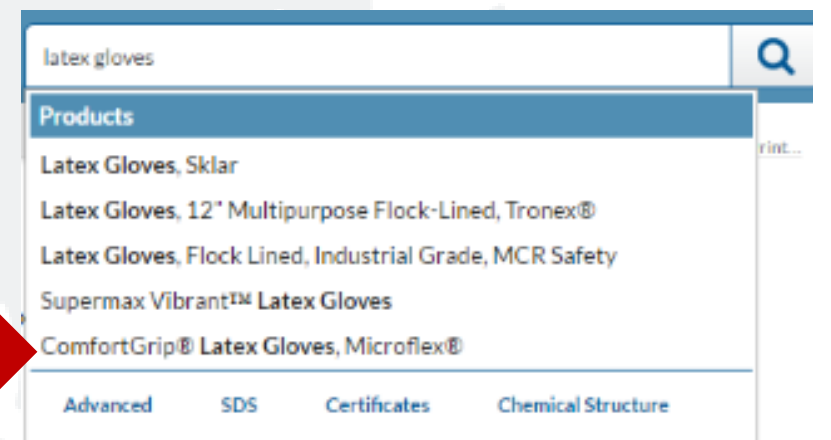
Key Findings Task Two

Observation: Two of six participants chose the product suggestion "Latex Disposable Gloves" and one used "latex" to get there (DIVAL) as indicated on p.8. However, the "Latex Disposable Gloves" product suggestion disappeared if the query became "latex **g**" or latex g**l**" also from p.8. However, the suggestion **"Latex Disposable Glove" re-appeared** when the query became "latex gl**o**." Seven of all ten participants clearly noticed this suggestion aloud, and expressed confusion because other products included supplier names, and "Latex Disposable Gloves" appeared to be a category. In any case, none of the participants used "latex glo" to select a suggestion. However, one of the 6 participants used the term "latex glove" to follow the **"Latex Disposable Gloves"** suggestion. Interestingly, a **new product suggestion appears: "Supermax Vibrant Latex Gloves"**
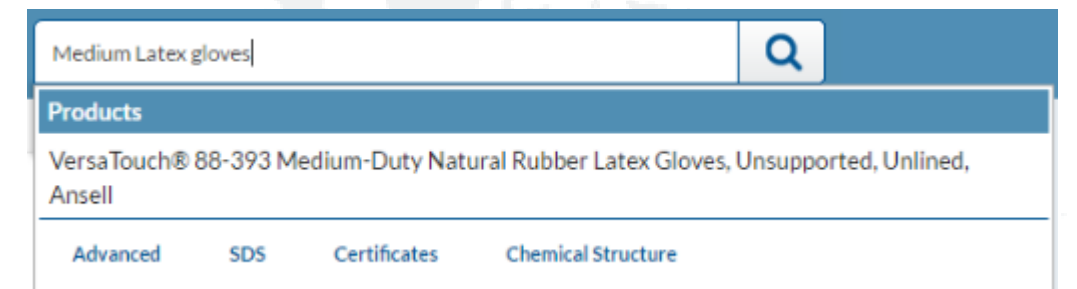
Three of six participants who chose product suggestions used "latex glove" when they finally decided. All three removed a (size attribute) from queries when the suggestions disappeared. When they cleared it back to "latex" then typed "latex gl**o**." - a new (Microflex) product appended to the list and persisted until "latex gloves"

One of the six participants chose the query "latex gloves" after the switch, indicating there is a randomizer re-selecting, or re-starting the suggestions.

One participant used the term "Medium Latex Gloves" and followed the suggestion to the Ansell product but the term "medium" is not used to Reference size, but duty.

Matthew Mondzelewski - Sr. Analyst

Type Ahead Suggestions

VWR Recommendations: (TBD)

1. For high value terms, include VWR product suggestions in the products, or supplier suggestions zone of the feature.

2. Consider another suggestion type in the dropdown called VWR Products, that drive users directly to product pages.

3. Duplicate VWR product pages and change titles that match search terms more consistent with how the suggestion feature logic works today. (See Tronex: Latex Gloves. vs. VWR: VWR)

4. When suggesting higher value search terms in the suggestion feature, apply VAS logic to influence the location of the suggestion. These could be for in-complete terms and complete terms like "latex gl" "latex glove" or "nitril" "nitrile gloves"

5. For terms like gloves, consider applying sales volume to the product suggestions

6. Consider a tactical use of a new supplier suggestion VWR that applies the term "gloves" to specific product pages, like Latex disposable Gloves does today with DIVAL.

Search Term	Total Unique Searches
	698,641 % of Total: 100.00% (698,641)
1. gloves	955 (0.14%)
2. ethanol	733 (0.10%)
3. nitrile gloves	717 (0.10%)
4. 89130-898	596 (0.09%)
5. methanol	566 (0.08%)
6. timer	529 (0.08%)
7. acetone	523 (0.07%)
8. 89130-896	522 (0.07%)
9. water bath	519 (0.07%)
10. beaker	503 (0.07%)

Google Analytics - USVWR - top search terms

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Thank You

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