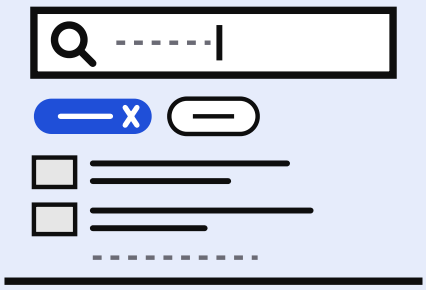
Specialty

Search design

Designs how a person searches and finds things inside a product: the search box, suggestions while typing, the results, the filters and what happens when nothing is found.



In Spanish

Diseño de búsqueda

Origin

Research on search user interfaces (Hearst, 2009); design patterns by Morville and Callender (2010)

What problem it addresses

People searching rarely know the exact name of what they want. If the search only accepts the precise word and returns a long list with no help to narrow it, they give up.

Principles

Help people ask

Suggestions as you type and tolerance for spelling mistakes.

Results that make sense

Each result shows just enough to decide whether to open it.

Narrow without starting over

Filters by category, such as price or size, that combine and come off with one tap.

Never a dead end

If there are no results, offer another word, removing a filter or browsing.

Applications in design

✓ Use it like this

Review what people type into your search and which searches return nothing, and design from there.

✗ Avoid

A search box that only finds exact matches for your internal names.

Don't fall for it

An empty screen that says "No results" and nothing else: always offer a next step.

Connections

Related to

- Information architecture
- UI design

Authors and works

2009	**Marti Hearst**	Gathered research on search interfaces, from how the query is formulated to how results are shown and refined, and how to combine search with faceted navigation.
2010	**Peter Morville and Jeffrey Callender**	Described search design patterns, such as autocomplete, faceted navigation, advanced search and structured results.
2012	**Tony Russell-Rose and Tyler Tate**	Presented search as a journey in which what you find changes what you look for, and explained how to design for different ways of searching.

Sources

Original sources

- Hearst, M. A. (2009). Search user interfaces. Cambridge University Press. View source (https://searchuserinterfaces.com/)
- Morville, P., & Callender, J. (2010). Search patterns: Design for discovery. O'Reilly.

Secondary sources

- Russell-Rose, T., & Tate, T. (2012). Designing the search experience: The information architecture of discovery. Morgan Kaufmann.

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