"INTRODUCING SWIPING ACTION IN THE SEARCH RESULT PAGE FOR REALTIME REFINEMENT"

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Recommended Citation
Ye, Xinchen, "INTRODUCING SWIPING ACTION IN THE SEARCH RESULT PAGE FOR REALTIME REFINEMENT", Technical Disclosure Commons, (August 24, 2016)
http://www.tdcommons.org/dpubs_series/263

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INTRODUCING SWIPING ACTION IN THE SEARCH RESULT PAGE
FOR REAL-TIME REFINEMENT

ABSTRACT

A system and method are disclosed to select or eliminate search results by introducing swiping action in the search result page on a mobile device. Swiping away one or more irrelevant search results allows previously hidden results to become visible, thus enabling faster navigation through the search. The interaction afforded with the search results provides direct feedback on user preferences and allows real-time refinement of the search results by the search engine. The method can also be combined with search preferences according to past queries or similar queries by other users using collaborative filtering concepts. The system and method disclosed thus provide a faster and better search experience on a mobile device.

BACKGROUND

Currently, a search application on a mobile phone cramps results on a small screen that relies on users to scroll down and find the content they want. However, scrolling up and down could be very tiring and time consuming, particularly if the desired results are scattered on the search result page. Users cannot provide real-time feedback on the search result page to indicate their preference for the search results. The result remains static when the user views the search result page. The disclosure presents a technique for a user to select or eliminate results from a search query on a mobile device.

DESCRIPTION

The disclosure presents a system and method to select or eliminate search results by introducing swiping action in the search result page for real-time refinement specific to mobile
application. An example of implementation of the method is illustrated in FIG. 1. In FIG. 1, four search results marked A, B, C and D are displayed. The system allows one or more of the search results, in this case C, to be swiped off, and a previously hidden result E is now made visible. Using the present method, the user can therefore swipe off irrelevant search results. Through the swiping action, the search engine obtains feedback about a user's preferences, which can be used to retrieve better results in real time.

FIG. 1: Swiping action for interacting with search results on a mobile device

The system and method allow faster navigation through search results than existing methods. Search queries often return multiple pages of results, and other than the first one or two pages, the later results usually are less relevant, and a user may be discouraged from reading further. If the user can dismiss the results that are not needed, swiping away irrelevant results can allow space for new results to become visible, thus enabling faster navigation through the search results.
The disclosed method encourages users to interact with the results by eliminating unwanted results, which can make visible new, possibly more relevant results based on the user's swiping action. This method allows a search engine to obtain direct user feedback to improve approximation of user intention. The system and method illustrated can also be combined with search preferences according to past queries or similar queries by other users using collaborative filtering concepts. The method thus provides a faster and better search experience on a mobile device.