

Contents

1	Introduction	1
1.1	Motivation	4
1.2	Context of this Thesis	8
1.3	Challenges	9
1.4	Contributions	11
1.5	Thesis Structure	14
2	Problem Statement	17
2.1	Introduction	17
2.2	Personas	18
2.2.1	The Searcher	18
2.2.2	The Developer	19
2.3	Scenarios	19
2.3.1	Scenario #1: Tracking Interactions	19
2.3.2	Scenario #2: Split Testing	20
2.3.3	Scenario #3: Analyzing Interactions	21
2.3.4	Scenario #4: Result Relevance	22
2.4	Summary	23
3	Proposed Solution: Search Interaction Optimization	25
3.1	Introduction	25
3.2	Web Interfaces	26
3.3	Usability	26
3.3.1	A Definition of Usability	26
3.3.2	Usability vs. User Experience	27
3.3.3	Usability vs. Relevance	28
3.4	Solution Concept	29
3.4.1	Point of Departure	29
3.4.2	The Search Interaction Optimization Toolkit	30
3.4.3	Search Interaction Optimization as a Methodology	31
3.4.4	Relation to Evidence-based Computing	34
3.5	Summary	37
4	Inuit: The Interface Usability Instrument	39
4.1	Introduction	39
4.2	State of the Art	40
4.3	Assessment of Status Quo in Industry Context	42
4.4	Items of INUIT	43
4.5	1 st Iteration: Guideline Reviews	44

4.6	2 nd Iteration: Expert Interviews	46
4.7	Confirmatory Factor Analysis	48
4.7.1	Method	48
4.7.2	Results	49
4.7.3	Demo	49
4.8	INUIT as a Part of the SIO Toolkit	49
4.9	Discussion & Summary	49
5	Usability-based Split Testing	53
5.1	Introduction	53
5.2	State of the Art	54
5.2.1	User Interaction Analysis	54
5.2.2	Website Checking	55
5.2.3	A/B Testing	56
5.2.4	Metrics-based Approaches to Usability Evaluation	56
5.2.5	Website Analytics	57
5.3	Assessment of Status Quo in Industry Context	59
5.4	Motivating User Study	61
5.4.1	Method	62
5.4.2	Results	64
5.4.3	Implications	65
5.5	Proposal for Usability-based Split Testing	66
5.5.1	Component-based Interaction Tracking	66
5.5.2	Interaction-based Heuristic Rules for Usability Evaluation	67
5.5.3	Leveraging Usability Models	67
5.6	WaPPU: Was that Page Pleasant to Use?	68
5.6.1	Interaction Tracking	69
5.6.2	Usability Judgments	71
5.6.3	Context-Awareness	71
5.6.4	The WaPPU Dashboard	72
5.7	Discussion	73
5.8	WaPPU as a Part of the SIO Toolkit	73
5.9	Summary	75
6	S.O.S.: The SERP Optimization Suite	77
6.1	Introduction	77
6.2	State of the Art	78
6.3	Limitations of WaPPU	81
6.4	Best Practices for SERP Usability	82
6.4.1	'Find' Phase	82
6.4.2	'Fix' Phase	85
6.4.3	'Verify' Phase	85
6.5	The SERP Optimization Suite	86
6.5.1	The Final Catalog of Best Practices	86
6.5.2	Extending WaPPU with the Catalog	91
6.6	Discussion	91
6.7	S.O.S. as a Part of the SIO Toolkit	93
6.8	Summary	94

7	From TMR to Turtle: Predicting Result Relevance from Mouse Cursor Interactions in Web Search	95
7.1	Introduction	96
7.2	State of the Art	98
7.2.1	Evaluation	98
7.2.2	Optimization	100
7.3	Assessment of Status Quo in Industry Context	102
7.4	TellMyRelevance! From User Interactions to Relevance Models	104
7.4.1	User Interaction Tracking	104
7.4.2	Raw Data Processing	105
7.4.3	Mouse Feature Extraction	106
7.4.4	Relevance Model Generation	108
7.4.5	Initial Evaluation	108
7.4.6	Discussion	111
7.5	StreamMyRelevance! Streaming Interaction Data for Learning Relevance Models	112
7.5.1	Client-Side Interaction Tracking	114
7.5.2	Preprocessor	115
7.5.3	Interaction Features Processor	116
7.5.4	Classification Processor	117
7.5.5	Discussion	120
7.6	TMR & SMR as a Part of the SIO Toolkit	122
7.7	Summary	123
8	Evaluation	125
8.1	Introduction	125
8.2	Front End	126
8.2.1	Method	126
8.2.2	Assessment of Original SERP	127
8.2.3	Redesign	128
8.2.4	Assessment of New SERP	131
8.2.5	Secondary Contexts	131
8.2.6	Usability Models Learned by WaPPU	132
8.2.7	Key Findings of the User Study	134
8.2.8	Discussion	136
8.3	Back End	136
8.3.1	Effectiveness	137
8.3.2	Efficiency, Scalability and Robustness	143
8.3.3	Discussion	144
8.4	Minor Contributions	146
8.5	Summary	147
9	Conclusions	149
9.1	Overview	149
9.2	Our Toolkit as an Implementation of the Search Interaction Optimization Methodology	151
9.3	Contributions	153
9.4	Discussion	154

9.5 Outlook	156
Bibliography	159
Appendices	171
A Inuit: The Interface Usability Instrument	173
A.1 Guideline Reviews	173
A.2 Expert Interviews	176
B Usability-based Split Testing	177
B.1 Noteworthy Correlations	177
C S.O.S.: The SERP Optimization Suite	181
C.1 SERP Reviews	181
D From TMR to Turtle: Predicting Result Relevance from Mouse Cursor Interactions in Web Search	185
D.1 Initial Evaluation of TellMyRelevance!	185
D.2 StreamMyRelevance! Algorithm	187
D.2.1 Client-Side Interaction Tracking	187
D.2.2 Preprocessor	188
D.2.3 Interaction Features Processor	189
D.2.4 Classification Processor	190
E Evaluation	191
E.1 Front End	192
E.1.1 Instructions (German)	192
E.1.2 Demographic Questions (German)	193
E.1.3 Results of Feature Selection Process	194
E.2 Back End	196