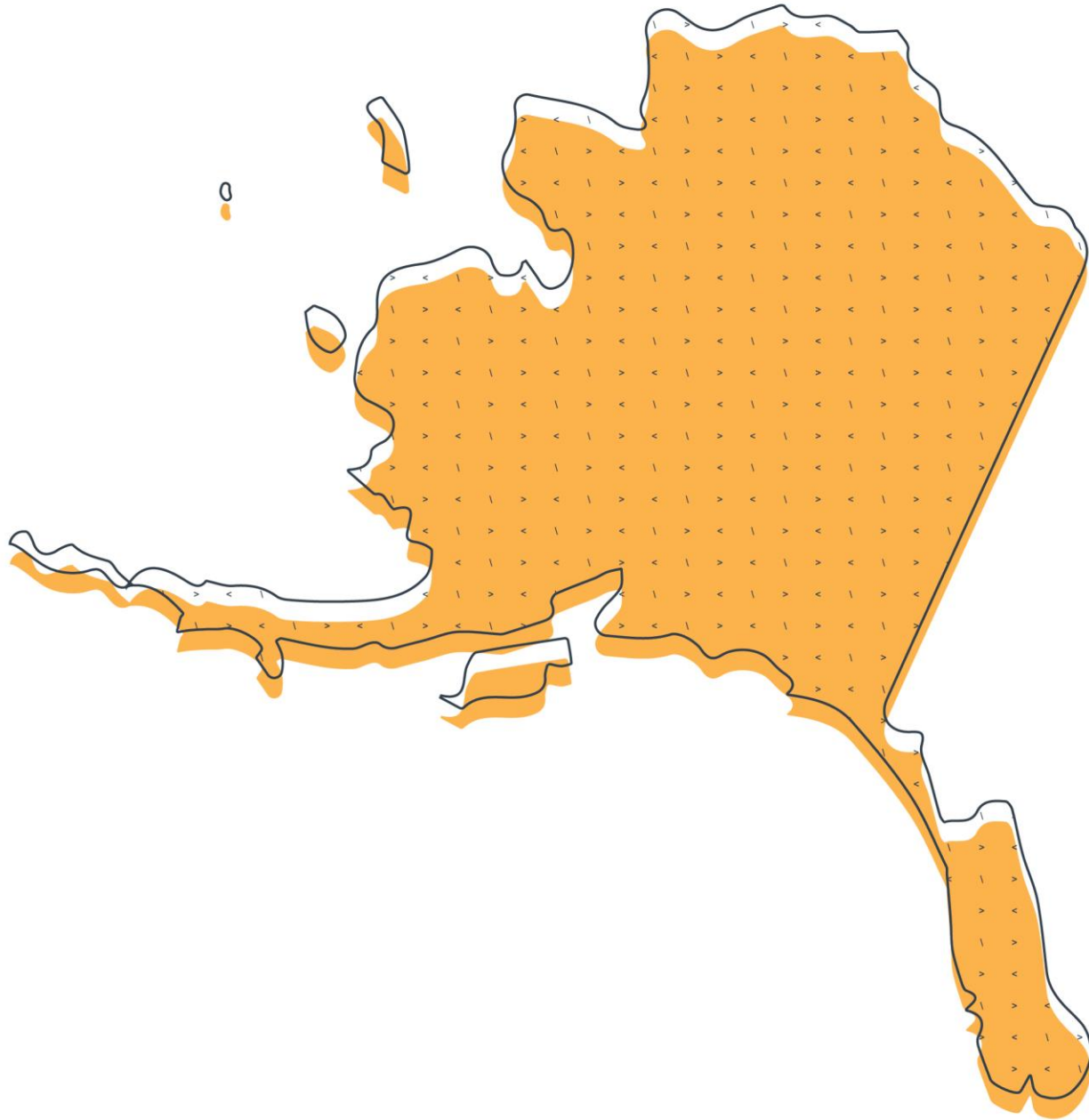


The Artificial and Intelligent Future of Search Q



About Me

@vcmonkey

<https://www.highmonkey.com/blog>

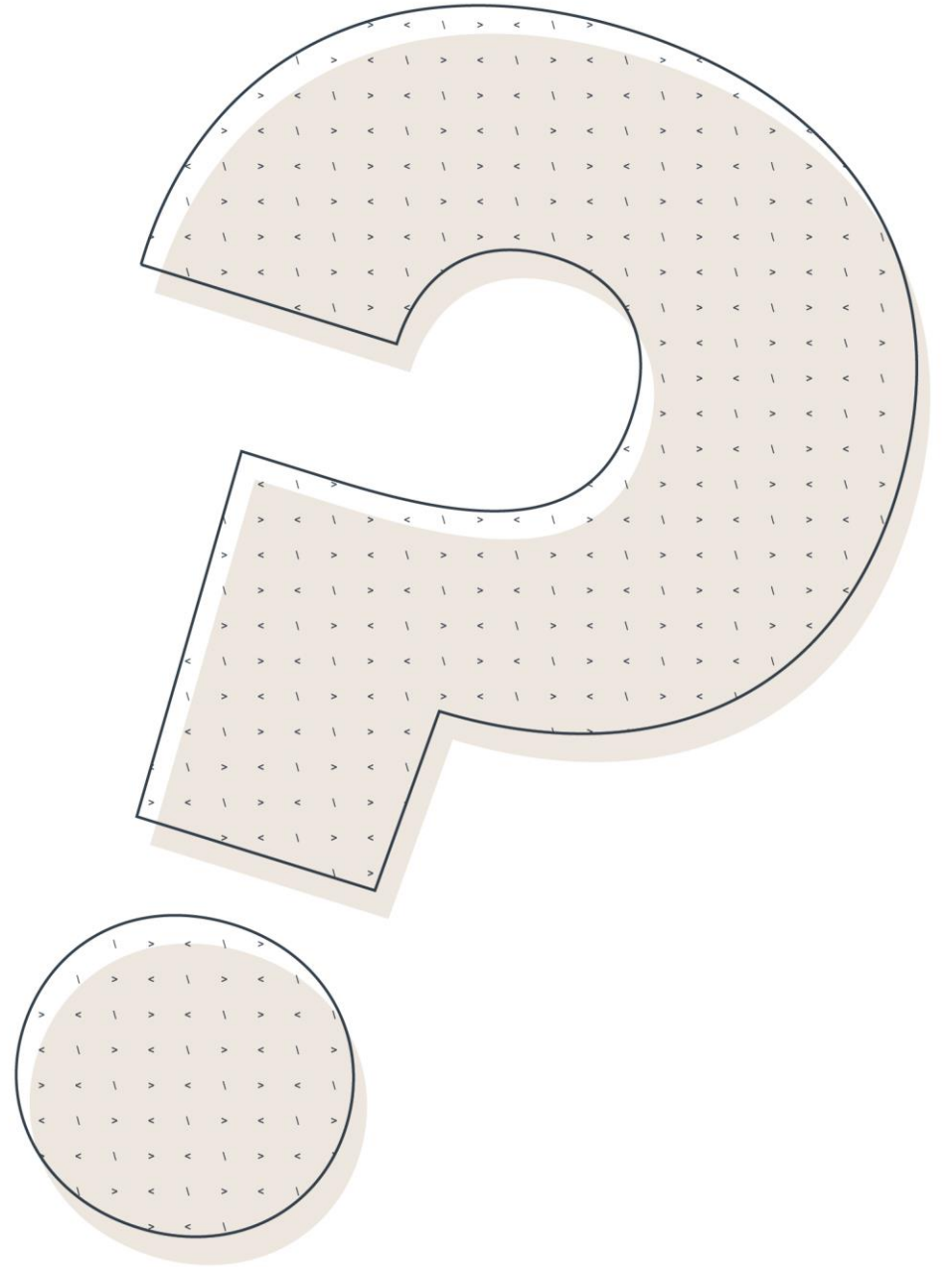
- Originally from Alaska
- Celebrating 21+ years of business
- Been reimagining websites since 1998
- Been digitizing the workplace since 2001
- User Experience Aficionado

Agenda

The challenges

Understanding

How can we prepare?



User asks question...



MAGIC
happens



User gets Answer!

How people

THINK

**your search
should work**

**THE
CHALLENGES
of
SEARCH**



Top 5 search pain point

#1 YOU HAVE TOO MUCH STUFF

- You add content, but never remove
- Everyone's stuff is most important, so you put it all on the top
- You love PDFs
- You have no governance



Top 5 search pain point

#2 YOU DON'T KNOW YOUR PEOPLE

- You don't look at analytics
- If you do, you don't look at what's important
- You based search adjustments on your beliefs



Top 5 search pain point

#3 YOU TALKED ABOUT SEARCH LAST

- Search was put in place after the [insert digital investment] was done, and only mentioned before
- Your content was not influenced by search



Top 5 search pain point

#4 YOU THOUGHT DESKTOP ONLY

- Often mobile or other alternate mediums are an afterthought
- You don't even understand voice search



Top 5 search pain point

#5 YOU HAVE TOOL ENVY

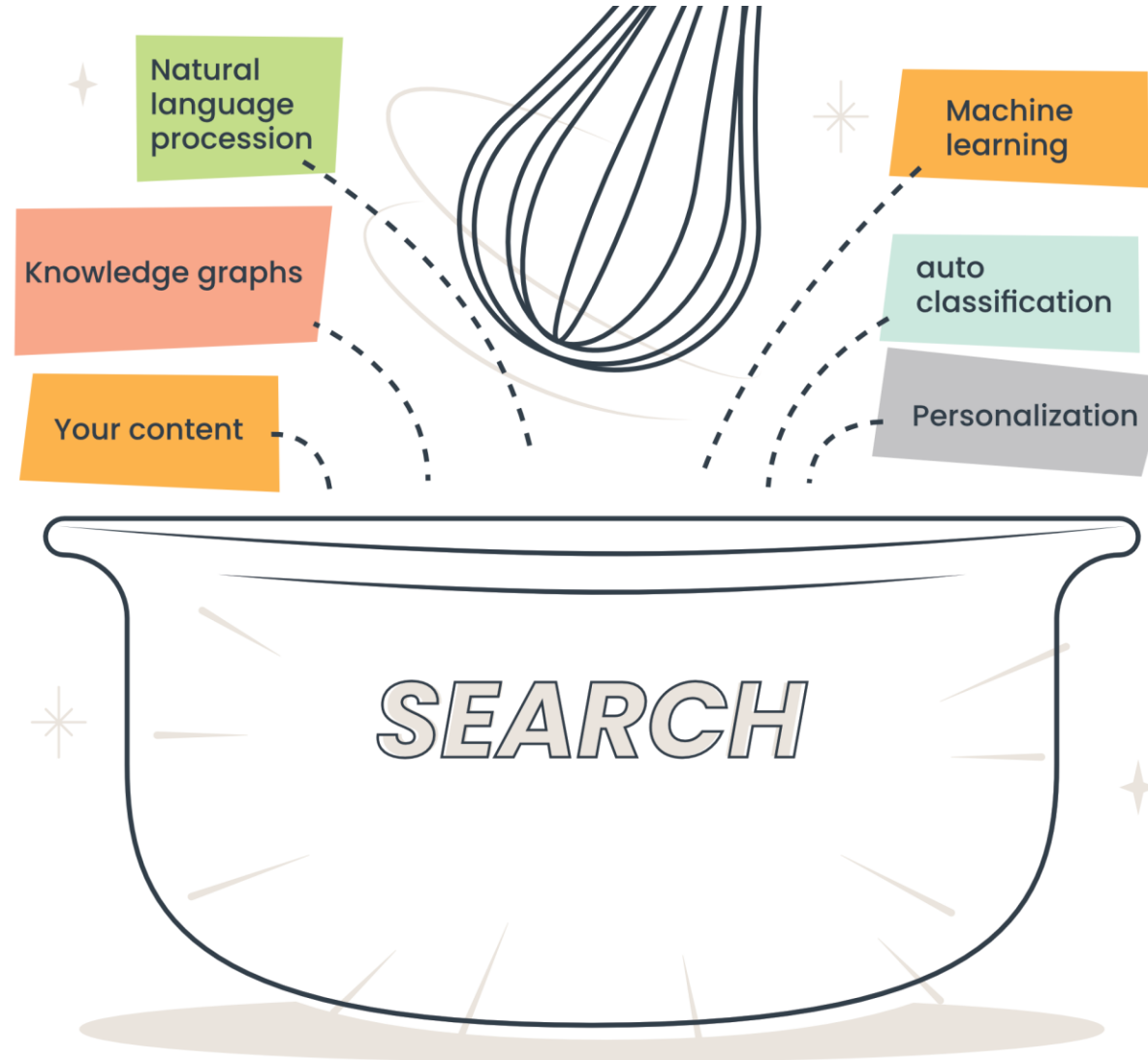
- Most tools are chose by features and not needs
- You have to understand your content first. What do you want to accomplish?



UNDERSTANDING ARTIFICIAL *INTELLIGENCE*



WHAT IS ARTIFICIAL INTELLIGENCE?



Natural language processing

UNDERSTAND US BETTER

- Cognitive services
 - Luis.ai
- Speech recognition
- Dialect / accent cues
- Spelling



Machine learning

UNDERSTAND HOW WE
CONNECT

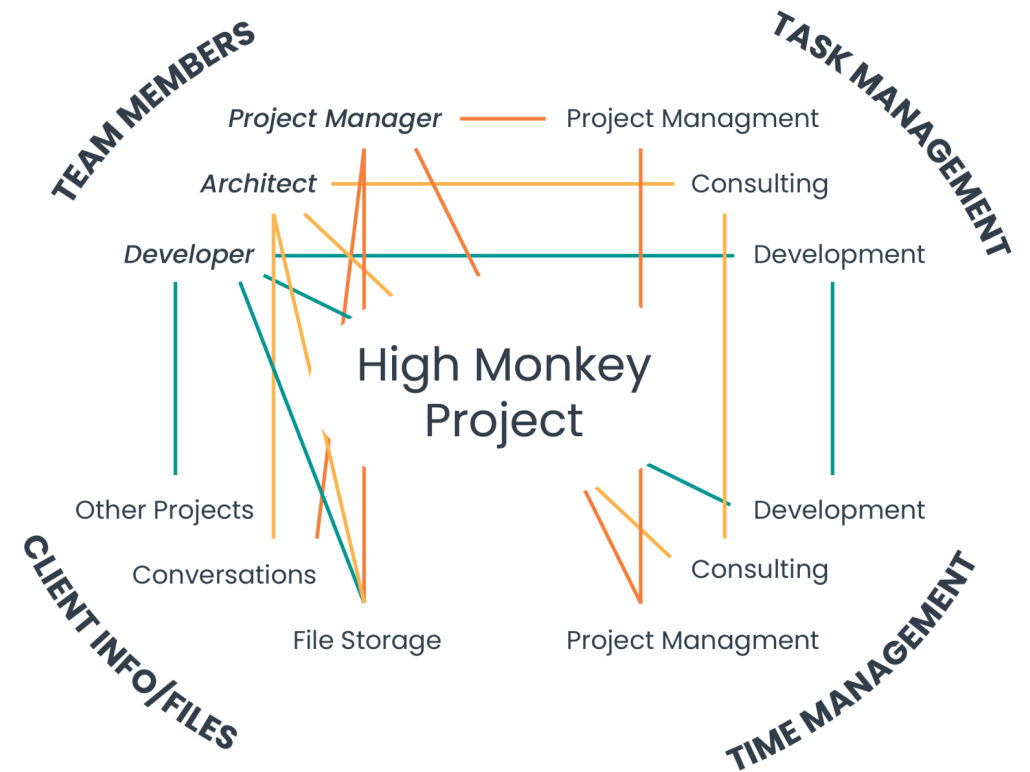
- Semantic search
- Synonym / acronym recognition
- Understand context



Knowledge graph

UNDERSTAND OUR CONNECTIONS

- How our information fits together
- Provide more effective connected search



Auto classification

UNDERSTAND OUR WORDS

- Content chunking
- Topic extraction



Personalization

UNDERSTAND WHO YOU ARE

- Results on past history
- Results based on other activities
- Results based on demographics

Louis Mullo – HVAC Mechanic
55 Year Old Caucasian Male

Louis is 55 years old and works as a HVAC supervisor with Lennox. Louis has been working in HVAC since he was 18 years old in an apprenticeship with his dad.

After graduating high school, Louis attended North Seattle College to get his HVAC tech certificate. He's worked in Spokane, Yakama, Walla Walla, and Olympia but wants to settle down with his wife near his brother in Spokane.

Lennox has promised Louis a promotion if he completes a 2-year degree in management. Lennox will even pay for his classes and wants him to get started right away.

FAMILY SIZE

FAMILY INCOME \$37,000

EDUCATION HS Diploma; HVAC tech certificate

NEEDS & GOALS Wants to pull out of field work and go into management; wants to settle near family

HABITS (BEHAVIORS) Hardworking, familiar with technology through work but doesn't use much personally

MOTIVATIONS Get a college degree to get promoted to retire securely with family

SOCIAL MEDIA USE

HIS RESEARCH
Louis hasn't been in a classroom since he was a teenager but does use a computer to email with his family and check the weather. But Louis has always wanted a college degree and wants a job where he can retire from in another 10-15 years, so he has motivation to complete this degree. Unfortunately, Louis doesn't know how to get started.

Louis thought about what was worrying him and made a list. Here's what he came up with:

1. What do I need to do before I enroll in my first class?
2. Do I have to sit in a classroom or can I do some things online?
3. Do people really have time to work their job, attend classes, and still have a life?
4. I've learned a lot in my job, does that count for anything?
5. What are the specific costs?
6. Who can help me decide which management program is right for me?

HOW HE CONNECTS

Potential pitfalls

PRACTICAL

- Its not all auto-magic, so it will still take time
- Testing will need to be more extensive, to prevent AI from getting it wrong
- Skillsets need to be re-set

PHILOSOPHICAL

- AI might become smarter than you, but smart enough?
- Can search intelligence really get around crappy content?
- Everything will become EVERYTHING (when it too much, too much)

**HOW
CAN WE
*PREPARE***



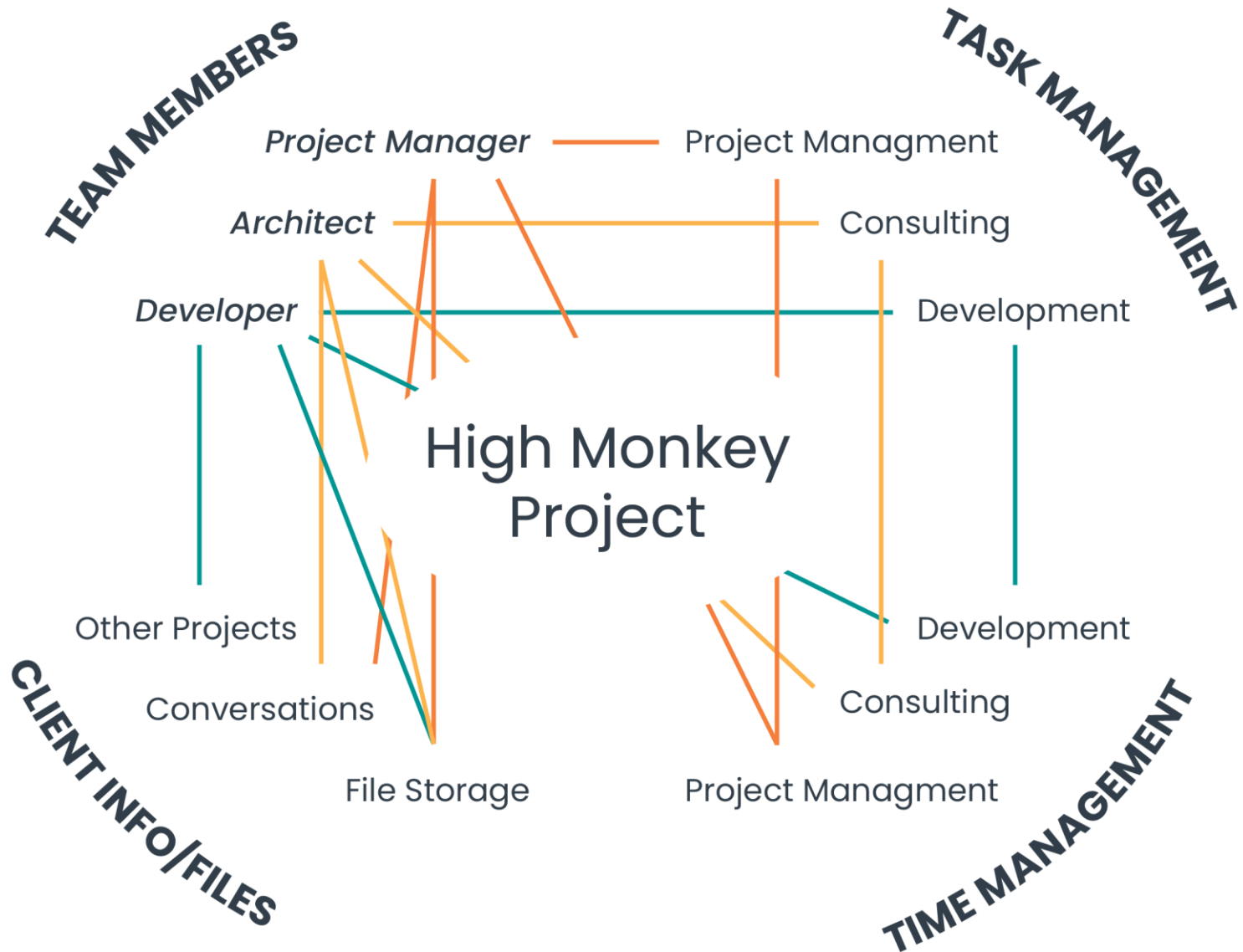
Make sure your content is better



Search still relies on:

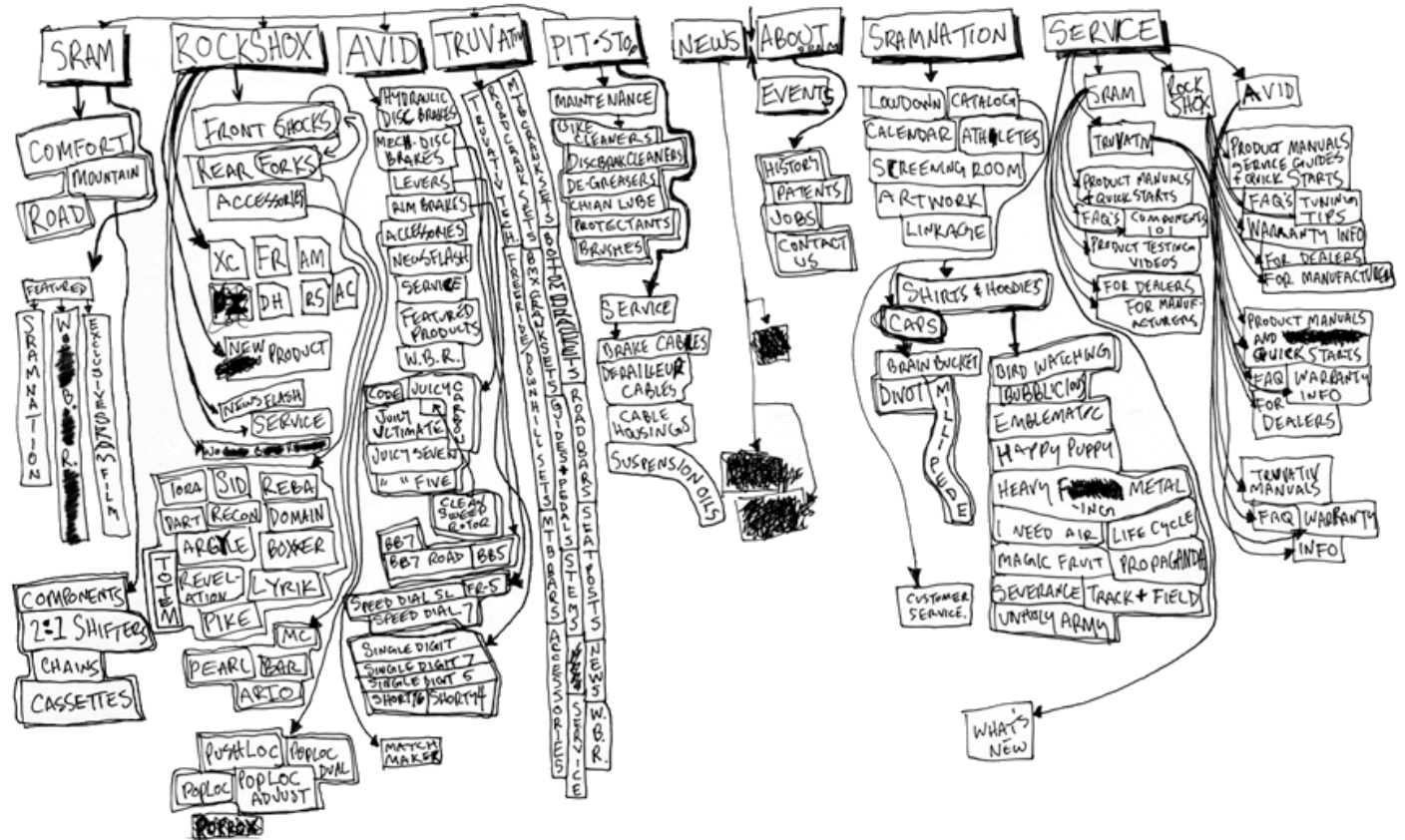
- Count of search words
- Good metadata
- Time and effort to create and keep clean

Understand your semantics



Make sure your structure is good

- Contextual search relies on good context



Make sure search is part of your strategy

- Search should be included in every discussion
- Balance business process against findability needs
- Plan content, metadata and structure upfront



TOOLS TO USE



As of August 2019

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QUESTIONS?

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