swiftype CASE STUDY

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IMPROVING THE USER EXPERIENCE THROUGH SEARCH

As part of a larger department, NYU Libraries defaulted to the search tool implemented by their parent organization.

"Nyu.edu uses Google Site Search, so we were using that as our library's site search," explained Nadaleen Tempelman-Kluit, Head of User Experience at NYU Libraries. "We didn't have a lot of ability to customize the search, so we wanted to move away from that and get our own solution. We wanted to have more control."

MORE CONTROL IN NO TIME

Before moving to Swiftype, the team didn't have much control over search and virtually no insights, so they didn't know what they were missing. Working with their CMS vendor, NYU Libraries was able to deploy Swiftype in just one day, which opened the floodgates and exposed the analytics they were wanting.

"We didn't know all of the things we could do until we deployed Swiftype," said Nadaleen. "We wanted to gather data to improve both the search experience and how we were presenting our content to the users."

AN OPPORTUNITY TO UNDERSTAND USERS AT A DEEPER LEVEL

Swiftype's analytics gave Nadaleen an opportunity to learn about and improve the user experience. The flood of insights enabled them to see how users were searching, when they were and weren't finding results, and the terms used. This helped better understand users and make changes that would improve search results.

For example, they now had the power to add synonyms for popular search terms with unusual spellings, such as "E-ZBorrow" service, "Swiftype's synonym insights are great," she said. "I can look at queries, see what people are searching for and what words they're using, then add those keywords to our site."

MAKING SURE USERS FIND WHAT THEY'RE LOOKING FOR

Now with a better search experience and a more prominent placement, search usage has increased significantly. But more than just the metrics, it's the basics they were previously missing that's really helped them improve the overall user experience.

"(It) sounds basic, but I'm looking for the percentage of people who succeed in finding something," Nadaleen concluded. "As the head of user experience, that's incredibly valuable to me. When I see queries where people didn't find something, I want to jump in and resolve that."