

The Information Company[™]

WWW Search Updates

Rebranding – OTR 12415

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Purpose

This document outlines the rebranding components and demonstrates where they can be applied to the search pages supporting search for WWW website.

In addition to rebranding steps is a <u>Usability section</u> with suggested changes that may improve a visitor's search experience.

The search journey begins when a site visitor clicks the "search icon" in the upper right of the header on pages found at <u>http://www.opentext.com/</u>.

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This opens a search box for typing a query.

open	text [®]					Search OpenText	×
What we do	Who we are	Videos	Customer stories	Support	Events and webinars	cem	Go
						X A As	llh. \



Tapping the "Go" button (or hitting enter/return key) directs the visitor to the WWW instance of OpenText Semantic Navigation [WWW Search site] "**Search Result**" page.

Reference Files

All changes are mocked up using the existing CSS and HTML as downloaded from the current production site. These files should be referenced when evaluating and implementing the requested changes.

Download the package here: <u>https://jira.opentext.com/secure/attachment/1181372/1181372_search-rebranding.zip</u>

Search Result page: results.html

No Results page: no-results.html

Search Result Page

Example URL, query term cem: http://otc.saas.nstein.net/opentext-en/search?_setlocale=en&q=cem

Hidden Changes

1) **Page title:** Change from "Open Text Semantic Navigation : searchTerm" to "Search OpenText : searchTerm"

<title>Search OpenText : cem</title>

 CSS order: Move nav_footer.css reference above fix.css reference; this allows any custom CSS rules in fix.css to properly supersede all other CSS rules

```
<link rel="stylesheet" type="text/css" media="screen"
href="/themes/ot/css/nav_footer.css" />
<link rel="stylesheet" type="text/css" href="/themes/ot/css/fix.css" />
```

- 3) **CSS files**: Replace every CSS file with updated versions:
 - color.default.css
 - fix.css
 - grid.onekbgrid980.css
 - nav_footer.css
 - reset.css
 - skin.opentext.css
 - ui-element.general.css
- 4) **CSS image file paths**: Update any image URLs in CSS files to the appropriate image directory on the OTSN server

5) **Social media sprite**: Add new image—referenced in *nav_footer.css*—to the OTSN image directory; this supports the social media links found in the new footer

background-image: url("social-media-sprite.png");

6) Old code: Remove the block of WebTrends tracking code

Visible Changes

OPENTEXT " WHAT WE DO WHO WE ARE	VIDEOS CU	STOMER STORIES COM		EVENTS AND WEB	Global ▲ Global Australia
Type • Web Page 2	Home, Search	ch Resu	t	Related doc > Gartner Magic C For ECM	Australia Belgium Brasil Deutschland
Sites - www.opentext.com (2) Sub-section	You search for (All Who We Ar	cem) AND (section:"Who We Are	ch) returned 2 results - Clear	Gartner Magic C CCM OpenText Name Gartner 2016 M Quadrant for ECC OpenText Posit Leader Again in	France Ireland 日本 Luxembourg Netherlands
Copyright, Trademarks and Liability (1) • History (1)	Results : 1 - 2 of History 2012 www.opentext.co offering. Outline information by lev Management (C	New Zealand Norway Sweden United Kingdom Bin Terms and			
	OpenText Ag www.opentext.co for ECD Softwa Lizenzmodellanl Russian/English Software Mainter	ithor at der 8.1 Customer			
HAVE A QUESTION? TOP \$800-499-6544	PRODUCTS & UTIONS	SUPPORT & LEARNING Customer Support	POPULAR Company	WE'RE INFOR You can be too	MATION EXPERTS.

Events

Investors

Blogs & Communities

Customer Stories Find an Office Location Learn how Enterprise Information Management (EIM) can help you.

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Figure 1: Current Search Result page with changed areas highlighted

Digital Asset Management

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Content Management

Legal Solutions Financial Services Solutions

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- 1) Sites dropdown list: Update HTML for entire list
- 2) Global navigation: Remove "Communities" list item and link

Training

3) Breadcrumb row: Remove breadcrumbs entirely



- 4) Page heading: Change "Search Result" from <h2> to <h1>
- 5) Trailer/Footer region: All HTML for this region is updated; replace entirely
- 6) Other visible changes rendered with CSS

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What we do Who we are M	ideos Customer stories Support Even	s and webinars	Global	
			Australia	
			Deutschland	
Applied filters	Search Result		REL/ France	
Products		Sear	custor 日本	
Tupo		Sea	mana Sverige	
Туре	You search for cem returned 239 results -	Clear	Open United Kingdom	a
Blog 141			Blogs - Page 2 of 49	
 Web Page 98 	ALL ARCHIVES VIDEOS WHAT WE DO AUTH	IORS EVENTS AND WEBINARS WHO WE AR	Customer Service Archit	ves
blogs.opentext.com (141) www.opentext.com (98)	Cem Archives blogs.opentext.com / Archives / Blog First Previo	us <mark>1</mark> 2 3 4 5 6 7 Next	Management Archives - of 13 Customer Success Arch HP	Page 4
Latest Blogs	Learn More		Contact Open Text	
Read More at blogs.opentext.com	Company	My Support	Contact form	
	Careers	EDI Basics	Contact Ionn	
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o copyright 2017 Opentext Colp.1	ni rugins reserved. Privacy Policy Cookie Policy			

Figure 2: Rebranded Search Result page

Additional visual elements may need updating as a result of QA testing.

Issues

1) Misspelling under search box: You search for cem returned 239 results

Action: Update "You" to "Your"

Search Result



2) There are continuity problems when drilling down into sections and sub-sections.

Step 1: Search for "vignette"; 56 results returned

Туре	Home > Search
Blog 35	Search Result
Web Page 21	Search
Sites	You search for vignette returned 56 results - Clear
blogs.opentext.com (35)	All Archives What We Do Customer Stories Analytics Authors Who We Are
www.opentext.com (21)	
Sub-section	Results : 1 - 10 of 56
Blog (35)	Vignette Training Offerings

Step 2: Select the "Authors" section tab; 1 result returned. Other section tabs disappear.



Туре	Home > Search
Blog 1	Search Result
Sites	Search
 blogs.opentext.com (1) 	You search for vignette returned 1 results - Clear
Sub-section	All Authors tabs missing
• Blog (1)	Results : 1 - 1 of 1
	OpenText, Author at OpenText Blogs - Page 10 of 49
	blogs.opentext.com / Authors / Blog

Step 3: Select the "Blog" sub-section filter. The text below the search box updates to "You search for ((vignette) AND (section:"Authors")) returned 1 results"; I would expect that text to update when I selected the "Authors" tab.

Applied filters	Home , Search
8 Blog	Search Result
Sites	Search
blogs.opentext.com (1)	You search for (vignette) AND (section:"Authors") returned 1 results - Clear
	All Authors
	Results : 1 - 1 of 1

Step 4: Remove the "Blog" filter, then select the "All" tab; expectation is to see all search results again (56). Shows 1 result.

Туре	Home > Search
- Blog 1	Search Result
Sites	Search
blogs.opentext.com (1)	You search for (vignette) AND (section: "Authors") returned 1 results - Clear
Sub-section	All Authors
· Blog (1)	Results : 1 - 1 of 1
	OpenText, Author at OpenText Blogs - Page 10 of 49



Note: *If no filters are applied then removed*, selecting the "All" tab returns the original results set (56).

No Results Page

This page is returned when no query term is specified in the URL:

http://otc.saas.nstein.net/opentext-en/search? setlocale=en&g=

Hidden Changes

All hidden changes specified for the "Search Result" page apply to the "No Results" page; there are no additional updates.

Visible Changes

All visible changes specified for the "Search Result" page apply to the "No Results" page. Additional changes below.



Figure 3: Current No Results page with changed areas highlighted

- 1) Page heading: Change "No results were found using your search criteria." from <h2> to <h1>
- 2) All other visible changes rendered with CSS





Figure 4: Rebranded No Results page

Additional visual elements may need updating as a result of QA testing.

Issues

1) The help text includes "and choose the language you want to search in." but there is no way in the UI to choose a language.

Action: Either remove this text or implement the language selection.

2) Translated languages exist but are not accessible through the UI.

Example: http://otc.saas.nstein.net/opentext-en/search?& setlocale=fr

Question: How are these triggered? Are they used? The search boxes on all WWW locale sites, e.g. <u>www.opentext.fr</u>, do not submit search queries with locale specified, default is English.

```
<form role="search" action="//otc.saas.nstein.net/opentext-en/search/">
```

Applying a locale manually to the URL displays translations but they are very out of date.





Action: All the translations for header and footer need updating if we are going to support localization. Example for FR header:

- Notre savoir-faire
- Notre société
- Vidéos
- Références
- Support
- Événements et webinaires

Of the locales supported on WWW, there are support translations for **fr** and **de** only. Some locales—<u>including nl</u>, be, fi, no, si, uk—have placeholder text.

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OT.HEAD.1	OT.HEAD.2	OT.HEAD.3	OT.HEAD.4 OT.HEAD.5	OT.HEAD.6	OT.HEAD.7	111	V all
			coo roculton	ago porosul	Ito		
			sss.resultspa	ge.pleaseenter	115		
						sss.form.search	
			sss.indexpa	age.intro_first			
			sss.indexpage sss.indexpage.intro_third www.o	e.intro_second opentext.com/semai	ntic-navigation		



Action: Locales without translations need to be disabled.

3) Localized site search (e.g. searching the contents of domain <u>www.opentext.fr</u> only) exists but is not accessible through the UI.

French: http://otc.saas.nstein.net/opentext-fr/search/theme/ot? setlocale=fr&q=cem

Туре	Accueil > Recherche
Press Release 215	Résultats de la
• page Web 91	recherche
Sites	
www.opentext.fr (306)	Rechercher
Sous-section	Votre recherche pour <i>cem</i> a retourné 306 résultats - Effacer
Press Releases (51)	
Figure 6: FR site search	results
German: <u>http://otc.saa</u>	as.nstein.net/opentext-de/search/?_setlocale=de&q=cem
Тур	
Press Release 141	Suchergebnisse
• webseite 99	Curcha
Sites	Ihre Suche nach <i>cem</i> ergab 240 Treffer - Zurücksetzen

www.opentext.de (240)	Alle	Who we are	Videos	Was wir tun	Who We Are	What we do	Events and webinars
Untersektion	_						
Press Releases (49)	Ergebr	nisse : 1 - 10 v	on 240				



Question: Is this used? The search boxes on all WWW locale sites, e.g. <u>www.opentext.fr</u>, do not submit search queries with localization specified, default is .com content.

Action: If this is going to be used, the section tabs should display the correct translations; otherwise, disable it.

Lots of bad data when searching the .fr and .de domains, for example look at the results of the "<u>Press Releases</u>" sub-section.

4) If a search query returns no results, and then I click one of the tags in the tag cloud, I don't get any search results. My expectation is that I would be taken to the search results page **for the tag** I clicked.



Instead, the original URL query has the tag cloud query appended to it—there doesn't seem to be a situation where this would ever return results.

http://otc.saas.nstein.net/opentext-

<u>en/search?</u> <u>setlocale=en&g=walrus</u>&fq[]=otca_topics%3AInformation+Technology&tagname=Inf</u> <u>ormation%20Technology</u>

If I then type a new search term in the search box, that query fails too because it gets appended to the tag cloud query.

http://otc.saas.nstein.net/opentexten/search?_setlocale=en&fq%5B%5D=otca_topics%3AInformation+Technology&q=hippo

Action: Clear the original search term from the query string before appending the search term (or tag).

Usability

This section addresses some potentially confusing parts of the UI with suggestions for improving the visitor's search experience. See reference files.

Default Search page: search.html

No Results page: search-no-results.html

Search Results page: search-results.html

Create a default search screen

When no search query is specified in the URL, the current site returns what looks like an error message to the visitor.



No results were found using your search criteria.

Please enter a new search and choose the language you want to search in.	
	Search

Use cases:

1) Visitor clicks the "Go" button or hits the 'enter' key on the WWW search box without entering a query



http://otc.saas.nstein.net/opentext-en/search/?q=

2) Visitor clicks or taps the 'Clear' link on the results page

http://otc.saas.nstein.net/opentext-en/search?&_setlocale=en

Suggested change:

Show the visitor a clean search page without any error messages or help text when the search query parameter is empty.

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Powered by Open Text Semantic Navigation									
		To le	earn more about ho visit	w web sites t www.open	s can benefit from Open text Semantic Navigation, atext.com/semantic-navigation				

Figure 8: Default search screen

- 1) Change the current error message to <h1> page heading "Search OpenText"
- 2) Change the search field <input> type from 'text' to 'search'
- Give focus to the search field when the page loads by adding the 'autofocus' attribute to the search field <input>
- 4) Remove the help text when no query was performed

Changes to the no results screen

When a visitor submits a search query that does not return any results, update the default screen with appropriate messaging.





Figure 9: Updated no results found screen

- 1) Maintain the <h1> page heading "Search OpenText"
- 2) Give focus to the search field when the page loads by adding the 'autofocus' attribute to the input
- 3) Display the original search query as the value attribute in the search field so the visitor can iterate on the query without retyping everything
- 4) Change the search field <input> type from 'text' to 'search'; some modern browsers display 'x' icon allowing the visitor to clear the search box

Search OpenText

i need help with cem	×	Search
Figure 10: Input type 'search' - IE edge		
Search OpenText		
i need help with cem	×	Search
Figure 11: Input type 'search' – Chrome		
Search OpenText		
i need help with cem	×	Search
Figure 12: Input type 'search – Safari		



5) Display help text below the search box in the same area search results would be:

No results found for: searchQuery

Changes to the search result screen

Some of these suggestions persist from the previous screens:

- 1) Update page <title> to "Search OpenText : searchTerm"
- 2) Display the original search query as the value attribute in the search field so the visitor can iterate on the query without retyping everything
- Change the search field <input> type from 'text' to 'search'; some modern browsers display 'x' icon allowing the visitor to clear the search box

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What we do	Who we are	Videos	Customer stories	Support	Events and webinars			
Applied filters	6	Se	arch Results				RELATED DOCUMENTS	
Products		cer	n			Search	customer communications	
Туре							management Archives	
· Blog 141		ALI	ARCHIVES VIDEOS	WHAT WE DO	AUTHORS EVENTS AND WEBINARS	WHO WE ARE	OpenText, Author at OpenText Blogs - Page 2 of 49	
Web Page	98	Res	ults : 1 - 10 of 239				Customer Service Archives	
Sites		Ce	m Archives				Customer Experience Management Archives - Page 4	



Suggested changes:

- 1) Change "Result" in the page heading to "Results" (plural)
- 2) Remove the text beneath the search box

Your search for cem returned 239 results Clear

Two reasons:

• Redundancy—the search term will be visible in the search box; and the number of search results is also displayed just above the search results





Search Results

em					Search
		_	1000		
our	search for	cem eti	urned 239 e	sults Clear	
our	search fo	cem et	urned 239 re	sults Clear	

• The '**Clear**' link is confusing; clicking it takes the visitor back to the 'no results' search screen when she can just enter a new search term in the search box on this page.

Search Results

cem ×	Search
-------	--------

- 3) Show all the sub-section tabs all the time; by removing them, the visitor has to do two actions to see results from another sub-section:
 - She has to click the 'All' tab so she can see all the tabs again
 - Only then can she click the next sub-section tab she wants to see

Appendix

Error triggered at this URL (not persistent):

http://otc.saas.nstein.net/opentexten/search?_setlocale=en&q=%28%28vignette%29+AND+%28section%3A%22Authors%22%29%29+AN D+%28section%3A%22Authors%22%29

Unexpected error

An exception occured while bootstrapping the application!

Zend_Session::start() phar:///opt/otsn/waf/waf.phar/library/Zend/Session.php(Line:479): Error #8
session_start(): ps_files_cleanup_dir: opendir(/var/lib/php5) failed:
Permission denied (13) Array

Stack Trace:

#0 phar:///opt/otsn/waf/waf.phar/library/Nstein/MVC/Bootstrap2.php(73): Zend_Session::start()

#1 phar:///opt/otsn/waf/waf.phar/library/Nstein/MVC/Bootstrap2.php(29):
Nstein_MVC_Bootstrap2::initSession()

#2 phar:///opt/otsn/frontend/public/index.phar/public/index.php(53):
Nstein_MVC_Bootstrap2::boot()

#3 /opt/otsn/frontend/public/index.phar(1): Phar::webPhar('3sfrontend.pha...', 'public/index.ph...', '', Array, '_phar_rewrite')

#4 {main}