

opentext™

The Information Company™

WWW Search Updates

Rebranding – OTR 12415

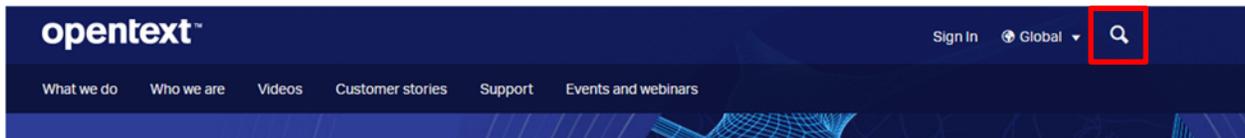
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Purpose

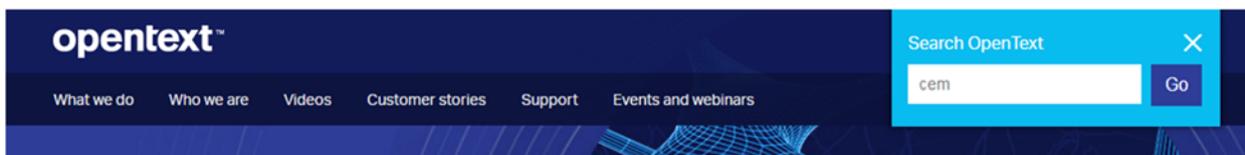
This document outlines the rebranding components and demonstrates where they can be applied to the search pages supporting search for WWW website.

In addition to rebranding steps is a [Usability section](#) 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 <http://www.opentext.com/>.



This opens a search box for typing a query.



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: https://jira.opentext.com/secure/attachment/1181372/1181372_search-rebranding.zip

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>
```

- 2) **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.onekbggrid980.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

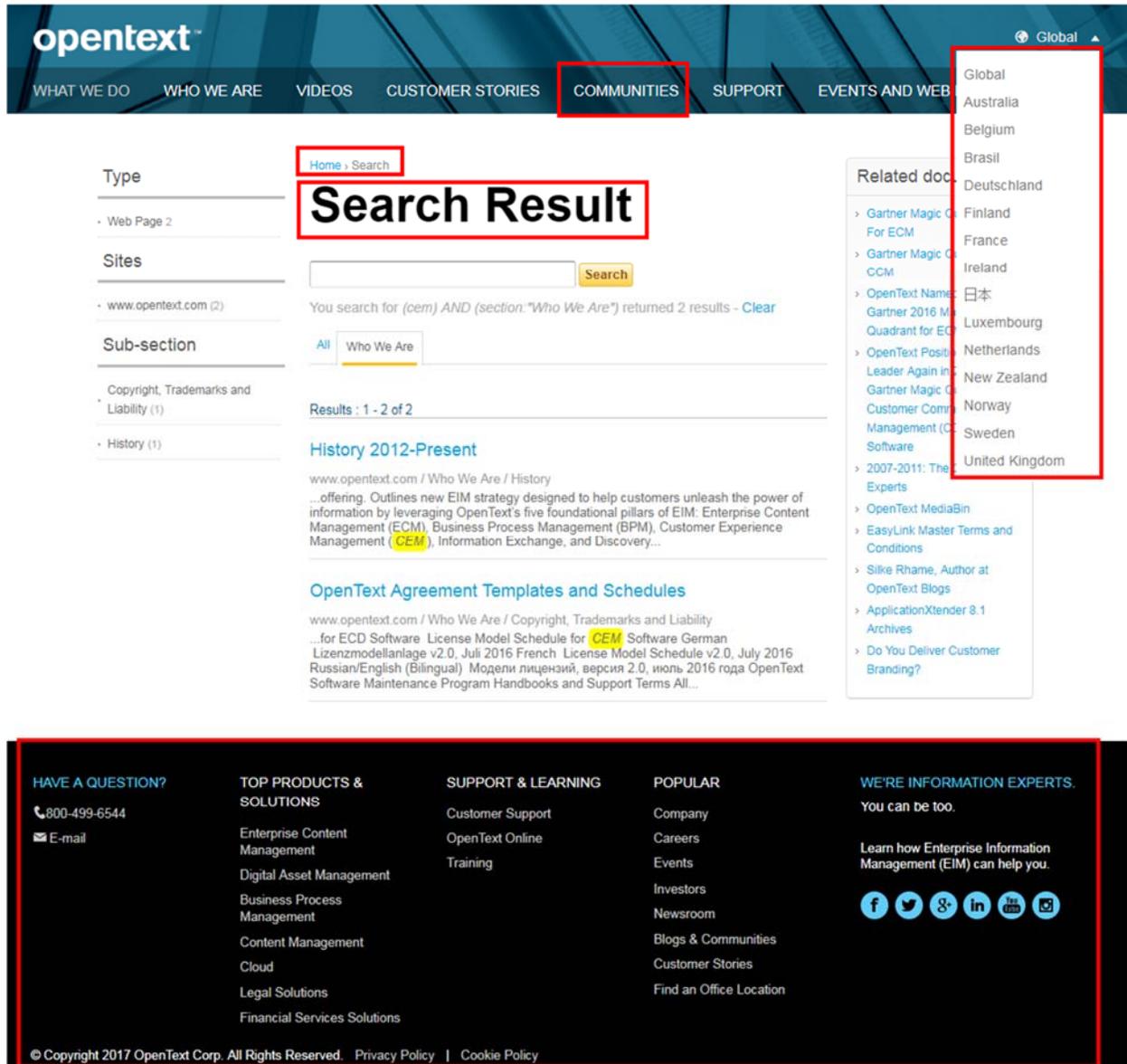


Figure 1: Current Search Result page with changed areas highlighted

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

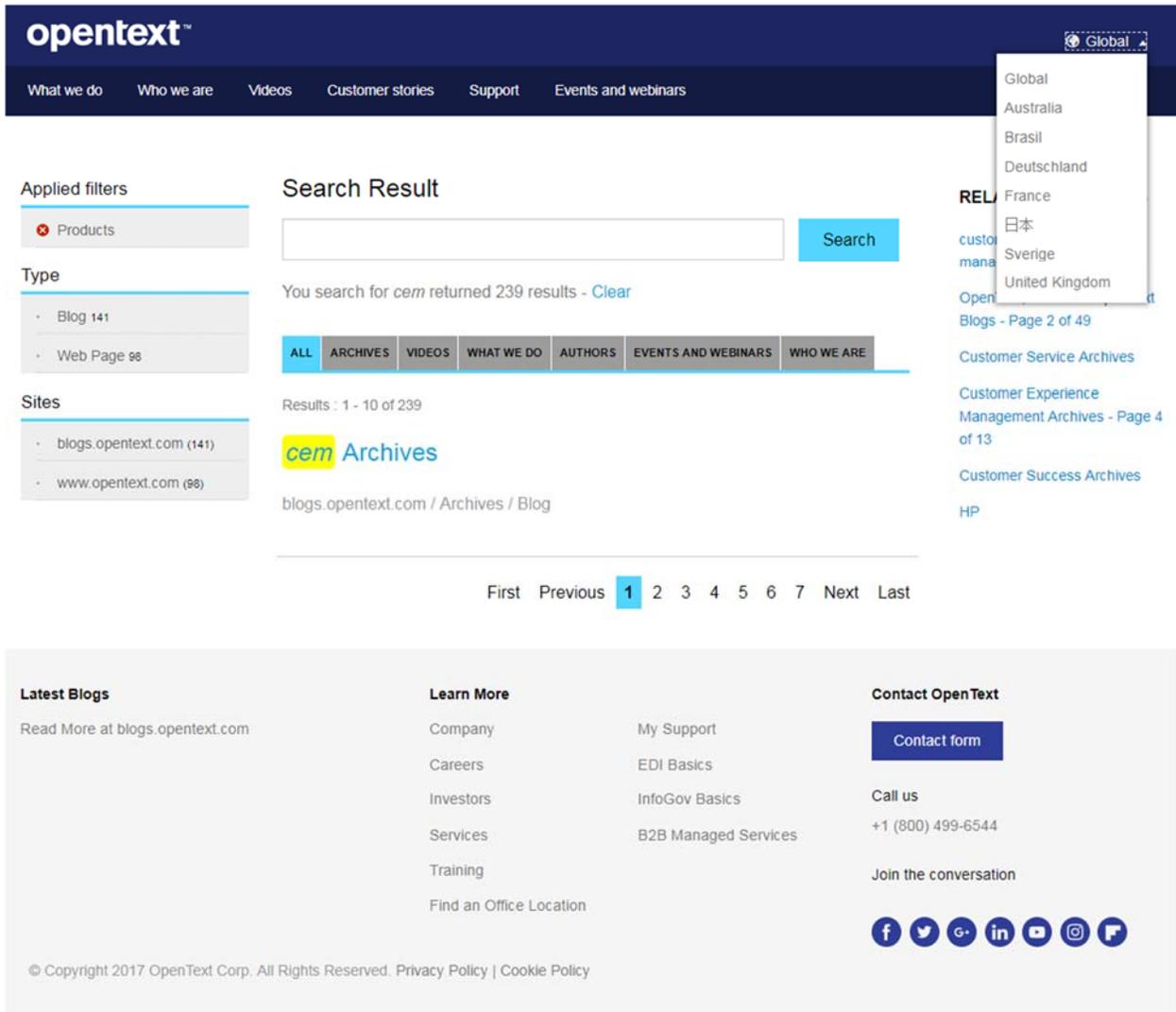


Figure 2: Rebranded Search Result page

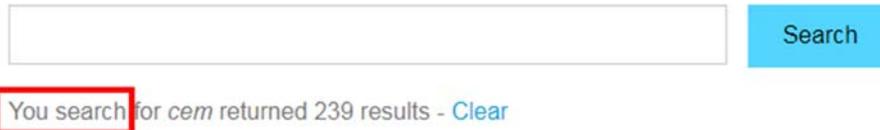
Additional visual elements may need updating as a result of QA testing.

Issues

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

Action: Update “You” to “Your”

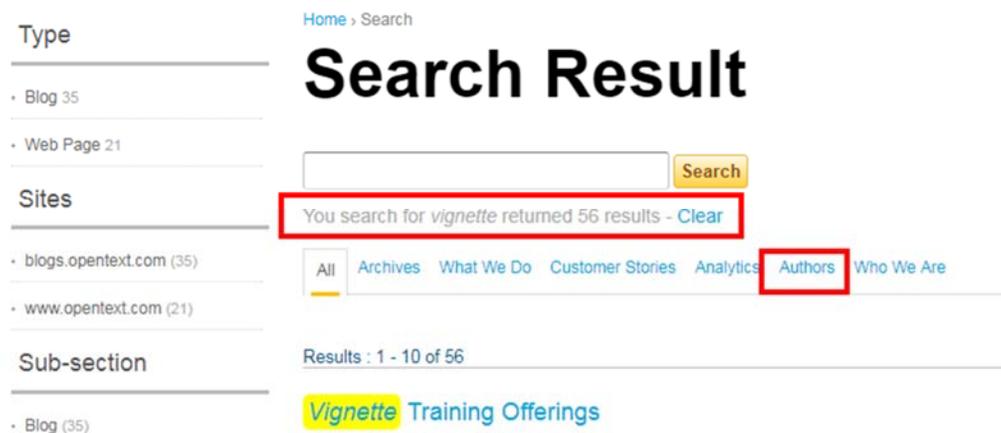
Search Result



A search interface with a text input field and a blue 'Search' button. Below the input field, a feedback message reads: "You search for *cem* returned 239 results - Clear". The word "You" in this message is highlighted with a red rectangular box.

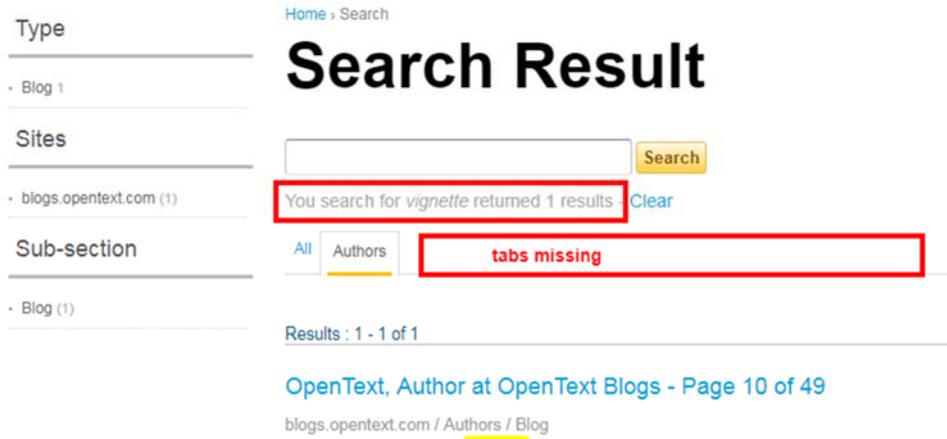
- 2) There are continuity problems when drilling down into sections and sub-sections.

Step 1: Search for “vignette”; 56 results returned



A screenshot of a search results page. The page title is "Search Result". On the left, there are filters for "Type" (Blog 35, Web Page 21), "Sites" (blogs.opentext.com (35), www.opentext.com (21)), and "Sub-section" (Blog (35)). The main content area shows a search bar with "vignette" entered and a yellow "Search" button. Below the search bar, a feedback message reads: "You search for *vignette* returned 56 results - Clear". This message is highlighted with a red rectangular box. Below the message are navigation tabs: "All", "Archives", "What We Do", "Customer Stories", "Analytics", "Authors", and "Who We Are". The "Authors" tab is highlighted with a red rectangular box. Below the tabs, it says "Results : 1 - 10 of 56". At the bottom, there is a link for "Vignette Training Offerings".

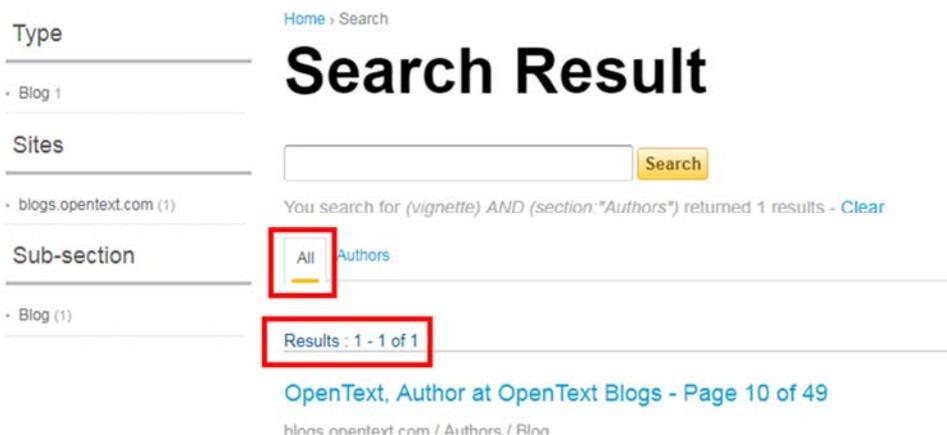
Step 2: Select the “Authors” section tab; 1 result returned. Other section tabs disappear.



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.



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



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&q=

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.

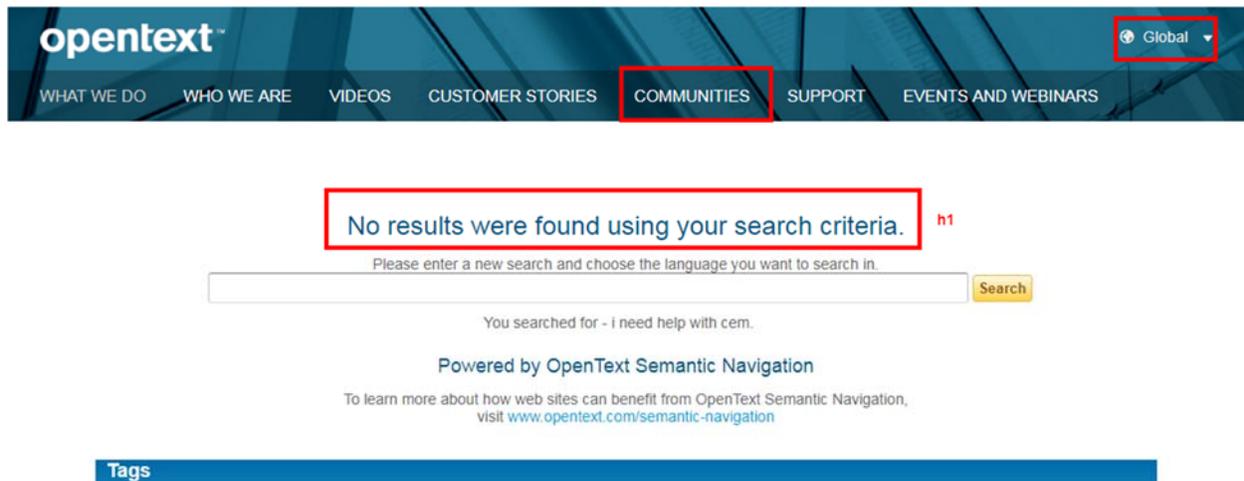


Figure 3: Current No Results page with changed areas highlighted

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

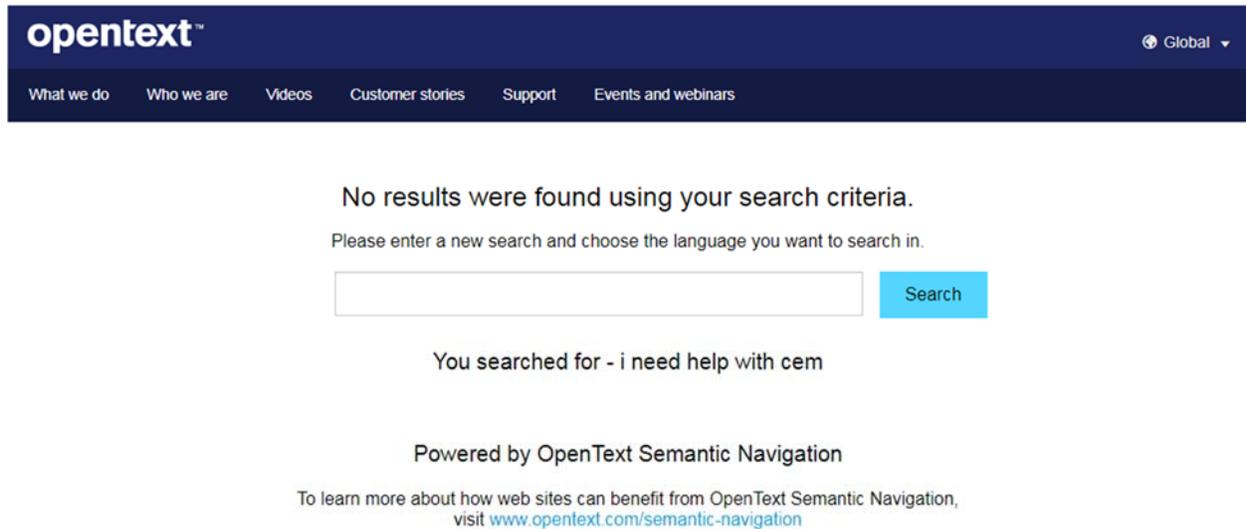


Figure 4: Rebranded No Results page

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. www.opentext.fr, 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—including [nl](#), be, fi, no, si, uk—have placeholder text.



Figure 5: NL locale search page

Action: Locales without translations need to be disabled.

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

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



Figure 6: FR site search results

German: http://otc.saas.nstein.net/opentext-de/search/?_setlocale=de&q=cem



Figure 7: DE site search results

Question: Is this used? The search boxes on all WWW locale sites, e.g. www.opentext.fr, 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 "[Press Releases](#)" 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-en/search?_setlocale=en&q=walrus&fq\[\]=otca_topics%3AInformation+Technology&tagname=Information%20Technology](http://otc.saas.nstein.net/opentext-en/search?_setlocale=en&q=walrus&fq[]=otca_topics%3AInformation+Technology&tagname=Information%20Technology)

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/opentext-en/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.

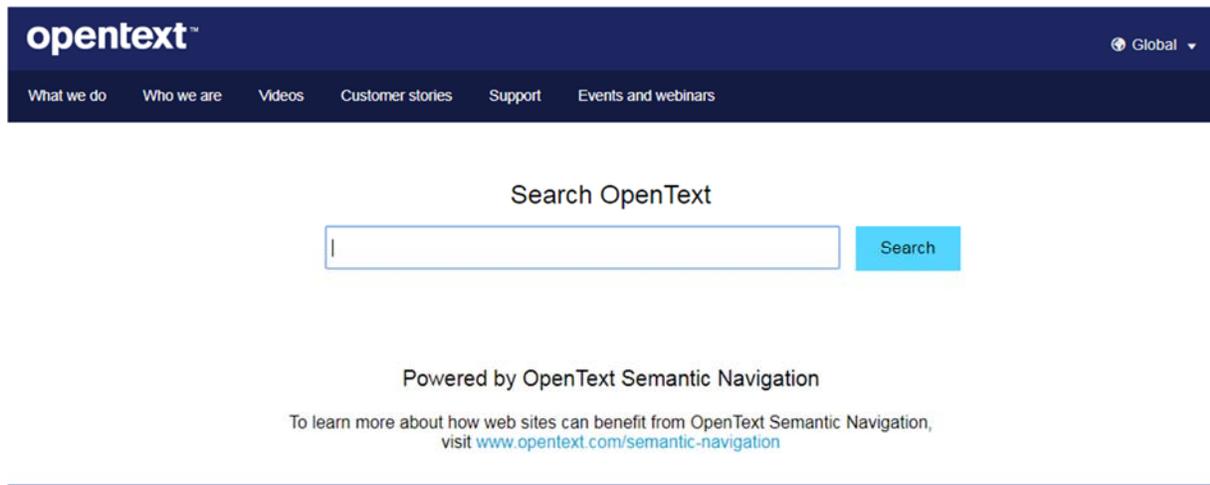


Figure 8: Default search screen

- 1) Change the current error message to `<h1>` page heading "Search OpenText"
- 2) Change the search field `<input>` type from 'text' to 'search'
- 3) 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.

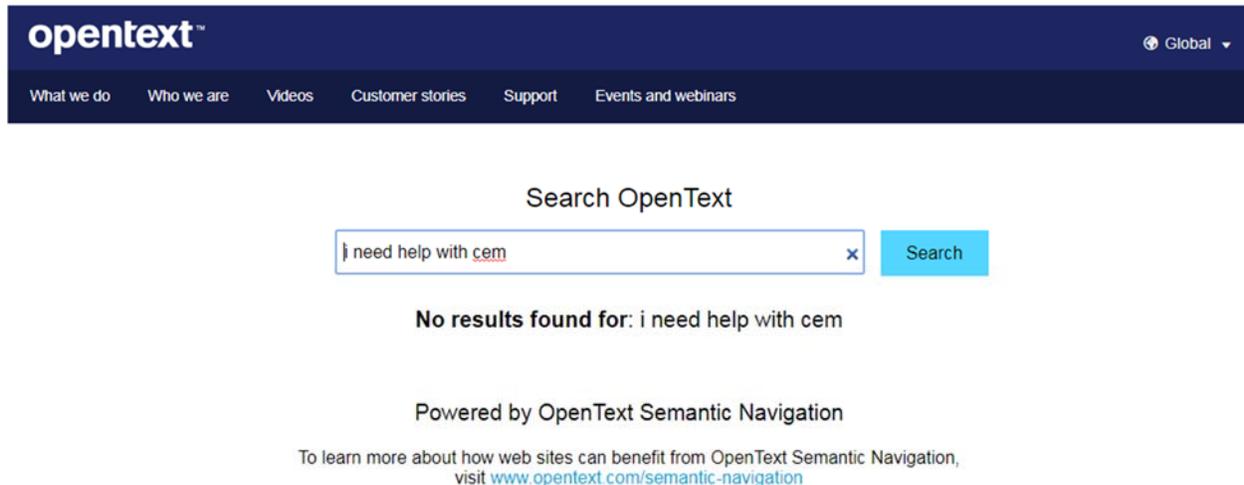


Figure 9: Updated no results found screen

- 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



Figure 10: Input type 'search' - IE edge



Figure 11: Input type 'search' – Chrome

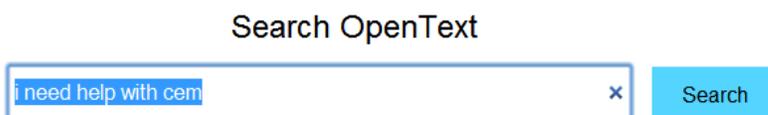


Figure 12: Input type 'search' – Safari

- 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
- 3) Change the search field <input> type from ‘text’ to ‘search’; some modern browsers display ‘x’ icon allowing the visitor to clear the search box

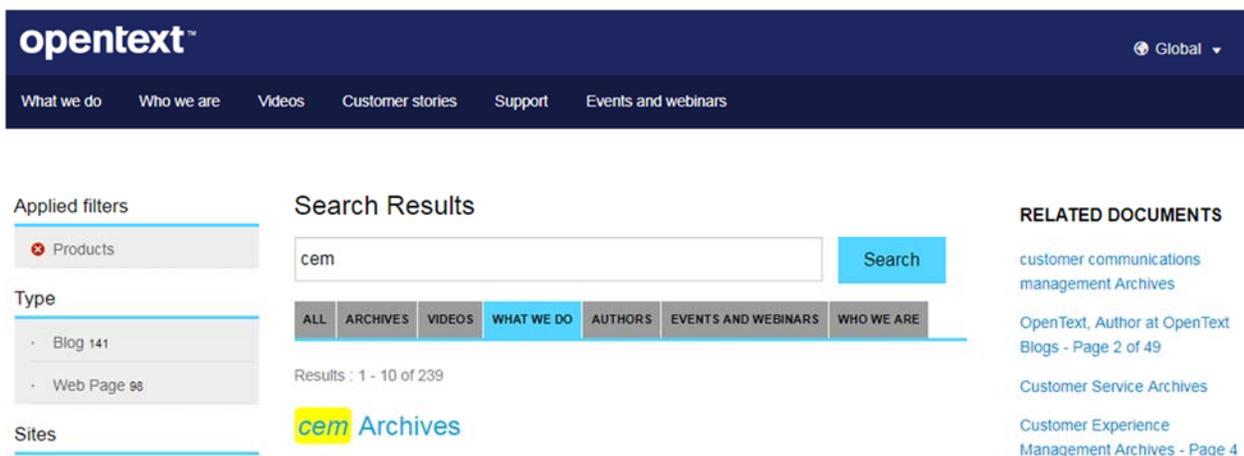


Figure 13: Updated search results page

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

Your search for **cem** returned **239** results [Clear](#)

ALL	ARCHIVES	VIDEOS	WHAT WE DO	AUTHORS	EVENTS AND WEBINARS	WHO WE ARE
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Results : 1 - 10 of **239**

- 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

- 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/opentext-en/search?_setlocale=en&q=%28%28vignette%29+AND+%28section%3A%22Authors%22%29%29+AND+%28section%3A%22Authors%22%29

Unexpected error

An exception occurred 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('3s-  
frontend.pha...', 'public/index.ph...', '', Array, '_phar_rewrite')  
  
#4 {main}
```