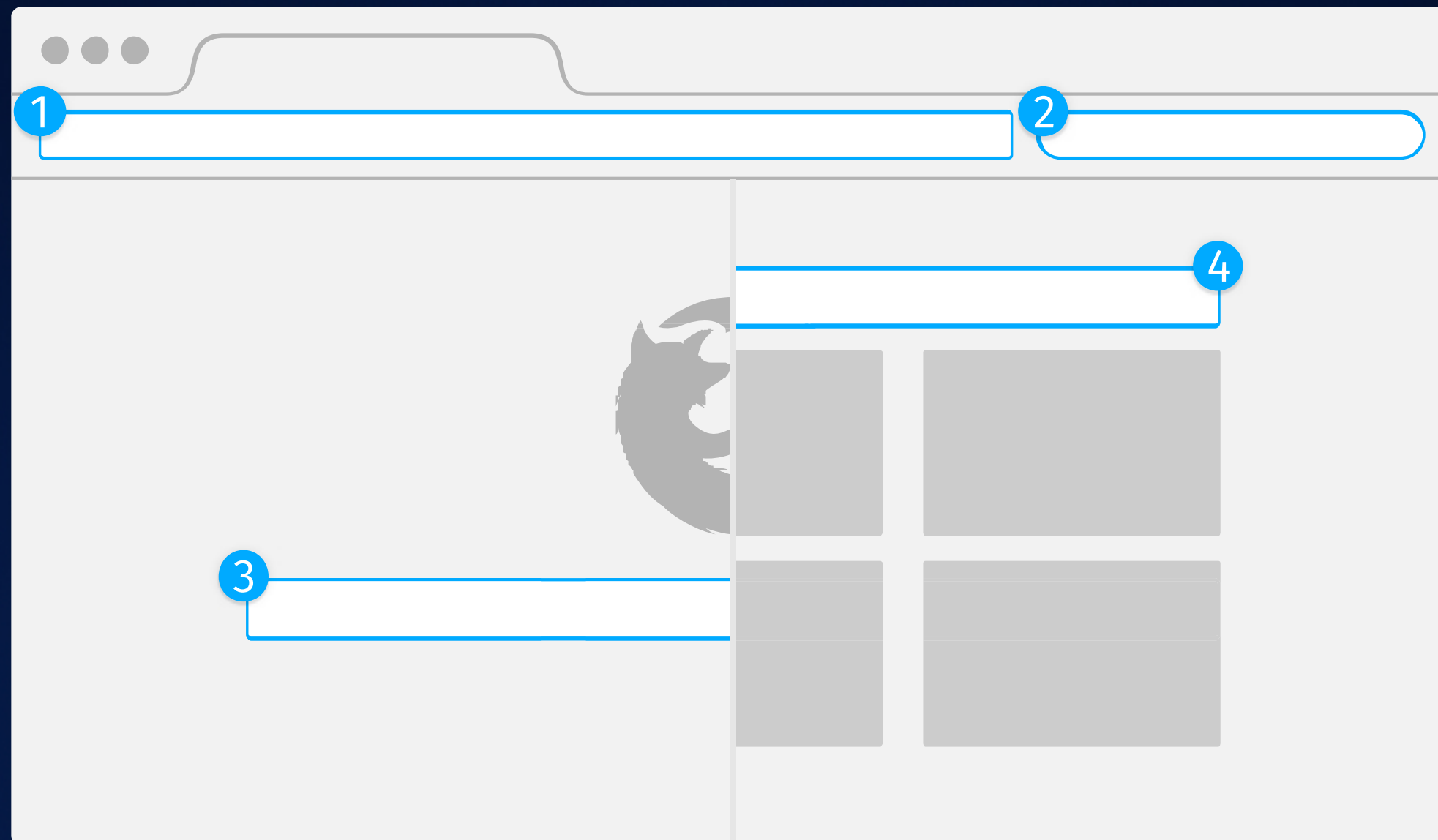




So, what's wrong with search anyway?

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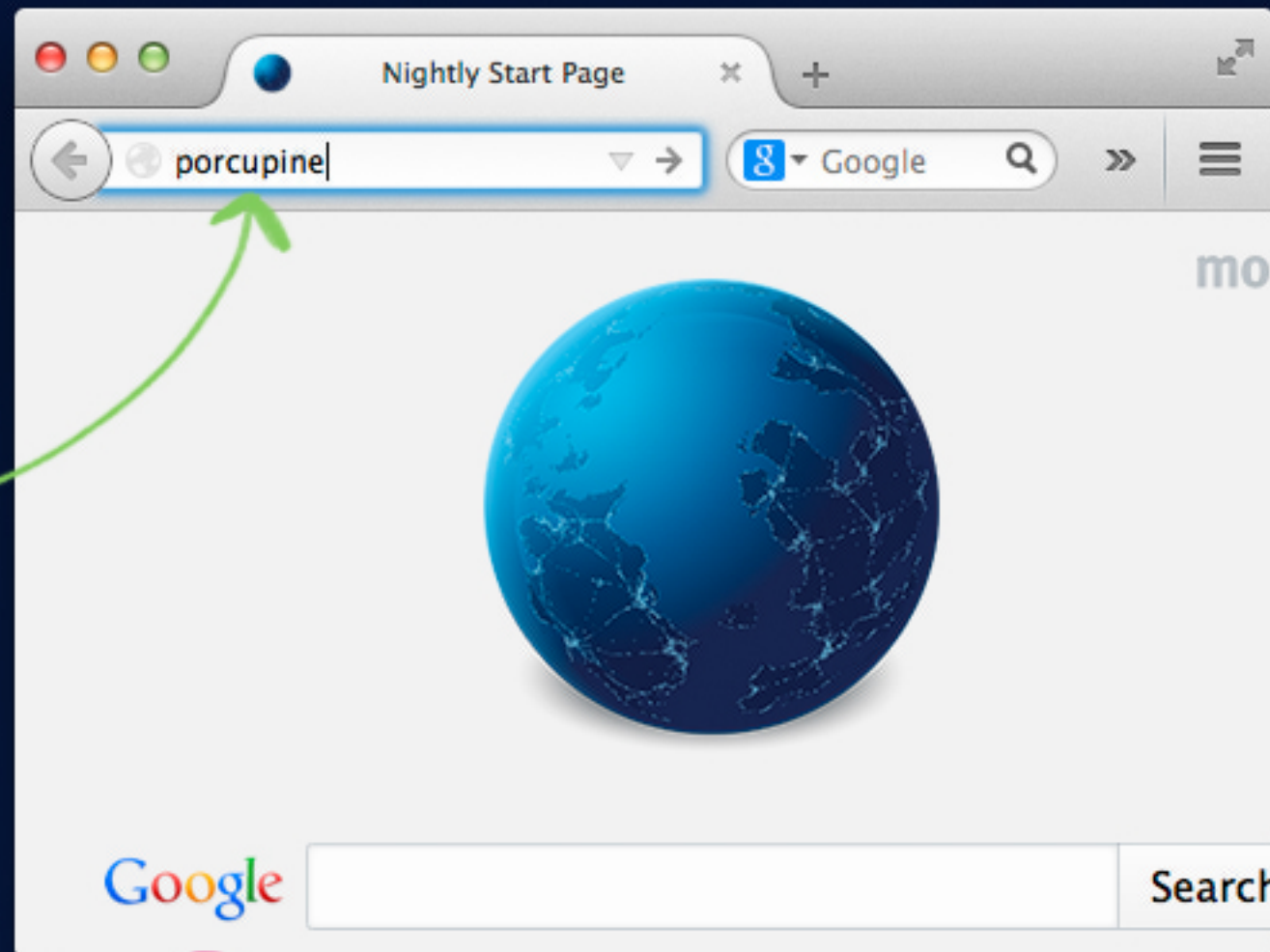
*Multiple similar but different inputs create
confusion and redundancy*



So, what's wrong with search anyway?

*The Awesome Bar offers no help to new users
or for new searches*

*What's going
to happen?
¯_(ツ)_/¯*



What should we improve?

🕒 Short-Term (aka Parity)

*Make the Awesome Bar the best interface
for **finding** what you are searching for*

🕒 Short-Term (aka Parity)

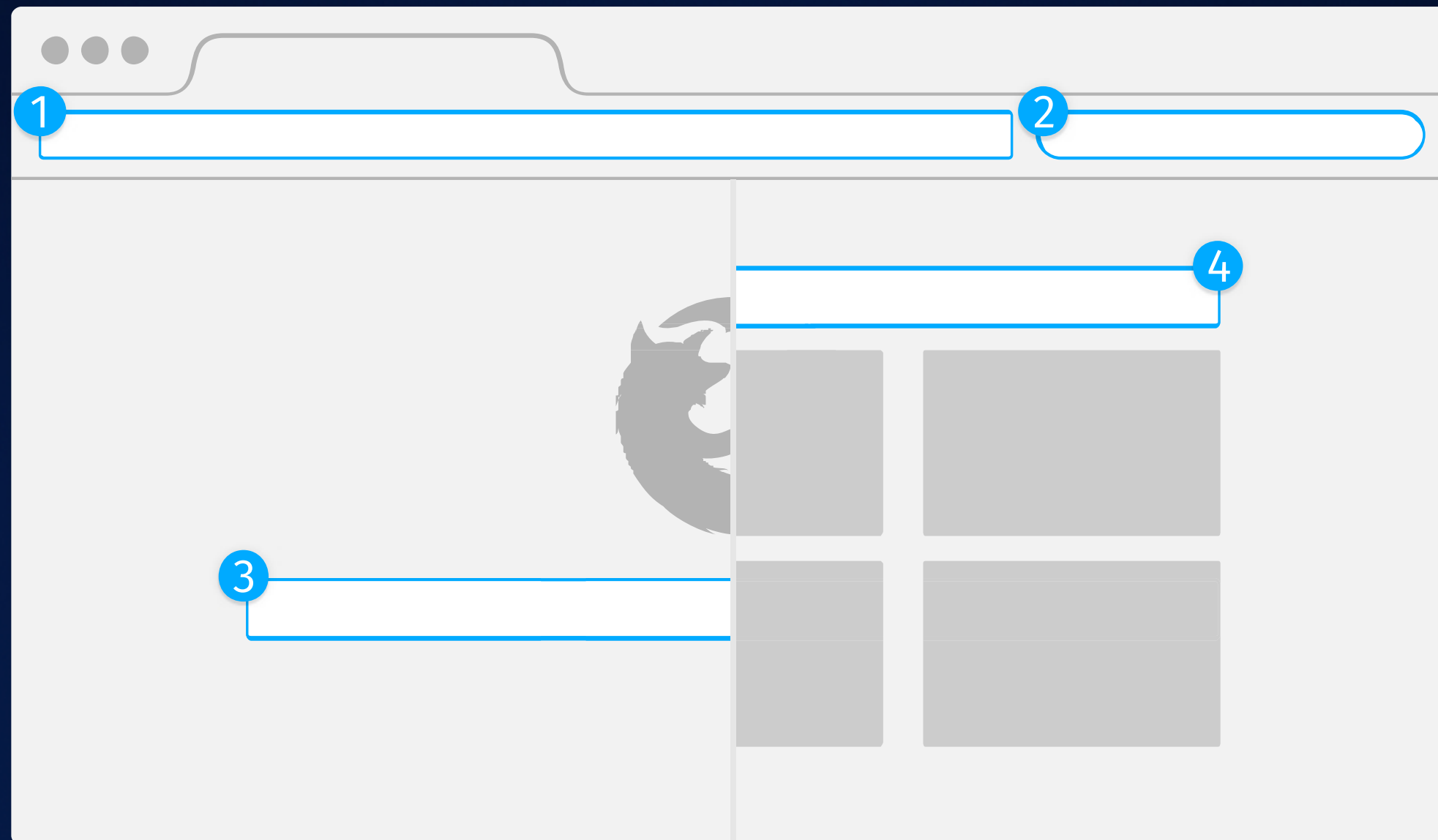
- | | |
|-------------|---|
| Bug 951624 | <i>Search action feedback</i> |
| Bug 958204 | <i>Search suggest</i> |
| Bug 1048223 | <i>Call-out result search term</i> |
| Bug 1040923 | <i>Improve visual design for results</i> |
| Bug | <i>Fixes for URL heuristic problems e.g. fancy.js should search, not try and resolve a domain</i> |

Mid-Term

Converge on a unified Search Access Point

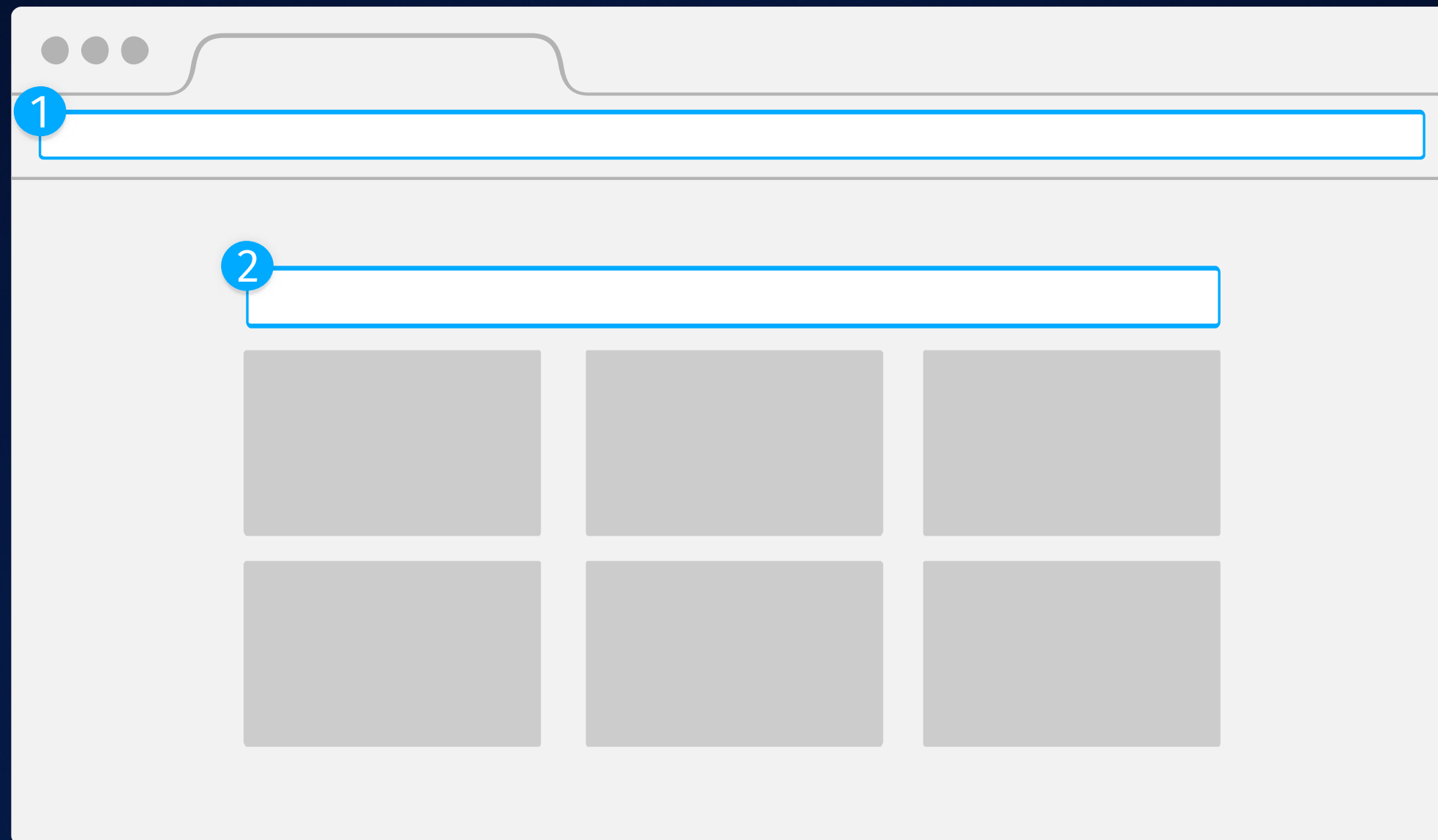
Mid-Term

Converge on a unified Search Access Point



Mid-Term

Converge on a unified Search Access Point



Mid-Term

Converge on a unified Search Access Point

- 1** *Move Search Bar to Customization Palette*
Add first-run call-out tip that you can search in Awesome Bar?
- 2** *Combine New Tab and Home*
- 3** *Visually tie In-Content Search Field and Awesome Bar*

Long-Term Planning

*Help users **find** what they want **faster**; no
matter where that information lives
&*

Surface relevant search information

*Next Step: **Prototype one next-gen search option***

