

Future of Search

What will we find?
A 3-5 years perspective



Technology Outlook

Future of Search

Search changed our life

Internet Search has **changed** both our **work** and our **private** life

Has only been around since **1994** (WebCrawler)

One of the **most challenging tasks** for Internet

An estimate is that there are 3-4 billions searches every day at Google. Another 2 billions from Bing, Yahoo and other search sites.

How did we find all this information before Internet search?



User Experience Honeycomb: *Searcher's Edition*

Future of Search

General, 3-5 years

Future of Search is **already here** but **rarely used** in business situations.

Search will be **more personalized** by constantly learning and adapting to what you are doing.

The **presentation and structure** of the search result will change. It is already challenged by both Kosmix.com and DuckDuckGo.com

The screenshot shows a search engine interface with a search bar containing the word "Wisdom". Below the search bar, there is a search result for "Wisdom" with a small image of a statue. The result includes a definition: "Wisdom is a deep understanding and realizing of people, things, events or situations, resulting in the ability to choose or act to consistently produce the optimum results with a minimum of time and energy. More at Wikipedia". Below the definition are links for "Sophia", "Ecological wisdom", and "More Related Topics...". There are also several other search results listed below, including "Atlas of Wisdom: Wisdom in Psychology and Spirituality", "The Wisdom Page", "Share Your Wisdom Here", "[PDF] Book on Wisdom from psychologist Paul Baltes", "Living Wisdom — A Research Paper about Wisdom", and "Wisdom in Perspective". At the bottom, there is a section for "Wisdom Quotes" with a description: "Quotations for a variety of occasions: shed light, help keep perspective, inspire, energize, or just make me think. Sorted by topic."

Future of Search

Mobile Devices

The main change for searching will come with **mobile devices**

Search engines that uses information about:

- **where** you are
- what **direction** you are headed at
- what the **camera** is “looking” at
- what you are **saying**
- in connection with applications and databases in “**the cloud**”



Not so very mobile

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Where are you?

Many mobile Apps are using **Location Awareness** for displaying results on maps and/or for navigation. Nearest bus stop, Doctor and Shopping mall etc. This will be increased even more in coming years.



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Social Media

Use the crowd out there with questions like:

- Is this new product good?
- What food to have with this wine?
- I am going to Bali, any tips?



Future of search

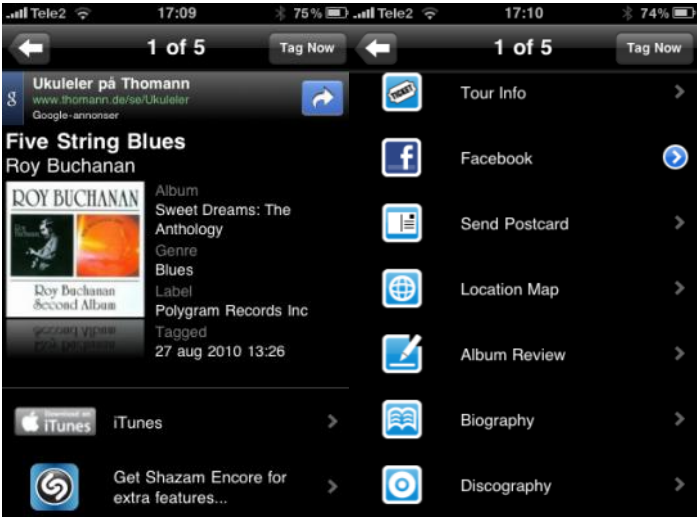
Patterns and bar codes

Modern smartphones have a **camera** and a **microphone** that can be used in search. **Pattern** (and face) recognition will be commodity.

Scanning codes:



Shazam:



Recognizes tunes and gives all kind of related info

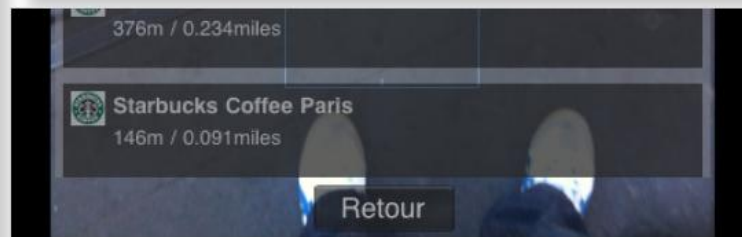
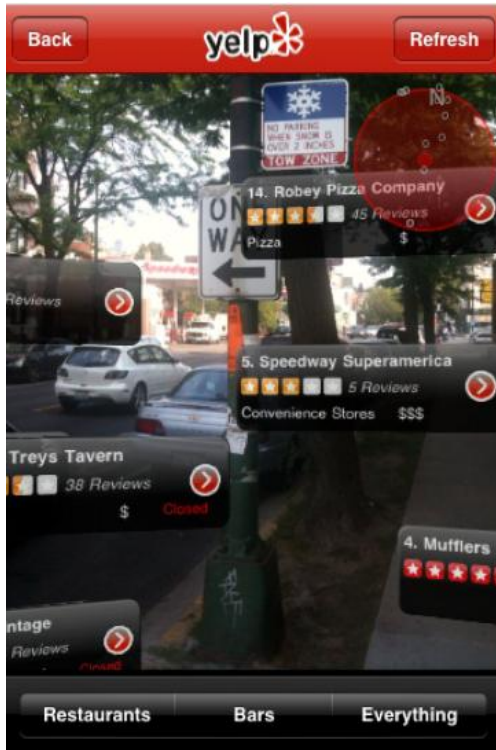
Google goggles:



Recognizes objects

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Augmented Reality

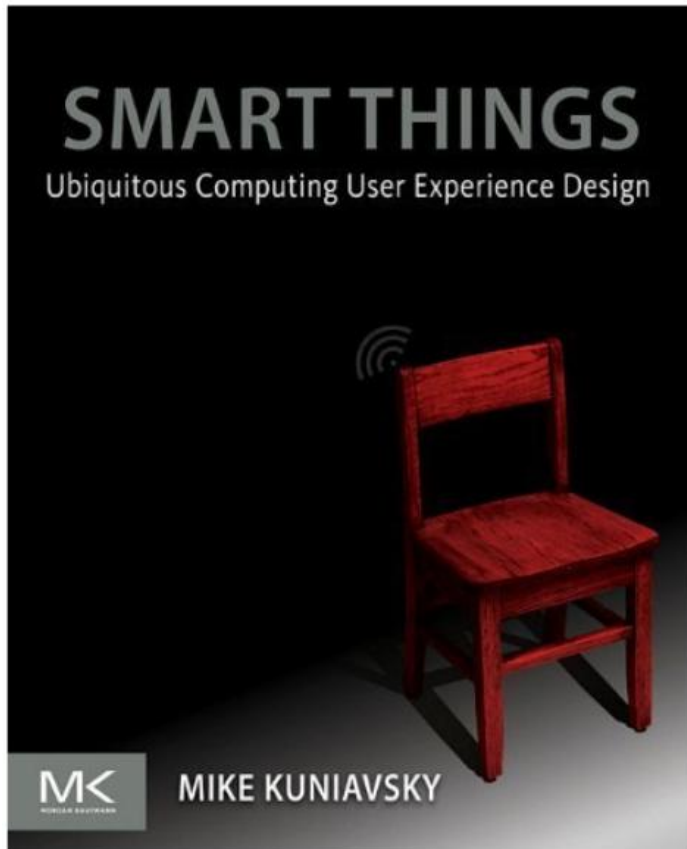


What your camera can see, can also be searched for and used in **real time**.

Imposing **extra information** about buildings, streets, bus time tables, restaurant menus etc.

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Beyond 3-5 years - Smart Objects



Real objects that are exchanging simple messages and have their own **IP addresses** are not only searchable, they help the search itself.

”When a unique identifier is attached to an object, it becomes possible to collect the **metadata** about that object into a single information shadow.”

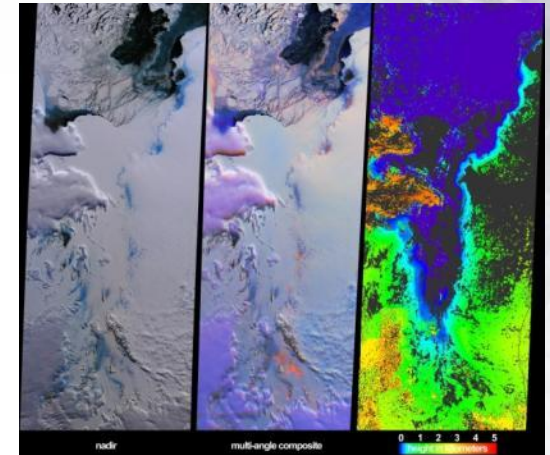
”The unique identifier is the leverage point with which to **access and manipulate** the whole information shadow in relation to similar shadows.”

Future of Search

Summing up

In the near future we will move most of our searches to **mobile devices**:

- **Pattern** recognition
- **Scanning** codes
- **Voice** search
- Increased **location based** searches



Later, search for **real objects** that have their own IP addresses will increase

