Foreword by Peter Morville

The colorful, bustling bazaars of Europe, South America, and Asia have earned a special place in my heart. Fresh fruit, warm bread, exotic flowers, antiques, books, toys and trinkets: to wander the street markets of Barcelona or Santiago is to feel alive. And who could resist browsing the tiny stalls and massive stores of electronics, anime, and manga in Tokyo's Akihabara? It's shopping you'll never forget.

While *bazaar* derives from the Persian *baha-char* meaning "the place of prices," the finance is lost in the romance. We travel great distances to see these sights, and then buy needless things, simply to be part of the action. The exchange of goods and services is elevated into an experience that's entertaining, educational, and inspiring.

These vibrant markets offer stark contrast to the suburban shopping mall, an odious place I avoid like the plague. On a rare visit, as I physically drag my cadaver from rack to rack, store to store, anchor to anchor, I am painfully aware of the search costs of modern meatspace, which is why I do most of my shopping online.

Of course, a similar spectrum exists in ecommerce, with many more bad stores than good. The difference is in the distance. On the Web, every shop is just a click away. Location isn't what it used to be. And, since low cost often leads to low profit, smart sellers have learned that insanely great user experiences, especially in search and discovery, are the new keys to the kingdom of sustainable competitive advantage.

That's why you must read this book. In *Designing Search*, Greg Nudelman brings tremendous insight and experience to the challenges of ecommerce, drawing upon rich illustrations and examples to explain user behavior and design patterns. By exploring such diverse topics as faceted navigation, liquid layout, pearl growing, and third-party advertising, Greg reveals today's best practices from Amazon to Zillow.

And, from multi-channel to multi-touch, Greg tackles the bleeding edge. His analysis of why we can't apply mobile patterns to tablets – "the iPad is NOT a large iPhone" – weaves ergonomics and ethnography into a story that's compelling and convincing. Even better, despite the high-tech focus, Greg's empathy for the user shines through in the way he frames searching and shopping as high-touch social experience.

In short, whether you and your team are carefully refining cross-channel integration for established brick and mortars like REI and Wal-Mart, or innovating like madmen for new brands like Groupon and Zipcar, this book will help you to escape the death of the mall and embrace the vivacious, pleasurable, and profitable life of the bazaar.

Peter Morville

Ann Arbor, Michigan