

FAQ'S FOR INVINCIBELLE FOCUSED SEARCH

1. What is Invincibelle Focused Search?

Invincibelle Focused Search is a vertical discovery engine containing user-generated content on diverse topics related to women like career, work-life balance, parenting, cooking and many more. One of the biggest problems that users face while searching for information in the web space is the information clutter, which makes the information gathering process complicated. Unlike conventional search engines that focus more on the recovery of information, the Invincibelle vertical discovery engine focuses on quick discovery of information related to women. The power of a vertical discovery engine is the faceted search feature. Using the faceted search feature users can “discover” newer combination of the tags for their content, which will help them narrow down their search faster. This leads to faster retrieval of information.

2. Tagging Basics

What are tags?

- Tags are simply topics or labels chosen by you--and other Invincibelle members--for any web pages (or PDF, PowerPoint or MP3 files), which can help you find those pages again later on. There is no limit on how many you can use so you can assign as many to each page as you think will be helpful.
- Each tag can be one word or several so there's no need to push words together as you may have seen on other services. Tags also group related URLs together so creating them as a hierarchy enables Invincibelle to gather related URLs to enhance their searchability.
- There is no fixed set of categories or officially approved Invincibelle choices; in fact, that would defeat the basic value of our service. You can use words, phrases, acronyms, numbers, whatever makes sense to you, without regard for anyone else's needs, interests, or requirements

What are the rules for tag names?

- Tags generally comprise of only words and sometimes numbers.
- Special characters (like !, @, # etc) are generally not used while adding tags. Even if you use special characters in tags they will not be considered as part of the tag.
- For now, tags with underscore and hyphen may not return search results consistently.

Note: Tag names are always converted to all lowercase so Tag1, TAG1 and tag1 are the same. Also, even though you can put more than one space character in a tag name only one space is save: sp ace is the same as sp ace.

What makes a good tag?

A good tag expresses one, and only one, concept or attribute and is meaningful for you and your community or work group. Beyond tags that capture basic categorization, like location or type of business or activity, quality or other arbitrary value and quantity can be very helpful. A favorite bike trail in Marin County might have tags bike trail (what is it) and Marin County (where is it) but adding favorite as well can be very helpful when planning a ride with friends who're using Invincibelle before talking with you.

- **One idea:** The most important ingredient in a good tag is that it captures one, and only one, concept or attribute. For instance, looking at a restaurant webpage such as Nemo Restaurant you might consider creating a tag 'restaurants Miami' but this would fuse two ideas together and so instead we recommend you use two tags, restaurants and Miami. Since Nemo describes its cuisine as New American you can add that as a third tag and down the road you can find it through any one of the three.
- **Your words:** The second major quality of a good tag is that it's meaningful for you and your community or work group. For example when discussing the latest hot restaurants or clubs some people use the word trendy while others say hip; in your directory use the one that best fits your style.
- **Quality:** Further, good tags are useful in helping you remember what you thought about a restaurant, CD or biking trail. So tags like good and bad, long and short, fancy and simple are often appropriate. Two or three years from now, if someone asks you for a fancy restaurant in Miami, just search your directory and see how Nemo Restaurant shows up!
- **Quantity:** In this same sense, consider using descriptive words as tags rather than quantities. For example, instead of making a set of tags to describe the length of hiking trails such as "< 2 miles, 2-5 miles, 6-10 miles and > 10 miles" you might want to use "short, medium and long." This is particularly useful when the range of values is really big, such as prices of TVs, PCs and digital cameras but don't hesitate to be as specific as needed for your purpose.

3. Adding Content

How do I tag content in Invincibelle Focused Search?

There are different ways to add items to your directory:

- **Tagger browser buttons:** Tagger is a button (Techno speak - a small JavaScript) which you add to your browser so you get a button that's always visible on the toolbar while you surf. When clicked a new pop-up box opens so you can assign your tags, add a note and even change the default title if you like and then save it to your directory. The tagger browser buttons are available for Internet Explorer, Firefox and Safari and can be downloaded from the downloads page.

- **Internet Explorer menu add-on:** With this script you add a key to the Windows Registry that adds a 'Save to Invincibelle' choice to the browser's right click menu.
- **Save from a Search:** Whenever you search in Invincibelle and the results include items not already in your directory, a link with a (+) sign is shown next to the item's title and clicking it opens the tagger so you can add the item to your directory. Note that if the item is already in your directory, the link will be Edit instead and clicking it will open a menu that allows you to edit the title, add or edit the note, remove the item from your directory or retag it.

What's saved when I tag a page?

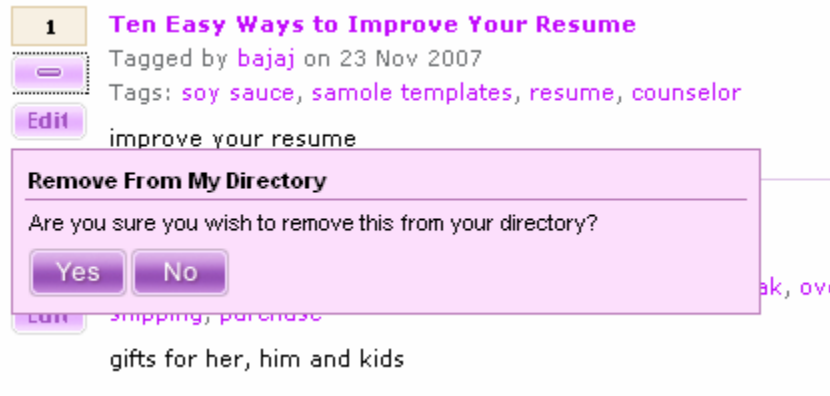
We save the URL, page title, the tags you assign, a note (if you write one) and a copy of the page itself. If you don't assign any tags while saving a page to your directory, we give it the special untagged tag so you can (when you chose) easily find the link later.



Deleting content

If you want to delete an item from your directory, simply click the icon containing a "-" sign as shown below. Subsequently a pop-up box will appear asking whether you really

want to delete that item, and then click Yes. Please note that once you delete the item there is no undo so while you can find the page and tag it again any note you entered is lost.



4. Search and Navigation

Navigating Invincibelle Focused Search

The main way to navigate in Invincibelle is with topics, which you can type in to the text box at the top of all search pages or select from the Tags box on the left side of search pages. Clicking a topic in the Tags box always refines your search and narrows the result set to those items which have both (or all) the topics.

Where all can I search in Invincibelle Focused Search?

When you search, either by typing in a word or phrase or clicking a topic in the Refine Your Search box, you can choose from different scopes: the whole site, only your own directory and your watchlist. Switch to a different scope by clicking the name of your choice; the active scope is indicated by the tab on top of the search box.

What's a watchlist, and how do I search it?

A watchlist is a list of users you find having interesting lists (and that's why you decided to put them in your watchlist). You can add a person to your Watchlist in the following ways:

- i. You can click the (+) sign beside every username in the content. If you are logged in there will be a pop-up message that will ask you whether you want to add this user to your Watchlist. Click Yes. If you are yet to login, on clicking the (+) sign

the login pop-up will appear where you can login and then add the user to your Watchlist.

The screenshot shows a website interface. On the left, there is a sidebar titled "Refine Search With Tags" with three categories: "places" (photos booth, pictures), "pets" (anotertag, photos booth, books, nutrition), and "careers" (wikipedians). The main content area is titled "Latest Entries" and is sorted by "Recent" or "Relevant". It displays two entries, both with a rank of "1". The first entry is "Click to Give @ The Hunger Site", tagged by "ShubhangiTheCoach" on 03 Jan 2008. A confirmation dialog box is overlaid on top, asking "Are you sure you wish to add ShubhangiTheCoach to your watchlist?" with "Yes" and "No" buttons. The second entry is also tagged by "ShubhangiTheCoach" on 03 Jan 2008, with tags "yoga, pranayama, sooryanamaskar".

- ii. Go to My Account>My Watchlist Settings. In this page add the user id of the person whom you want to be in your Watchlist.

The screenshot shows the "My Watchlist Settings" page. On the left is a sidebar with navigation links: "My Account", "Update Profile", "Change Password", "My Watchlist Settings" (highlighted), and "Tag Hierarchy". The main content area is titled "My Watchlist Settings" and contains three sections: "Add new users to your watchlist:" with a text input field containing "invincibelle_trustee" and an "Add" button; "List of users in your watchlist:" with a message "To delete a member, click (-) icon before their name." and "None" listed below; and "Other users who have you in their watchlist:" with the name "bajaj" listed below.

What is a Rank? What do the numbers denote in the Rank?

The numbers beside every tagged search result indicates the rank, which is the number of users who have tagged that URL. If many users have tagged a URL then its popularity is considered very high. On clicking the rank link the following are displayed:

- The title of the search result
- The URL
- The number of users who have tagged it
- The list of users who have tagged that search result-the usernames, date of tagging and the title and tags used by the respective users.

Latest Entries | My Watchlist | My Directory

Entrepreneur Search

Refine Search With Tags

- places
- photos booth, pictures
- pets**
- anotertag, photos booth, books, nutrition
- careers
- wikipedians
- wikipedians
- recipe
- cooking**
- recipe
- steak marinades**
- soy sauce, sweet
- marinades
- soy sauce
- pcs**
- steak company**
- parents
- kids
- purchase**
- music
- immigration
- steaks

Latest Entries Sorted by: Recent | [Relevant](#)

- 1 Click to Give @ The Hunger Site**

Tagged by [ShubhangiTheCoach](#) on 03 Jan 2008

Tags: [pictures](#), [awareness](#)
- 1 Suryanamaskar Yagna Login**

Tagged by [ShubhangiTheCoach](#) on 03 Jan 2008

Tags: [yoga](#), [pranayama](#), [sooryanamaskar](#)
- 1 Dr APJ Abdulkalam**

Tagged by [ShubhangiTheCoach](#) on 03 Jan 2008

Tags: [a site for inspiration and nation building](#)

Read the issues of Billion Beats
- 1 local contractors and real estate agents, prescreened and matched to you**

Tagged by [ShubhangiTheCoach](#) on 03 Jan 2008

Tags: [home improvement-hassle free](#)

I use this for all my home related needs
- 2 Inspiration**

Tagged by [ShubhangiTheCoach](#) on 02 Jan 2008

Tags: [system:untagged](#)

Refine Search With Tags

- places
- photos booth, pictures
- pets**
- anotertag, photos booth, books, nutrition
- wikipedians
- recipe
- cooking**
- recipe
- steak marinades**
- soy sauce, sweet
- marinades
- soy sauce
- pcs**
- steak company**
- parents
- kids
- purchase**
- music
- immigration
- steaks

Rank Details

Title: [Inspiration](#)

URL: <http://abdulkalam.com/!kalam/isp/ViewPage.isp?beatsid=2>

Tagged By: 2 Users

List of users who has tagged this content

User	Date	Title & Tags Used
preeti	01/18/08	Inspiration
ShubhangiTheCoach	01/02/08	Inspiration

[Back](#)

Can I sort the search results?

Yes. You can sort the results by Recent or Relevant. The default appearance is Recent (i.e. chronological order). When you click Relevant, the search results are displayed based on the internal ranking process of the system with respect to the URL saved and the tags.

Latest Entries

Sorted by: Recent | [Relevant](#)

Refine With Tags

It is this feature that makes Invincibelle different from other similar web services. Our system analyzes your search and compares it to the topics available within all of Invincibelle (or the directory you're viewing), selecting the most relevant to include. This means that, as more topics and pages are added to our database, the same search will return different, more relevant sets. The way you and other members organize topics in your collections are of course a significant component of the calculation.

Home About Distinguished Invincibelle Recommendations Commu

Latest Entries My Watchlist My Directory

Search

My Directory >

Refine Search With Tags

- soy sauce
- entrepreneur
- hiring
- places, contact manager
- places
- photos booth
- careers
- wikipedians
- wikipedians
- recipe
- cooking
- recipe
- pcs
- phones
- parents
- kids
- purchase
- lifestyle
- shop, books
- passport
- ribeye steak
- greek yogurt
- catering
- diet
- immigration
- web-based tools
- social news
- downloads

To learn the signs of autism

Latest Entries Sorted by: Recent | **Relevant** RSS

3 **WomensWallStreet.Com**
 Tagged by bajaj on 23 Nov 2007
 Tags: finance for women, retirement, tv podcasts, empowering women, love and money
 Edit
 empowering women financially

1 **Ten Easy Ways to Improve Your Resume**
 Tagged by bajaj on 23 Nov 2007
 Tags: soy sauce, samole templates, resume, counselor
 Edit
 improve your resume

1 **Endless.com: Shoes & Handbags**
 Tagged by bajaj on 23 Nov 2007
 Tags: heartburn free recipes, protection, peppercorn steak, ovi shipping, purchase
 Edit
 gifts for her, him and kids

2 **GlobalGiving: donate to grassroots projects; education, health, microfinance**
 Tagged by bajaj on 23 Nov 2007
 Tags: global giving, dating, donation, philanthropy
 Edit
 donation

1 **National Career Fairs, Diversity Recruitment**
 Tagged by bajaj on 23 Nov 2007
 Tags: expos, resume, cover letters, careers, diversity recruitme
 Edit
 women for hire

1 **Earth Calendar**
 Tagged by bajaj on 22 Nov 2007
 Tags: calender, world events
 Edit
 calender

1 **The World's Biggest Show & Tell... art, craft, diy, food**

5. Tag Hierarchy

What is the tag hierarchy feature?

The tag hierarchy is a unique feature of Invincibelle. The utility of the tag hierarchy is that it helps the formation of our desired tags in the “Refine Search with Tags” section, provided there is sufficient (at least 25-30) related content containing those tags.

Let's take a scenario for example. Suppose you have content related to recipes and you have the tags-Mexican, Chinese and Indian in your contents. You can create a hierarchy where "recipes" will be the main tag and the sub tags under it will be Mexican, Chinese and Indian. Once you have tagged about 30 URL's with these tags and you also create a hierarchy with the same tags, then on the left side the "Refine Search with Tags" column will have the same hierarchy.

The tag hierarchy feature accelerated and boosts the faceted search process where you can narrow down your tags very quickly in order to find the information you are looking for.

The screenshot displays a user interface for managing tags. On the left, there is a sidebar with navigation options: "My Account", "Update Profile", "Change Password", "My Watchlist Settings", and "Tag Hierarchy" (highlighted in purple). Below this is a "Tags Preview" section listing tags and their associated content: "soy sauce" (entrepreneur), "hiring" (places, contact manager), "places" (photos booth), "wikipedians" (recipe), and "cooking" (recipe).

The main content area is titled "Tag Hierarchy" with a help icon. It features a checked checkbox for "Enable automatic hierarchy" and a descriptive paragraph: "If this option is enabled, we use relationships created by other members to group your tags into tag hierarchies. For example, if you have the tags Italy and Spain we will group them together under Europe." Below this is a "My Favorites" section with a toolbar containing icons for "New Tag", "Rename Tag", "Delete Tag", "Copy", "Cut", and "Paste". A radio button labeled "My Tags" is selected.

At the bottom, a list of tags is shown, each with a plus icon and a dropdown arrow: "cooking", "hiring", "java", "lifestyle", "nisha", "parenting", "places", "relationships", "soy sauce", and "wikipedians".