



Qwant

Press Release
Neuilly-sur-Seine, April 2021

QWANT 2021: The mobile-first push. «What happens internally shows externally»

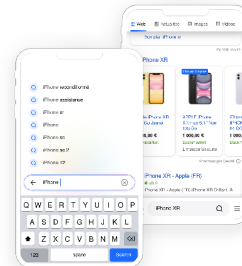
The rollout of Qwant's new design (progressive since March 23, 2021) has gone optimally. The new look and UX/UI improvements are more aesthetically pleasing and most importantly «mobile first» - users therefore benefit from an improved experience.

A mobile-first version

With a new, more attractive and modern interface, Qwant wanted to refocus on mobile for 2021. «With more than half (51%) of French users now accessing the Internet via their mobile devices, it was essential to adapt to this reality,» says Jean-Claude Ghinozzi, CEO of Qwant.

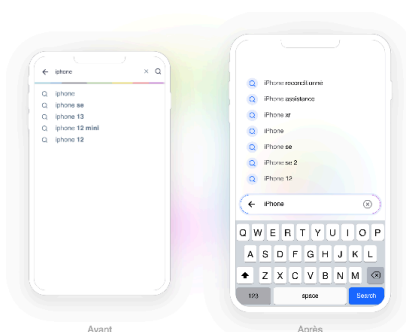
Easier to use

The search box is now within reach of the thumb at the bottom of the screen on mobile phones. Search suggestions also appear in reverse, with the most relevant suggestions now closer to the user's thumb.



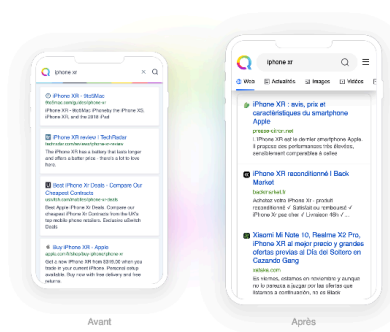
A sleeker mobile experience

More and more proposals are given more space and clarity in a reduced layout on a bright and clear interface.



A better-balanced result page

The results appear on a white background with minimized content separators, providing a more convenient reading experience.



A new design for a new search engine

The improvements in search queries allow enriching the results pages, especially by redesigning various additional modules such as Instants Answers, Ads and Content Injections to bring users a more relevant experience.

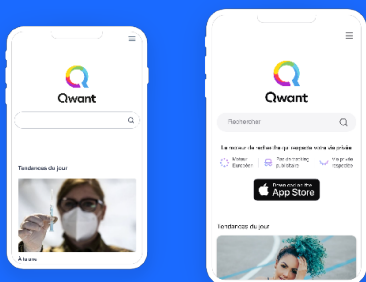
Qwant: «Everything is changing below the interface.

We decided to start from scratch, among other things with the technology that allows us now to develop the product in a more collaborative way that facilitates A/B testing, updates and modularity of new features.»

«This new version is the result of many years of work by Qwant's outstanding teams. It is one of the first series of improvements and reflects the great efforts made in the technological enhancement of the search engine,» continues Jean-Claude Ghinozzi.

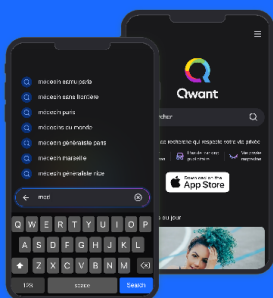
Light as the starting point

In this new version, new, dynamic and bright colors have been used to highlight the search box.



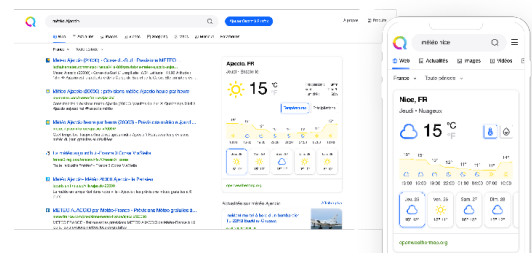
A shining dark mode

A difference that is also made by the display modes. Depending on preference, the user can now choose between light and dark modes.



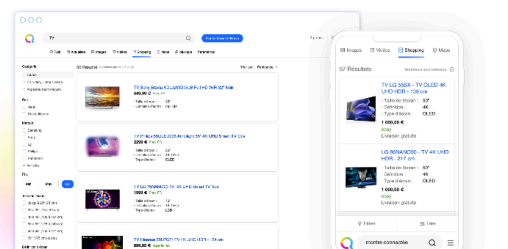
More accurate results

Thanks to a database that increases every day, the search results are getting better and better.



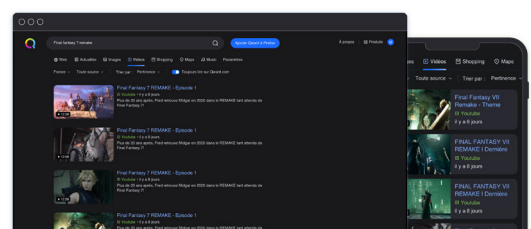
Finding the right product easier

More information, more filters and even refurbished products.



Improved navigation for video

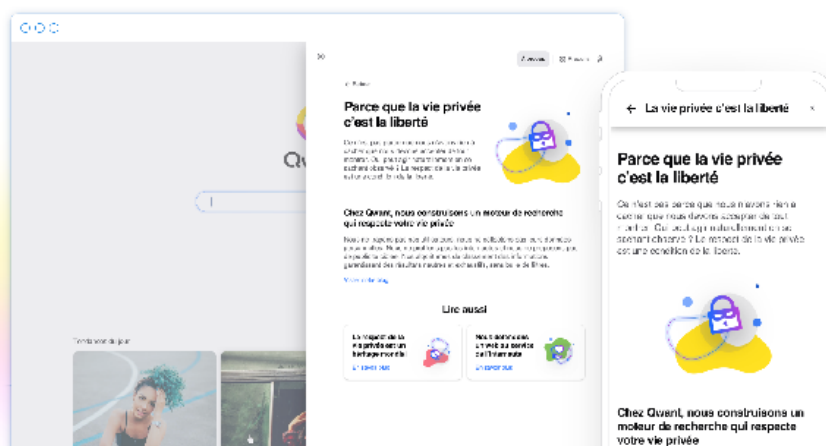
Videos are now displayed as lists for easier watchability.



Further boost our own positioning!

Nothing changes in the substance! Respecting privacy, protecting personal data, and promoting an ethical, neutral, and all-inclusive web are the principles on which Qwant has been built since its launch. These are the values that continue to be at the core of Qwant's development, in order to deliver users an ever more efficient and responsible search engine!

«Qwant.com's content will increase exponentially and become more and more relevant in the coming months. I am happy and proud of the work that the teams have done in the past year. What has been done internally can now be experienced externally!» concludes Jean Claude Ghinozzi.



About Qwant

Designed and developed in France, Qwant is the first European search engine with its own web indexing technology that protects the privacy of its users by rejecting any tracker for advertising purposes. Unlike the main search engines on the market, Qwant does not install cookies on the user's browser, does not try to find out who they are or what they do, and does not store a history of search queries. With a user-friendly interface that leaves plenty of room for results, Qwant lets you efficiently find the information you're looking for across the web and social networks, while guaranteeing total neutrality. Qwant treats all indexed pages and services without discrimination, without changing the order of results according to the user's own interests or inclinations.

Pour plus d'informations : <https://www.qwant.com>

Press contacts

Oxygen :

Cédric Damour / +33 6 82 46 78 38
Myriem Benseghir / +33 6 58 69 79 01
qwant@oxygen-rp.com

Qwant :

Sébastien Ménard / s.menard@qwant.com