Rating Workflow

User Intent - Is the result fits the user's intent ?	Yes or No
Establish Relevance	From Navigational to Bad
Check Data Accuracy	Name, Address and Pin

Type of queries

Address	Full address, street, country, city
Point of Interest or POI	Famous POI, river, transit station, location in a city
Business or BU	Business with location modifier (location precision or precise address), specific business, chain business (with or without a location modifier)
Categories	Group of entities sharing a set of characters (fast food, bus stop, coffee shop)
Product and Services	Something that can be purchased or offered by a BU or POI (ATV tour, vanilla latte)
Coordinates and "My Location"	Lat and Long, "my location/near me etc"
Emojis	Emojis that reflect the intent (pizza, gas etc)
No map Intent *Rated BAD*	Temperature, time, online only business (LinkedIn, Facebook), information seeking

Result Types

Business or POI	Show name in the top field, followed by an address and classification
Address	Multiple address types (residential or locality), the first line of the address will be in the top field followed by the entire address This type will not include a classification
Features without an expected address	POIs or features without an expected address (bus stops, bridges, mountains) Always check if the result as a classification, if it does, it's a POI or feature, not an address

Relevance Ratings

Naviga tional	One result only Combination of **extreme prominence** (Eiffel Tower), **uniqueness** (complete address) and **proximity** (incomplete address that points to an unambigous option that is extremely close	Does not prevent other results to be satisfying to a lesser degree

Relevance Ratings (cont)

Excellent	High quality result, multiple results can be excellent	Highest possible initial rating for ambiguous queries and non Navigational eligible ones
Good	Partial satisfaction	Reasons of that demotion must be given either *User Intent* or *Distance/Prominence Issue*
Acceptable	Technically satisfies but does poorly due to relevance or distance	Same as Good
Bad	Does not satisfy the user intent due to lack of relevance or distance	Same as Good

Query Level Questions

Query Navigational ?

Yes - Because the result is unique in the real world - Example: Eiffel Tower

No - Because they are more than one result in the real world - Example Starbucks

Two Level question Checkboxes

Result name/title is in an unexpected language

Business or POI is closed or does not exist

Research Expectation

Use search engine to investigate and understand the intent

Use official resources (BU's official websites, national postal services, gov websites)

Use your own knowledge and information provided

For Good or below ratings

Include user intent

Refers to the guideline

Include sources (links, url, images)

Be concise

In English

Location intent

Explicit	A clear and specific location where results are expected
Implicit	No clear location, must use either location and viewport or the area the user is expecting results

Viewport and User Location

Fresh vp	**User inside vp**	User location as location intent (No *Bad* rating because of distance alone if result inside the area)
	Outside vp	Result are expected near or in the viewport area. All relevant results inside the vp are eligible for an *Excellent* Rating If no results in or near the vp, consider the user location a secondary location intent
	Missing user loc	Vp is the location intent
Stale vp	**User inside or outside**	User location is the location intent
	Missing	Stale vp is the location intent
VP age missing	**Present or Missing**	Consider the vp fresh
Missing vp	**Present**	User location
	Missing	Test locale

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Published 5th October, 2023.
Last updated 5th October, 2023.
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