

### 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 <i>Rated BAD</i> | 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<br>This type will not include a classification |
| Features without an expected address | POIs or features without an expected address (bus stops, bridges, mountains)<br>Always check if the result as a classification, if it does, it's a POI or feature, not an address      |

### Relevance Ratings

|            |   |  |
|------------|---|--|
| Navigation | One result only   | Does not prevent other results to be satisfying to a lesser degree |
|            | Combination of <b>extreme prominence</b> (Eiffel Tower), <b>uniqueness</b> (complete address) and <b>proximity</b> (incomplete address that points to an unambiguous option that is extremely close |  |



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Page 1 of 3.

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### Relevance Ratings (cont)

|                   |   |  |
|-------------------|---|--|
| <b>Excellent</b>  | High quality result, multiple results can be excellent                | Highest possible initial rating for ambiguous queries and non Navigational eligible ones             |
| <b>Good</b>       | Partial satisfaction  | Reasons of that demotion must be given either <i>User Intent</i> or <i>Distance/Prominence Issue</i> |
| <b>Acceptable</b> | Technically satisfies but does poorly due to relevance or distance    | Same as Good   |
| <b>Bad</b>        | 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

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



