

Relevance

Satisfying user intent

Prominence

Distance

General Rating Rules

Rate each results individually Demote based on relevance and distance

Always rate vs the world If there is better in the real world, demote the result given

Ignore duplicates or order of results

Rate Bad inappropriate or illegal results If content embarrassing if seen by users

Adult content From *Navigational* to *Bad* if the query clearly requests this type / *Bad* if it doesn't

Query Connection

The first factor to take into consideration If **Yes** you can rate user intent and Relevance

If **No** Rating is automatically *Bad*

User Intent if connection exists Primary intent = *Navigational or Excellent*

Secondary intent = *Good*

Unlikely intent = *Acceptable*

After this, you must rate Name, Address and Pin Accuracy

Prominence and distance

Refers to popularity, order of prominence International (the city of Sydney *Navigational*)

Known in the country (Sydney Opera House *Good*)

Known in the region

Locally

May not even be known locally

When primary intent is respected *Navigational*

Distance The farther away the result if from the area of expected results, the less desirable it becomes (especially chain businesses, hospitals, grocery stores)

Must look all the possible results in the real world

Distribution of possible results

Population density (urban, suburban or rural)

For distance demotion use 10% rule Take the closer result than add 10% of the distance, all results within will keep the *Excellent* rating, the ones outside will get demoted

The fewer the results and population density is low, you must be more generous when it comes to ratings and demotions

Types of Connections	
General	Brand, Airport or city (one or multiple)
Abbreviations or Alternate names	cdg, sears tower
Category	food
Spell correction	only for obvious issues (missing letter, wrong diacritics or wrong street name if close to the user - street instead of boulevard-)
Transit	If query indicates a specific transit system, the result must match the system
Special characters	If the use of special character is valid (valid variation, adds value, perceived as a form of expression or style -café in english-)
Address	If result does not include the unit number or another number from the request rate <i>Good</i> If result is only the street name <i>Acceptable</i> If only the locality returned <i>Bad</i>
Lack of connection	If so rate <i>Bad</i>

Various Queries	
For addresses not existing	Rate if they existed, but don't demote existing addresses farther from non-existing ones
City vs Municipality	City is always the primary intent. States, countries and municipalities will be as a secondary intent <i>Good</i> If query is specific about a country or state, and the city is returned, it will be rated <i>Bad</i> because it will not respect the user intent

Various Queries (cont)	
Unexpected result	If result returned is unexpected, look if secondary intent is respected <i>Good</i> , if not, rate <i>Bad</i>
Multiple Transit POIs (one airport with metro, train, tram, buses stations)	Other transit POIs at the queried one should be treated as secondary intent <i>Good</i> <i>Acceptable</i> if less likely to satisfy the user intent
POIs and Transit	If POI is sharing a transit, look for prominence and intent
Transit queries	If one is rated <i>Navigational</i> other will be demoted on distance and prominence
Stops vs Stations	All stations are stops, not the other way around Returning a station for a stop query is ok, but not a stop if station queried

Service Level, Parkings and Permanent_Closure	
If query request a specific level or service	Not reflected on the result = <i>Good</i> and demote as necessary Generic level of service (offers more services than requested) = <i>Excellent</i>
If query does not specify	Any relevant result = <i>Excellent</i>
Parking intent	Rate free and paid as equal, if private parking returned rate <i>Bad</i>

