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1.0	Approved	2017-08-03	Anuj Doshi	Approved
1.1	Approved	2017-10-24	Anuj Doshi	Updated the overall document structure Updated Best Practices & FAQ's as per the feedback given
1.2	Approved	2018-03-07	Mustafa Patrawala	Added best practice shared by Shashank regarding screenshot sharing in comment box.

Note: The status of document versions that are not (yet) approved shall be marked as "Draft". (Re)-Approved documents versions shall be marked as "Approved". Old versions of the Document shall be marked as "Obsolete".

Note: Changes/ Comments: Brief description what has been changed compared to the previous version. Reasons for change: can be e.g. audit finding, changed circumstances, etc.

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1 Overview

The purpose of this document is to maintain all the helpful links researched by annotators and all other contents related to annotation, which will help the annotators to find everything at one place and further help them in their research. This doesn't mean that you should limit/center your research around these things only.

2 Best Practices

2.1 VAR Tasks with Bounding Box

- Make sure you zoom in and check thoroughly when the response marker appears on the edge of the BB because in such cases, it looks like the response marker is on the edge or just outside the BB but when you zoom in, you would be surprised to see that the response marker is actually inside the BB. (Not always)
- For better understanding, below are 2 screenshots referring to a bounding box task. Image 1 is where the BB is "zoomed out" and image 2 is where the BB is "zoomed in" and you compare the marker location on both the images



Image 1: Normal Zoomed out

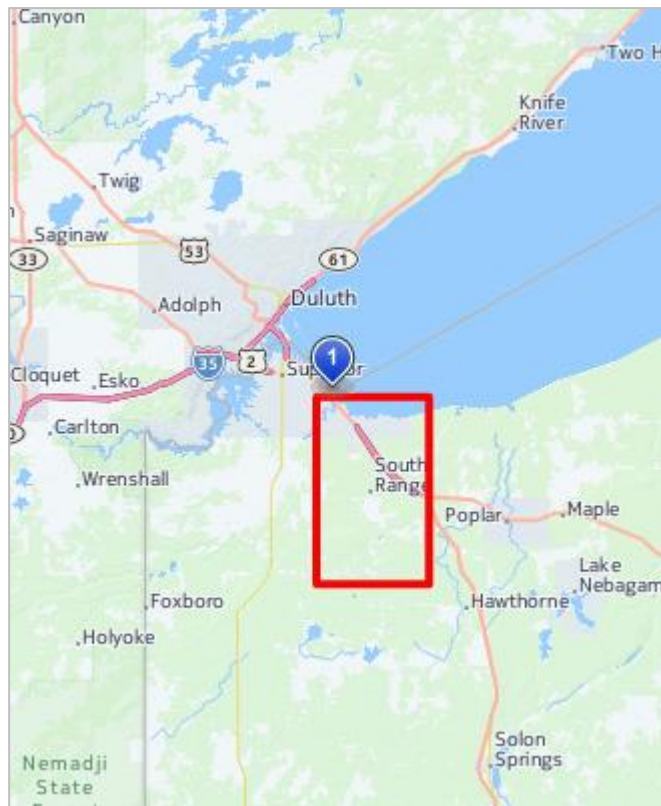
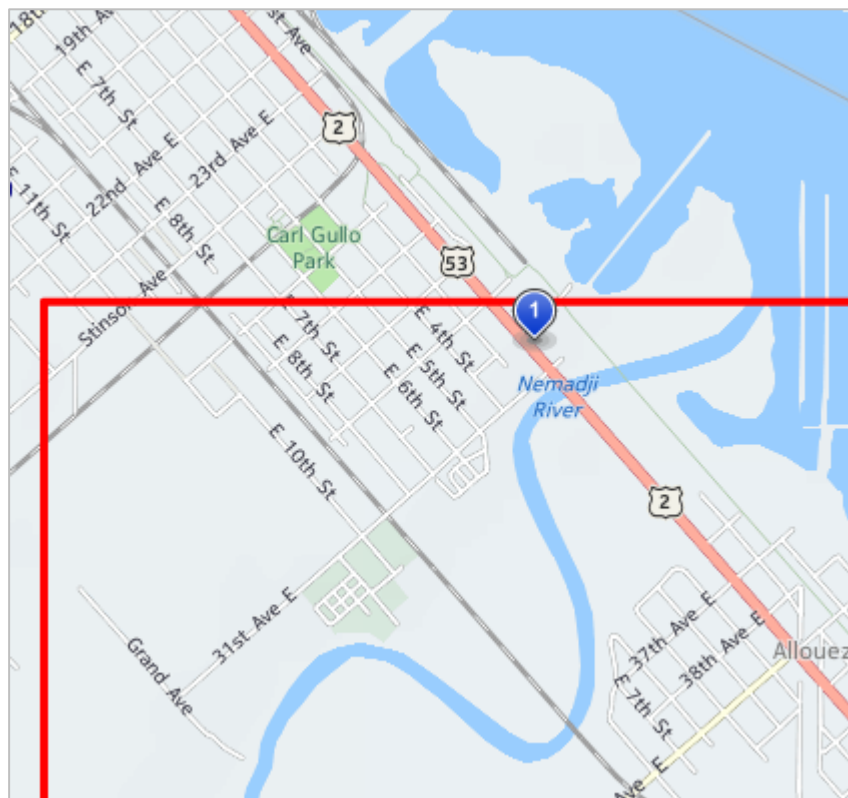


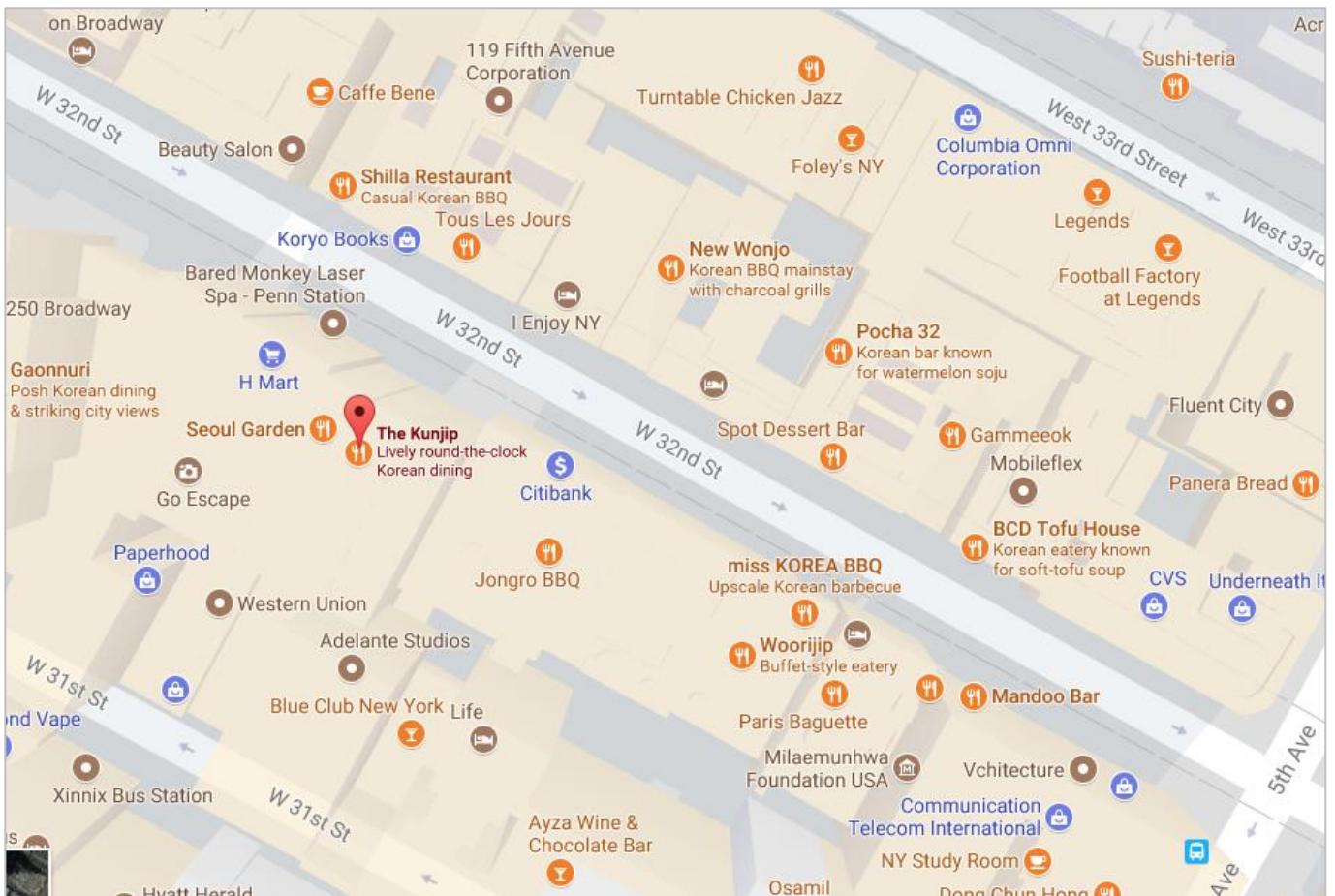
Image 2: Zoomed in Version

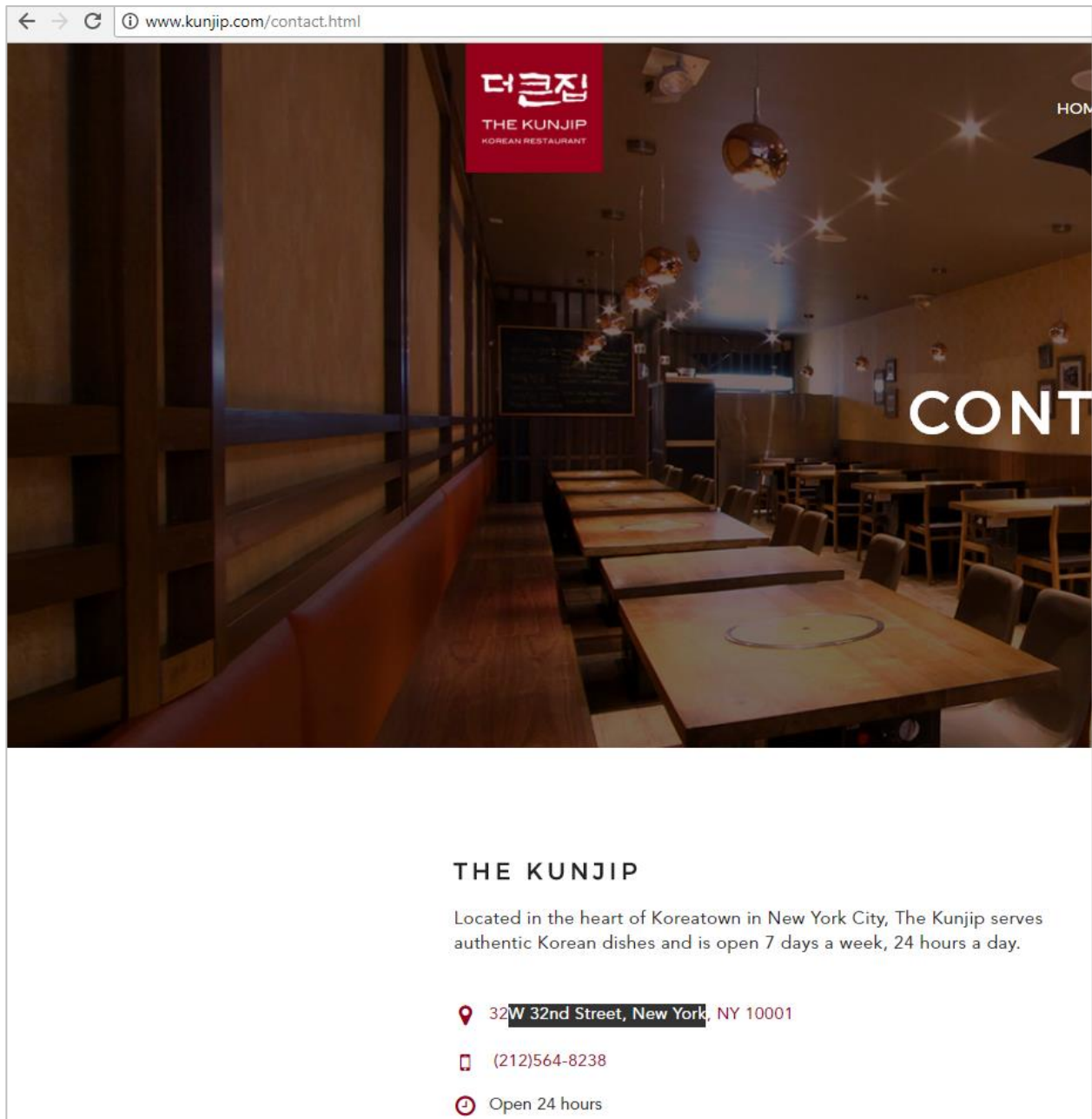




2.2 Tricks for confirming Street Name

- One can confirm the street name using the official website of the POI located on the same street
- For E.g. If you want to confirm street name “W 32nd Street, New York” in below given scenario, you can just pick any POI on the given stretch, like “The Kunjip” in this case and browse through its official website (Provided in google maps listing) for the information on street address which will help us in confirming street name





- Also, one of the efficient way to confirm the street is by directly placing the pointer onto the street intersection and then check for street signboards in the street view
- Signboards can usually be found at start and end of the stretch and sometimes you can find it mounted on the walls of the POI at the corner of the street
- A very rare case is when the street name can be found written on the foot path in White
- And if the street view or any POI official page isn't available, then you can confirm the street name if multiple third-party sources agree with the same street name





2.3 How to Confirm Street Address?

- One of the way is that you can simply do a normal Google search of the street address. This would help us to identify whether the POI or street address exist there or any new POI has been open at the given street address
- Also, if the street address is associated with any POI, you can look for the official page and confirm it easily
- Another case is, if the address is not associated with any POI i.e. if it is a residential address then you can use country specific links to confirm the same or a street view if available

e.g. For USA street addresses you can refer USPS website to confirm the same.

<https://www.usps.com/>

Note: USPS doesn't confirm the name of any POI, it is only concerned with the street address.

2.4 How to Confirm Zip Code of any area at given Geolocation/Response pointer

- If there is no official website to confirm the postal code of a Response address or POI then one of the way is to identify any other POI which is present on the Response street and check for its official website. If available, then you can confirm the postal/zip code from the address mentioned in official website.

E.g. You need to confirm the postal code of POI named "ABC" but the official website of "ABC" is not available, then you can check any adjacent POI "XYZs" official website for the address (especially post code).

Logically, this post code would be the same for the response POI "ABC" as they both lie in the same post code area.

- Also, you can access Country Specific Confirmation Links excel file where you may find postcode confirming websites for a given country



2.5 Difference between Hotel, Motel, Guesthouse & Bed & Breakfast

We always end up getting confused over the term B&B, Guesthouses and Hotel so, here are some sources that lists out few basic differences between them making it easier distinguish

- **Hotel vs Bed & Breakfast vs Guesthouse:**

<https://www.bedandbreakfast.com/info/travelers/travel-inspiration-guides/hotels-vs-bed-and-breakfasts>

<https://www.discoveroom.com/blog/2014/09/18/differences-bbs-guesthouses-hotels/>

<https://bedandbreakfastcoach.com/hotel-or-bed-and-breakfast-whats-the-difference-anyway/>

<http://www.insurancechat.co.za/2011-05/how-do-we-distinguish-between-a-bed-and-breakfast-guesthouse-and-boutique-hotel/>

- **Hotel vs Motel:**

[http://www.diffen.com/difference/Hotel vs Motel](http://www.diffen.com/difference/Hotel_vs_Motel)

<http://www.hotelvsmotelhq.com/>

2.6 How to confirm if the POI is Closed or Moved from given Location?

- If the street view is available and you can't see the POI in it then there is a possibility that the POI might be permanently closed or moved somewhere else.
- One of the way to check is through an icon which is available in the top left corner in the street view.
- This icon has an option to view the historic street views of the POI i.e. the street views of previous years if available.
- For e.g. A POI by name "T.G.I FRIDAY's" which is not Visible in Sep 2016 Street View but if you head back to the street view image of 2009, you can see "T.G.I FRIDAY's" Store. Below are the screenshots for your reference



- And if you see a mall or commercial complex close to the marker location, chances are the POI would be Inside the mall and not visible in the street view easily. So, checking the malls official website is a best practice.

Note: This is just one way of confirming the whether a POI is closed or is moved from given location, do you research thoroughly before coming to any conclusion.



2.7 Difference between 'Ave, Street, Court' Suffix in Street names

The difference isn't quite strict but generally they do have some basic difference. Below are some sources collected that gives a clear idea on they could be different and why they are so.

<http://lifehacker.com/the-difference-between-streets-boulevards-avenues-an-1789115850>

https://www.reddit.com/r/explainlikeimfive/comments/2me7l2/eli5_whats_the_difference_between_an_ave_rd_st_ln/

https://en.wikipedia.org/wiki/Street_suffix_and_their_abbreviations

https://pe.usps.com/text/pub28/28apc_002.htm

https://en.wikipedia.org/wiki/Types_of_road

2.8 Providing screenshot of non-linkable page in comments

While providing links of certain websites, the link does not lead us to the required page and redirects us to the home page instead. So, this way the merger would not be able to see the main link and the merger too needs to follow the steps to access that information.

To avoid duplication, we could follow the below steps to provide the required information –

- Take a screen shot of the required page
- Save it in a New folder in your One drive
- Open your OneDrive account from office 365 in the browser and go to that “New Folder”
- Select the required image, and click the “Share” option on the top left-hand side corner
- Select “Anyone” from the drop-down options from “Only the people you specify will have access to edit” menu
- Click on “Apply”
- Click “Copy Link”
- It would create a shareable link. Click “Copy” button. And then past it in your comments

Note: - For accessing it quickly we could bookmark the One drive page on browser.



2.9 URL shortner steps for multiple websites

Click Here... to access the step by step process for shortening long URLs of multiple websites

2.10 URL Shortner

Solution from Stakeholders - The Google Link shortener for google maps is totally fine. We just want to not have people use Google Link Shortener for other sites

3 VAR Confusing Scenarios

3.1 The Response is helpful but is closed/doesn't exist

Confusion: Though the response is helpful, but it is closed/doesn't exist. So, it won't be helpful for the user. Hence, the rating Not Relevant.

Suggested Solution: If the response seems helpful, then it deserves to be listed. So, if the user reaches the response marker location he would be misled as the response doesn't exist, which shows that the response has a data problem. Hence, it would be rated as Invalid data.

E.g. If the query is Mc Donald's and the response is a branch of McDonald's chain which is closer to the user or is inside the bounding box, then the response is likely to be helpful to the user but if we have proof that the response is closed, then the response doesn't become irrelevant. It would be still helpful to the user but when the user would reach at the response location, he wouldn't be able to find it, as the response is closed. It means that the response data has a problem. Hence, it would be rated as Invalid data.

3.2 The Response is helpful but there is no proof regarding its existence

Confusion: Though there is a good text match and the response is near the user or fits under the user's search criteria, I don't think it is helpful because I couldn't find the response. Hence, the rating Not Relevant.

Suggested Solution 1: If the response is helpful to the user and you couldn't find any proof regarding the existence or non-existence of the response, in such cases, we assume that HERE maps data is correct. Hence, the rating will be Relevant.

E.g. If the query is for a location and the response is the same location term and you think that the response would be helpful to the user but you couldn't find any proof regarding the existence of the response then the response doesn't become less helpful or irrelevant. Cases where we couldn't find any proof regarding the existence or non-existence of the response, we assume that HERE maps data is correct.



3.3 The Response text suggests that it is same as Global/Local Vital but the category is different

Confusion: If the Response has a same text as Global/Local Vital and the category is different, then some people assume that Category of Response is incorrect.

Suggested Solution: If the category of the Response and vital are different, don't assume that the category is wrong. This is because different categories may represent that the response and vital are showing two different entities. Research about the category and then come to any conclusion whether it is same as vital or response is representing something different as per the category at the given marker location

E.g. If the response name and the vital name is same, say "Hinduja Hospital" but their category is different; say vital is actual Hinduja Hospital and the response category is a public transit stop near the hospital named "Hinduja Hospital". So, assuming the response category as incorrect is a big mistake, kindly research whether a public transit exists or not near the hospital and if it exists, then it would be considered as the primary transit stop for the vital hospital. So, it should be considered helpful as a different entity associated with the vital.

3.4 Response can be considered as helpful based on text match & distance

Confusion: If there is a good text match between the query and the response and the response is near to the user, then the response could be a helpful option for the user. Hence, the rating Relevant or Useful.

Suggested Solution: Don't compare the response and the query only based on text match and proximity to the search location, see whether there is any relation between the query and response before considering it as helpful.

3.5 The query is for a Shopping Mall and the response is an entrance or one of the entrance of that shopping mall

Confusion: The entrance of the shopping mall is same as the shopping mall itself because the user would reach at the shopping mall if he would reach at the entrance of the shopping mall.

Suggested Solution: An entrance of the shopping mall is just an access to the shopping mall and not the shopping mall itself. Though, the user would reach at his destination if he would reach at the entrance, but an entrance cannot be considered as a shopping mall. But it can be considered helpful.



E.g. If the query is North Star Shopping Mall and the response is an entrance or gate of that mall, then in such case, don't assume that the entrance of the mall is the mall itself because the user would reach the mall if he would reach at the entrance of the mall. The reason an entrance is a way to access the mall, entrance isn't representing the mall itself. Also, there could be many entrance or exit gates in a mall and those gates are just entrance and not the shopping mall.

3.6 The query is a name and the response is a street of that same name

Confusion: In such cases, the street wouldn't be helpful to the user because the user didn't enter anything related to the street in the query.

There are two scenarios to this.

Suggested Solution 1: Generally, users don't enter street terms in the query such as Calle, Avenida, Boulevard, street, road, etc. while searching for the same. Don't assume that the query would be a detailed search. The user could enter partial terms also in maps. This logic can be applied if response is street by same name which is prominent and is closer to user location or inside the Bounding Box and when there are few places by same name.

Suggested Solution 2: If the Response is a street which is small and don't have anything prominent located on it, and is located at a distance where the user won't be interested to travel as there are other closer matches available which are more prominent than the response, then this makes us to think whether the user really needed just a small street which is far away and if yes, then don't you think the user would have mentioned some additional text in query like zip code, area name etc.



4 Clarification from Stakeholders

4.1 Are recent reviews in third party websites important while confirming the category of the POI. (Category Precision)

Solution - For Category Precision, you do not need recent reviews (or strong confirmation that the POI exists/is not Closed) to rate the category attribute. If you happen to find out that the POI is Closed during your research, you can mark it as such.

4.2 If the provided POI is closed but we can find out that the new POI existing at the same location matches the queried category. (Category Precision)

Solution –

- a. The POI rebranded itself (i.e. just changed names but is fundamentally the same POI) and should be rated as normal.
- b. A new POI has taken its place and the old POI should be rated as Closed.

4.3 In the above task, the admin areas is “SW3, London, London, London, GBR”. In such cases, do we have to consider the partial code, “SW3” as a zip area within which the POI is located and mark it Correct as it can be considered an admin area? Or, mark it incorrect as admin area has element of another attribute (postal code)?

Solution – So, London’s postal code system is very robust, and it’s often used as an admin area. I think for England, it’s okay for a postal code to serve as an admin area here.



4.4 I wanted to discuss about the scenario in POI Attribute Correctness task where the POI has been moved to new location and in our task both old location (Left side) and new location (Right side) is provided –

Like in this task:

<https://clickworksite.com/task/1756165/> both new and old location address and lat/long are provided. According to the official website the POI has been relocated from old location (Salizada San Moisè) to new location (Calle de le Botteghe). So, my confusion was whether we can rate confirm the attributes of new location and rate the old attributes as Wrong or should be we go with different POI rating.

Solution – I would say that the new location is Correct (since it's the current updated set) and the old location address is Wrong (although be sure to check if they simply forked a location). If a business has actually moved 5 times, we would only list their current address (otherwise things would get confusing). Hope that helps!

4.5 I am bit confused with this highlighted statement present in guidelines: "If the place seems to be a good match, but you are dubious whether it has ever existed, use the Closed/Does Not Exist checkbox. In cases where you use that, no category annotation is necessary" Does this mean we don't have to select a rating of "Good, Questionable or Wrong?"

Solution – If the POI is Closed/Does Not Exist, you don't need to rate it.



4.6 I am Enclosing some tasks in which I Felt that it would be appropriate to assume that Here Map Data is correct, but my gut feeling said that response doesn't exist, because there were no websites or any source to back it. So, I would like to know, whether I can rate anything as "Invalid Data" or "Not Relevant" when we don't get any Information regarding given response?

Solution – If you can prove that the Response doesn't exist, you should rate it as Invalid Data. If you don't have a lot of proof, but you have a good argument as to why it doesn't exist, you can also rate it as Invalid Data. For example, the casino may have many old reviews, but nothing recent- it sounds like if it still existed, it should have many recent reviews. Just be sure to include your logic.

4.7 Should we mark Other restaurant and Food Type Categories to be correct in a POI task of hotel.

Solution – For the hotel vs. restaurant question, a hotel can sometimes include a restaurant. Many people often dine at hotels as they offer it as service. It's possible for a POI to have more than a single category. For instance, a business can be a Bed & Breakfast that is an accommodation and a restaurant since it's understood to be the same package. We may have a separate POI for the restaurant itself on our maps. However, a hotel, which encompasses the restaurant, may be helpful to the User's information needs if they know there is also food served at the hotel (as part of the hotel).

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Thank You!