PART 3: NEEDS MET RATING GUIDELINE

13.0
RATING USING THE NEEDS MET SCALE

THERE ARE MANY DIFFERENT KINDS OF QUERIES AND RESULTS, BUT THE PROCESS OF RATING IS THE SAM

YOU TO FOCUS ON USER NEEDS AND THINK ABOUT HOW HELPFUL AND SATISFYING THE RESULT IS FOR THE USERS

THIS IS WHAT THE NEEDS MET RATING SLIDER LOOKS LIKE:

RATING
DESCRIPTION

FULLY MEETS (FULLYM)

A SPECIAL RATING CATEGORY, WHICH ONLY APPLIES TO CERTAIN QUERIES AND RESULTS.   ALL OR ALMOST ALL

USERS WOULD BE IMMEDIATELY AND FULLY SATISFIED BY THE RESULT AND WOULD NOT NEED TO VIEW OTHER

RESULTS TO SATISFY THEIR NEED.

HIGHLY MEETS (HM)
VERY HELPFUL FOR MANY OR MOST USERS. SOME USERS MAY WISH TO SEE ADDITIONAL RESULTS.

MODERATELY MEETS (MM)
HELPFUL FOR MANY USERS OR VERY HELPFUL FOR SOME USERS. SOME OR MANY USERS MAY WISH TO

SEE ADDITIONAL RESULTS.

SLIGHTLY MEETS (SM)
HELPFUL FOR FEWER USERS. THERE IS A CONNECTION BETWEEN THE QUERY AND THE RESULT, BUT NOT A

STRONG OR SATISFYING CONNECTION. MANY OR MOST USERS WOULD WISH TO SEE ADDITIONAL RESULTS.

FAILS TO MEET (FAILSM)
COMPLETELY FAILS TO MEET THE NEEDS OF THE USERS. ALL OR ALMOST ALL USERS WOULD WISH TO SEE

ADDITIONAL RESULTS.

PLEASE NOTE THAT YOU MAY ASSIGN IN-BETWEEN RATINGS.

BETWEEN TWO LABELS. YOU CAN EITHER DRAG THE SLIDER OR CLICK ON THE POINT THAT YOU WANT THE SLIDER T

USE IN-BETWEEN RATINGS IF YOU THINK THE RATING OF A RESULT FALLS

13.1
RATING RESULT BLOCKS: BLOCK CONTENT AND LANDING PAGES

FOR NEEDS MET RATING, YOU WILL ASSIGN A RATING TO EACH RESULT. EACH RESULT INCLUDES THE CONTENT INS

LANDING PAGES ASSOCIATED WITH THE RESULT.

WHICH PART OF THE RESULT DO YOU RATE? IT DEPENDS ON BOTH THE QUERY AND THE RESULT BLOCK:

TYPE OF BLOCK
WHAT TO RATE

SPECIAL CONTENT RESULT BLOCK

(SCRB)

NOTE: ASSUME THAT INTERACTIVE

RESULT BLOCKS FUNCTION AS INTENDED.

TRY TO INTERACT WITH THE RESULT BLOCK

AS SOME LINKS, BUTTONS, OR OTHER

FEATURES IN YOUR RATING TASK MAY

WORK.

THE CONTENT INSIDE THIS TYPE OF BLOCK SHOULD ALWAYS PLAY A LARGE ROLE IN YOUR RATING.

SOME SPECIAL CONTENT RESULT BLOCKS MAY HAVE LINKS TO LANDING PAGES. IN THESE

CASES, THINK ABOUT WHETHER A USER WOULD CLICK ON THE LINK IN ORDER TO SATISFY THEIR

USER NEED.

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IF MOST USERS WOULD NOT CLICK, RATE THE SPECIAL CONTENT RESULT BLOCK BASED

ON THE BLOCK CONTENT ALONE.

IF SOME OR MANY USERS WOULD CLICK, YOU MAY CONSIDER THE HELPFULNESS OF THE

LANDING PAGE(S) IN ADDITION TO THE CONTENT IN THE BLOCK. IN THIS CASE, BOTH

NEED TO BE HELPFUL TO JUSTIFY A HIGH RATING.

WEB SEARCH RESULT BLOCK
A CLICK IS REQUIRED, AND YOU SHOULD EVALUATE THE LANDING PAGE TO ASSIGN A RATING.

98

FOR EXAMPLE, THINK ABOUT THE QUERY [WHAT DOES LOVE MEAN].

RESULT BLOCK
QUERY: [WHAT DOES LOVE MEAN]
RATING

SPECIAL CONTENT RESULT BLOCK

WEB SEARCH RESULT BLOCK

MOST USERS WOULD PROBABLY NOT CLICK ON

THE SPECIAL CONTENT RESULT BLOCK,

BECAUSE THE BLOCK CONTAINS A LARGE

AMOUNT OF HELPFUL CONTENT AND HAS NO

OBVIOUS LANDING PAGE LINK ASSOCIATED

WITH IT.

THEREFORE, BASE YOUR RATING ON THE

CONTENT INSIDE THE BLOCK ITSELF.

IN THIS CASE, USERS WOULD HAVE TO CLICK ON

THE WEB SEARCH RESULT IN ORDER TO GET AN

ANSWER TO THE QUESTION.

THEREFORE, BASE YOUR RATING ON THE

CONTENT OF THE LANDING PAGE.

HERE ARE SOME EXAMPLES OF SPECIAL CONTENT RESULT BLOCKS WHERE THE BLOCK SHOULD BE RATED PRIMARI

THE BLOCK ITSELF. AS ALWAYS, PLEASE USE YOUR JUDGMENT.

QUERY AND SPECIAL CONTENT RESULT BLOCK

QUERY : [UTOPIA ANIMAL HOSPITAL]
QUERY : [CHICAGO WEATHER]
QUERY: [CALORIES IN A BANANA]

QUERY : [HOW TO FIND SECURITY CODE ON

VISA]

QUERY : [HOW DID LINCOLN DIE]
QUERY : [MOVIES SAN FRANCISCO]

NOTE: THE GUIDANCE IN THIS SECTION SPECIFICALLY APPLIES TO NEEDS MET RATINGS. FOR SPECIAL CONTENT RE

LANDING PAGES, YOU MAY OR MAY NOT ALSO BE ASKED TO PROVIDE PQ RATINGS. IN THESE CASES, YOUR PQ RATI

BASED ON THE LANDING PAGE. PLEASE REFER TO SECTION 14.0 FOR MORE ABOUT THE RELATIONSHIP BETWEEN

QUALITY RATINGS.

100