

Project Background

Wayfair is one of the world's largest online destinations for home furnishings and decor. Search engines, as one of its most important features, surface a way to help customers quickly, conveniently and accurately find matches and similar furnishing products that they want for their home from Wayfair's selection of more than millions catalog products.

-The goal of the search relevance annotation project is to establish a ground truth dataset that specifies for a given search query/term how much of the product is relevant to it. The ground truth dataset will be used to measure how well search engines can perform for a broad range of searches, support the computation of an appropriate set of metrics, and also support the further development of advanced search engines.

Relevance Annotations

Our relevance annotations are made up of a pair of query and product (search results):

- Query: search query
- Product: product ID, product name, product image and product web page url.

Annotators will help us label different “ratings” of relevance between query and product. There are three levels of relevance rating:

- 1) **Exact match:** this label represents the surfaced product fully matches the search query.
- 2) **Partial match:** this label represents the surfaced product that does not fully match the search query. It only matches the target entity of the query, but does not satisfy the modifiers for the query.
- 3) **Irrelevant:** this label indicates the product is **not** relevant to the query.

Note:

- Before annotating each query, make sure that you have fully understood its meaning. Strongly recommend google it first.
- For any misspelled query/products, please ignore the mis-spellings and proceed to annotate the example as-is.

Examples of exact match

- Query 1 : wicker outdoor bar

Product name: McDaniel Home Bar



[product page url \(click\)](#)

Label: exact match

Reason: The query requires a product of outdoor bars, which is made of wicker (material). The product satisfies all the requirements of the query.

- Query 2: chair and a half recliner

Product name: Deren 37" Wide Manual Wall Hugger Standard Recliner



[product page url \(click\)](#)

Label: exact match

Reason: From the query, the customer is not only looking for a recliner but also it is large in size (chair and a half). The above product is a recliner with large size.

- Query 3: shamrock

Product name: Poff Embroidered Shamrock Table Runner



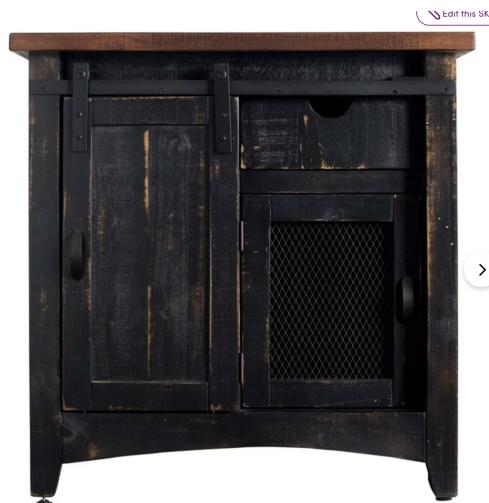
[product page url \(click\)](#)

Label: exact match

Reason: The query reflects users intent of looking for a product with shamrock, although we don't know what product really is. The above product satisfies the query's requirement.

- Query 4: farmhouse cabinet

Product name: Andrin 2 Door Accent Cabinet



[product page url \(click\)](#)

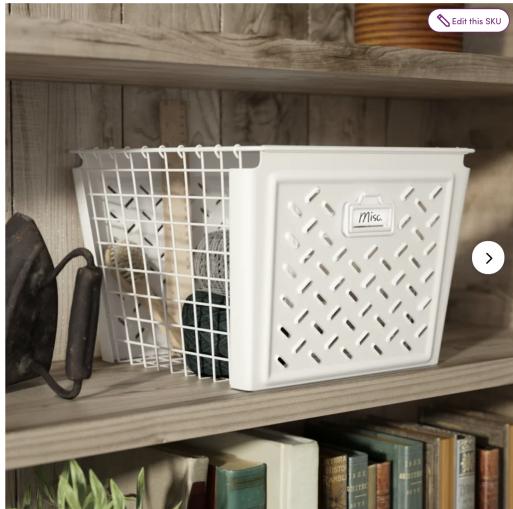
Label: exact match

Reason: The query reflects users intent of looking for a cabinet with farmhouse style. The above product is a “classic farmhouse” style cabinet, so it satisfies the query's requirement.

Examples of partial match

- Query 1 : wire basket with dividers

Product name: Vintage Metal/Wire Basket



[product page url \(click\)](#)

Label: partial match

Reason: The query requires a wire basket with dividers, and the product is a wire basket. However, it is an all-in-one wire basket without dividers.

- Query 2 : kids chair

Product name: Big Joe Hug Standard Bean Bag Chair



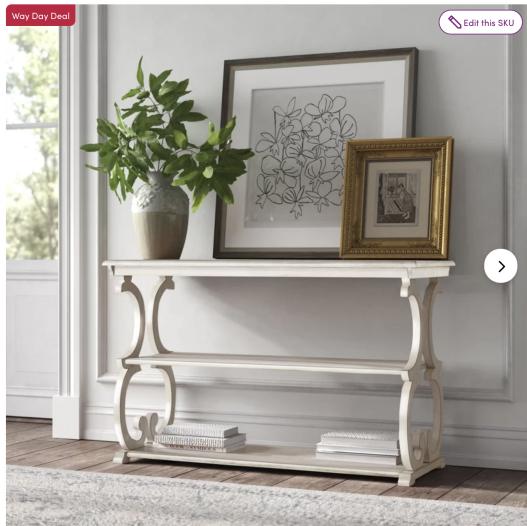
[product page url \(click\)](#)

Label: partial match

Reason: Customer is looking for a chair for kids. The product is a chair but not for kids.

- Query 3 : 48 in entry table with side by side drawer

Product name: Livia 48" Console Table



[product page url \(click\)](#)

Label: partial match

Reason: The above product is a console table with the same size as required from the customer, however it doesn't have side by side drawers. It only partially satisfies the requirements from the customer.

Examples of irrelevant

- Query 1: chair and a half recliner

Product name: Lift Assist Power Reclining Heated Full Body Massage Chair



[product page url \(click\)](#)

Label: irrelevant

Reason: Customer is looking for a recliner, but the above product is a massager chair. The product is irrelevant to the query.

- Query 2: salon chair

Product name: Anette Salon Anti-Fatigue Mat



[product page url \(click\)](#)

Label: irrelevant

Reason: the customer looks for a salon chair, not a mat. This product is irrelevant to the query.