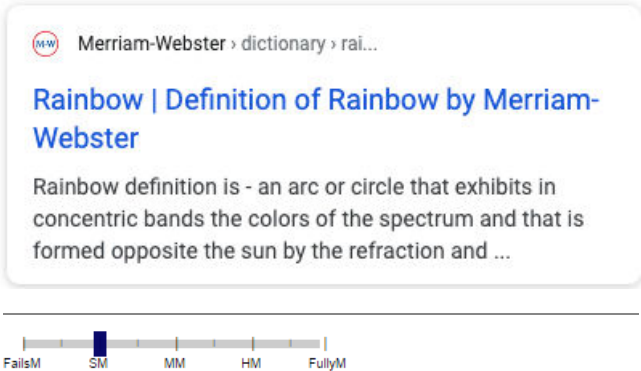
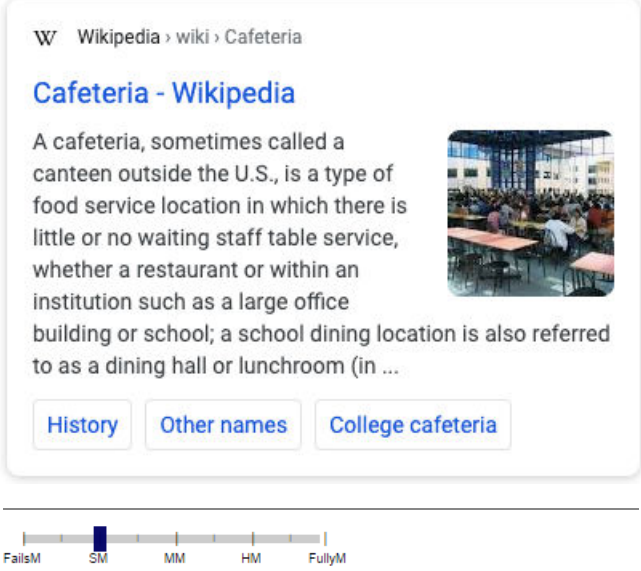
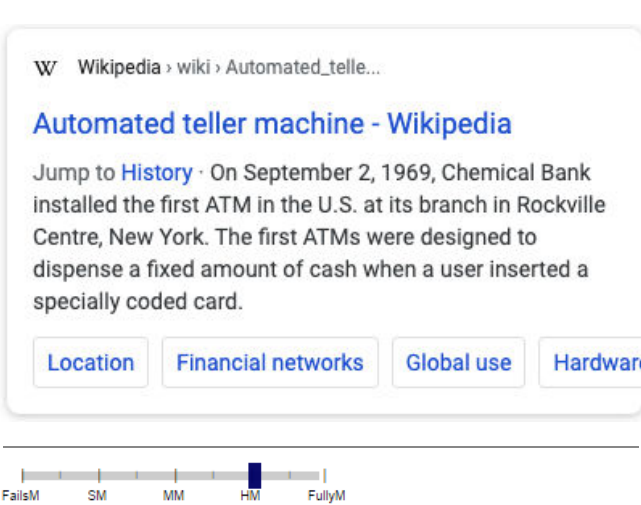


Query and User Intent	Result Block and LP, Needs Met Rating	Explanation
<p>Query: [rainbow]</p> <p>User Intent: This is a broad query. Users could be looking for many things, including images of rainbows, brands or local stores/organizations with "rainbow" in their name, etc.</p>		<p>Most users probably already know what a rainbow is and would not be looking for a definition. Even if the user needs help understanding the word, images or a simple description would be more helpful than this dictionary result.</p>
<p>Query: [cafeteria]</p> <p>User Location: Eugene, Oregon</p> <p>User Intent: Most English-speaking users in the US are familiar with cafeterias. Users are most likely looking for a place to eat.</p>		<p>Most users are looking for a place to eat rather than general information about cafeterias. Even though this is an in-depth encyclopedia article that matches the topic of the query, it would be helpful for few users.</p>
<p>Query: [history of ATM machines]</p> <p>User Intent: Find information about the history of ATM machines (e.g., the inventor, when it was invented, its evolution, etc.).</p>		<p>The user wants to learn more information about the history of ATM machines. This encyclopedia article includes an extensive section on ATM machine history. This result would be very helpful for users looking to learn more about the history of ATM machines.</p>