

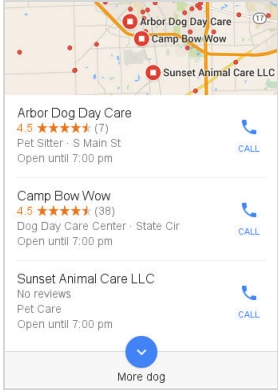
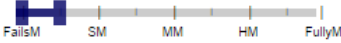
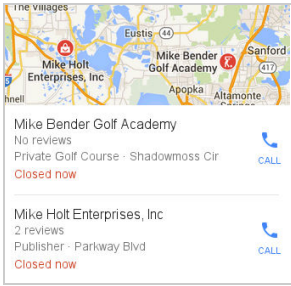
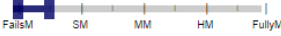
## 13.6 Fails to Meet (FailsM)

A rating of **Fails to Meet** should be assigned to results that are helpful and satisfying for no or very few users. **Fails to Meet** results are unrelated to the query, factually incorrect (please check for factual accuracy of answers), and/or all or almost all users would want to see additional results. These results completely fail to meet the user intent, such as a lack of attention to an aspect of the query (or user location) that is important for satisfying user intent. **Fails to Meet** may also be used for results that have very stale or outdated information.

Search results should never surprise people with unpleasant, upsetting, offensive, or disturbing content. For this reason, all of the following types of content should be rated **Fails to Meet** if it is clear that the user is not looking for such content:

- Harmful to Self or Other Individuals ([Section 4.2](#))
- Harmful to Specified Groups ([Section 4.3](#))
- Harmfully Misleading Information ([Section 4.4](#))
- Untrustworthy ([Section 4.5](#))
- Spammy ([Section 4.6](#))
- Porn ([Section 15.1](#))

### 13.6.1 Examples of Fails to Meet (FailsM) Result Blocks

Query and User Intent	Result	Rating	Fails to Meet Explanation
<p><b>Query:</b> [dogs]</p> <p><b>User Location:</b> Pittsfield Charter Township, Michigan</p> <p><b>User Intent:</b> Find information (e.g., pictures, breeds, training details, etc.) related to dogs.</p> <p><i>Note:</i> For this query, it is very unlikely users want to go anywhere in person.</p>			<p>This is a broad informational query for an animal. Different users may be looking for different things.</p> <p>This result block shows visit-in-person information for three different dog care providers near the user location. However, the query is very broad and it is unlikely users want to go anywhere in person.</p>
<p><b>Query:</b> [mike]</p> <p><b>User Location:</b> Eustis, Florida</p> <p><b>User Intent:</b> Find information about something related to Mike.</p> <p><i>Note:</i> For this query, it is unlikely users want to go anywhere in person.</p>			<p>This is a broad query and it is unclear exactly what the user is looking for.</p> <p>This result block shows visit-in-person information for two businesses that contain the name Mike. However, the query is very broad and it is very unlikely these businesses are what users seek given the query.</p>