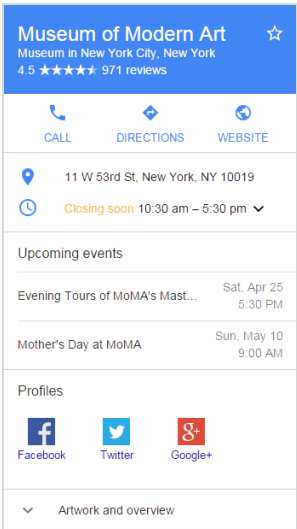

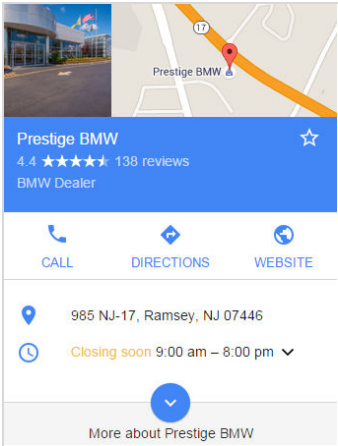
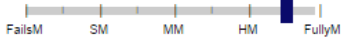
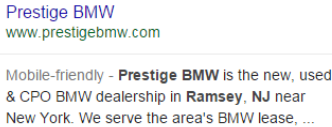
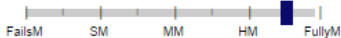


Query and User Intent	Result	Rating	Highly Meets Explanation
<p>Query: [museum of modern art]</p> <p>User Location: Manhattan, New York</p> <p>User Intent: There are two possible user intents: most users probably want to visit the museum (note that the user is located in NYC where the museum is located) or go to the website.</p>			<p>The result block shows information about the museum, and is especially helpful for users who want to visit the museum.</p> <p>Note: This result block is not Fully Meets— even though there is a website link, it is not very satisfying for users who want to go to the website because it is not as informative as a web search result block with a title, snippet, and URL.</p>
<p>Query: [prestige bmw]</p> <p>User Location: Ramsey, New Jersey</p> <p>User Intent: There are two possible user intents: most users probably want to visit the car dealership or go to the website.</p>			<p>The query is the name of a car dealership in New Jersey, which is the only dealership with that name in the user location (Ramsey, New Jersey). The result block shows information about the dealership, and is especially helpful for users who want to visit the business.</p> <p>Note: This result block is not Fully Meets— even though there is a website link, it is not very satisfying for users who want to go to the website because it is not as informative as a web search result block with a title, snippet, and URL.</p>
<p>Query: [prestige bmw]</p> <p>User Location: Ramsey, New Jersey</p> <p>User Intent: There are two possible user intents: most users probably want to visit the car dealership or go to the website.</p>			<p>This is the car dealership's official website and has very helpful information about inventory, financing, etc.</p> <p>Note: This result block is not Fully Meets because users who want information to visit the dealership have to do a bit of work to find that information—it is not immediately available.</p>