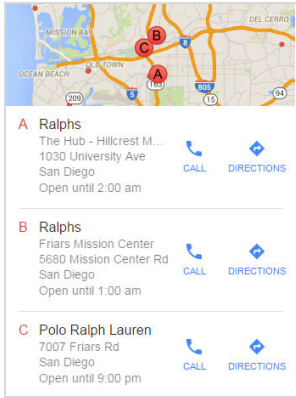
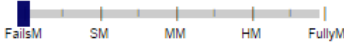
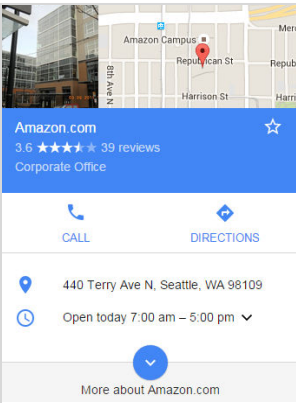


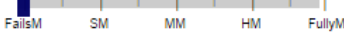
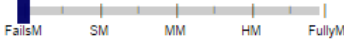
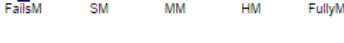


Query and User Intent	Result	Rating	Fails to Meet Explanation
<p>Query: [ralphs]</p> <p>User Location: San Clemente, California</p> <p>User Intent: There are two possible user intents: most users probably want to visit a nearby Ralphs location or go to the website.</p>			<p>Ralphs is a nationwide supermarket chain. These locations are all in San Diego, California, which is a major city south of the user location (about 60 miles away). These results are too far to be helpful.</p>
<p>Query: [amazon]</p> <p>User Location: Austin, Texas</p> <p>User Intent: Go to the Amazon website.</p>			<p>Users issuing this query want to go to the Amazon website.</p> <p>Showing information about how to visit or call the corporate office for an online company would not be helpful. Very, very few people ever go to an Amazon corporate office, which is not open to the public. If someone needed to go to the office for an interview or business visit, they would need to get that information from someone at the company or would use a more specific query.</p>
<p>Query: [what is the closest large city]</p> <p>User Location: Myrtle Beach, South Carolina</p> <p>User Intent: Find the closest large city to Myrtle Beach, South Carolina.</p>	<p>News for large city</p> 		<p>A news result is inappropriate and completely unhelpful for this query. No users would be satisfied with this result.</p>
<p>Query: [australian open mens singles result 2008]</p> <p>User Intent: Find a page that displays the 2008 men's singles result for this tennis tournament.</p>	<p>2004 Australian Open – Men's Singles - Wikipedia, the free ...</p> <p>en.m.wikipedia.org/.../2004_Australian_... Mobile-friendly - Roger Federer defeated Marat Safin 7–6(7–3), 6–4, 6–2 in the final to win the Men's Singles title at the 2004 Australian ... Seeds - Draw - References - External links</p>		<p>This LP is about the 2004 Australian Open, not the 2008 Australian Open. It does not pay attention to an aspect of the query that is important for satisfying user intent (i.e., 2008). The result Fails to Meet the user intent.</p>
<p>Query: [tooth loss five years old]</p> <p>User Intent: Find information about tooth loss in a five-year-old child.</p>	<p>Gallery of Pennsylvania Fishes - Chapter 16, Pikes and Mudminnows</p> <p>fishandboat.com/pafish/.../chap16pikes.ht... Pikes and Mudminnows. Family Esocidae. Family overview: Pike are long, slender, "duck-billed" predator fish, popular ...</p>		<p>This LP has information about tooth loss in pike fish and has the words "five years old" on the page. This result Fails to Meet the user intent because it has keyword matches only and would be helpful for no users.</p>