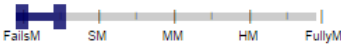



Query and User Intent	Result	Rating	Fails to Meet Explanation
<p><b>Query:</b> [tampa rays]</p> <p><b>User Location:</b> Tampa, Florida</p> <p><b>User Intent:</b> Find information (e.g., scores, roster, recent news) about a professional baseball team in Florida called Tampa Bay Rays.</p> <p><i>Note:</i> For this query, it is unlikely users want to go anywhere in person.</p>			<p>This result block shows information to visit a sports card store in person, which happens to have the baseball team in the name. However, remember that for this query, it is unlikely users want to go anywhere in person.</p> <p><i>Note:</i> This business was fabricated for the purposes of this example, and does not exist in real life.</p>
<p><b>Query:</b> [wral]</p> <p><b>User Location:</b> Wake County, North Carolina</p> <p><b>User Intent:</b> Go to the WRAL website or find other information about the news station in North Carolina.</p> <p><i>Note:</i> Users generally would not go to a news station in person.</p>			<p>WRAL is a television news station in North Carolina. Users want to go to the website or find information about the station.</p> <p>In this example, clicking on the blocks show information about the businesses' corporate headquarters. Note that television stations (like radio stations, newspapers, etc.) usually have special contact information for the public that is different than their corporate headquarter information. Also, with the query just being the name of the station, it is very unlikely that users want this kind of information.</p>
<p><b>Query:</b> [texas farm fertilizer]</p> <p><b>User Location:</b> Dallas, Texas</p> <p><b>User Intent:</b> Find information about, or where to buy, fertilizer from the company Texas Farm.</p>			<p>This result block shows the Texas Farm corporate office, which is not helpful given the user intent—users could not physically go to the company's corporate office to buy or learn about the product. Fertilizer is the kind of product that you would have to buy at a store.</p>