

Maps Search Key Concepts

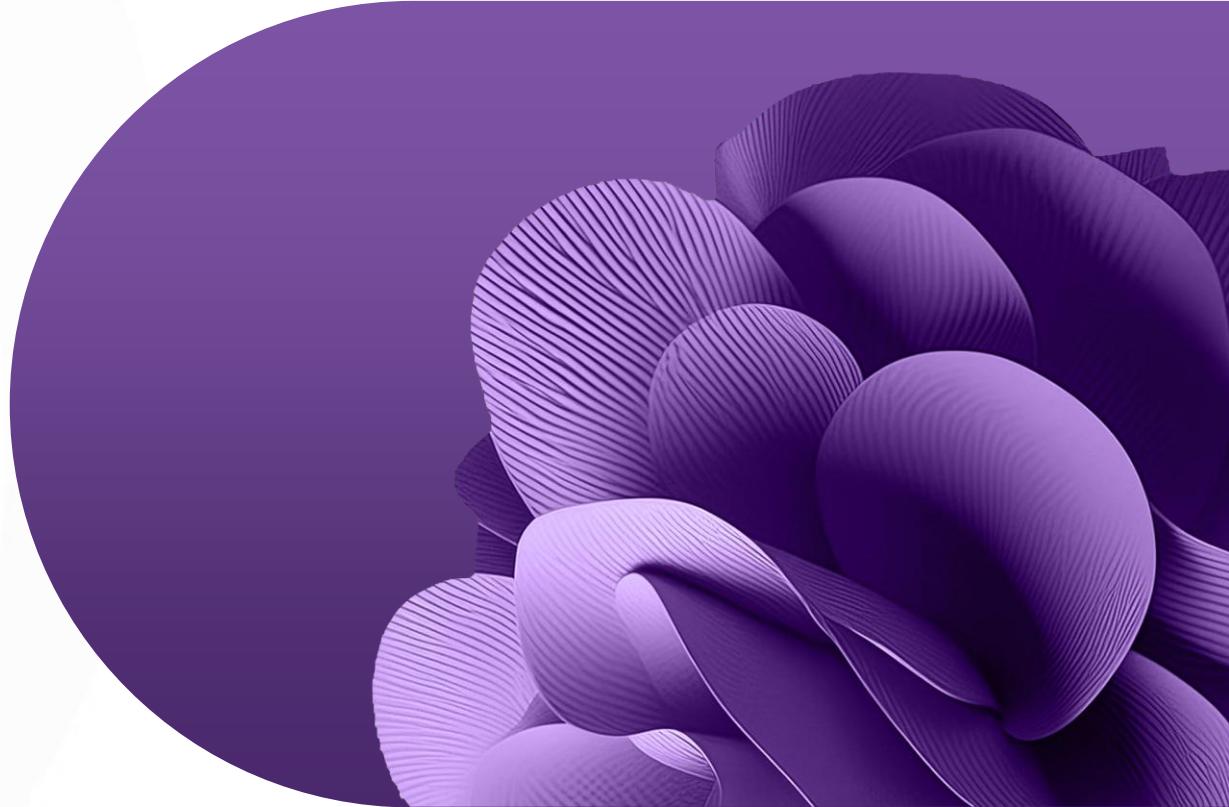
 **TELUS® Digital**

The TELUS Digital logo consists of a green, flowing, horizontal mark resembling a stylized 'T' or a wave, positioned above the word "TELUS" in a bold, dark purple sans-serif font. A registered trademark symbol (®) is located to the right of "TELUS". Below "TELUS" is the word "Digital" in a slightly smaller version of the same font.

Agenda

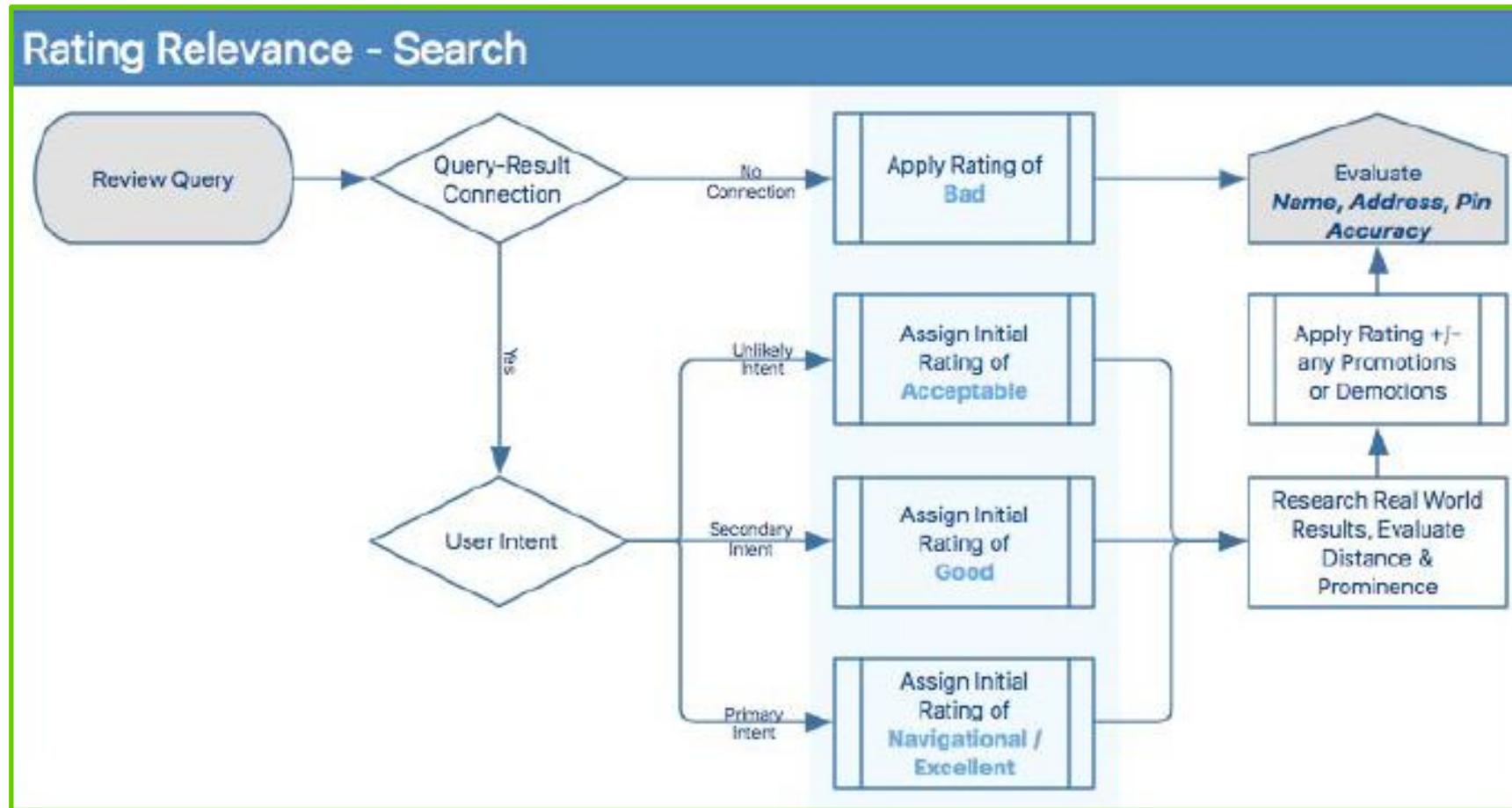
- 01** Relevance: Introduction
- 02** Relevance: User Intent
- 03** Relevance: Distance
- 04** Name/Address Accuracy
- 05** Pin Accuracy

Relevance



Relevance: Introduction

When rating relevance, there are two important concepts: **user intent** and **distance/prominence**. In general, you will apply an initial rating based on user intent, followed by demotions for distance/prominence. The workflow found in Guidelines Section 5 Relevance can be a helpful resource in understanding this process.



Relevance: Understanding User Intent

User intent refers to the interaction between query, user location, user viewport, and viewport age.

The first step in determining user intent is understanding the **query-result connection** (Guidelines Section 5.1), which can be in the following forms:

- **General Connection**
- **Abbreviation/Alternate Name Connection**
- **Category Connection**
- **Spell Correction Connection**
- **Transit Intent Connection**
- **Special Character Connection**
- **Address-Result Connection**

Relevance: Understanding User Intent

If there is a query-result connection, the next step is to determine how well the result matches the **user intent**, using the scale found in Guidelines Section 5.2:

Intent Type	Definition	Highest Initial Rating
Primary Intent	Result satisfies the most obvious and likely user intent	Navigational or Excellent
Secondary Intent	A result which is less likely to be the user's intent. Results matching secondary intent are often not as prominent as the originally queried entity but still satisfy the intent of the query.	Good (User Intent)
Unlikely Intent	A result which matches the query but is very unlikely to be the user's intent.	Acceptable (User Intent)
Non-Relevant Intent	There are issues that make the result useless for the user.	Bad (User Intent)

Relevance: User Intent Cases

Case #1: Lack of Connection (Guidelines 5.1.8)

If the result does not satisfy the user intent either because there is no relationship between the query intent and the result or because the connection between the query intent and the result will not be immediately clear to the user, rate the result relevance as **Bad**.

Common instances of Lack of Connection include (but are not limited to):

- **Query is for a business name, but result only includes the address**
- **Query is for a specific mall, but the result is a store within the mall or vice-versa**
- **Query is for a specific store, but the result is a department within the store or vice-versa**

Query	Result	Rating
[Walmart]	Walmart Pharmacy 501 SW 19th St Moore, OK 73160	The query intent is seeking a Walmart store, but the result is for a department within the store. Even though the result shares the Walmart name and address of a store, this result would be confusing for the user, making the relevance rating Bad .

Relevance: User Intent Cases

Case #2: Unexpected Results (Guidelines 5.14)

Unexpected results can initially appear similar to Lack of Connection results, but it is important to determine if the result satisfies a possible secondary intent.

The most common secondary intent results are those related to a) prominence of a feature and b) transit intent.

Query	Result	Rating
[new york city]	John F. Kennedy International Airport Queens, NY	The query intent is seeking the locality of New York, NY. Although the result does not appear to have a connection to the query, it satisfies secondary transit intent as the airport is one of the major airports that serves the New York City area. Thus, this result earns a rating of Good for secondary intent.
[Hollywood]	Hollywood Sign Los Angeles, CA	The query intent is seeking the neighborhood of Hollywood, CA. The result does not satisfy this primary user intent, but it does provide a prominent landmark, which satisfies secondary intent. Thus, this result also earns a rating of Good .

Relevance: User Intent Cases

Case #3: Category Queries (Guidelines 10.7)

Category queries are the broadest query type because they can return the greatest variety of results. For this reason, it's important to focus on prominence and a clear understanding of what the user is seeking.

User intent for category queries is based on the following scale:

- **Primary Intent** refers to the businesses or POI the user is expecting to see for the given category.
- **Secondary Intent** refers to businesses that fit the category intent but would not be the user's first choice. Secondary intent results will receive a demotion of -1 or an initial rating of **Good**.
- **Unlikely Intent** refers to results that technically match the query terms or category intent, but would not be an obvious, or even secondary, intent for most users. They receive a demotion of -2 or an initial rating of **Acceptable**.

Relevance: User Intent Cases

Understanding “Clear” Categories (Guidelines 10.7.8)

Many of the category queries you will encounter are considered “clear” categories, which include searches for “fast food,” “gas station,” or “grocery store.” In some cases, it will be important to conduct research by reviewing the POI’s official website and other web resources to ensure that the result fits the category. When a query is clearly for a straightforward category, results must also belong to that category.

Query	Result	Explanation
[water park]	Buccaneer Bay 6131 Commercial Way Spring Hill, FL 34606	Query intent is seeking water parks and the result matches the primary intent and fits the clear category perfectly.
[water park]	Jasmin Park 7222 Jasmin Drive New Port Richey, FL 34652	Query intent is seeking water parks. While the result is a park, it lacks the attractions and services found at a water park. This result does not match query intent and will be demoted to a rating of Bad .

Relevance: User Intent Cases

Understanding “Soft” Categories (Guidelines 10.7.9)

In contrast with “clear” categories, some queries include very small categories or those with multiple interpretations. In these “soft” category cases, several different results could satisfy the user’s intent. Research is often needed to determine which businesses or chains belong in a particular soft category.

Query	Result	Explanation
[flowers]	Rosegreen Florist 4201 Irvington Blvd. Houston, TX 77009	Query is a broad search for flowers. A result for a florist is a prominent interpretation for the query and likely to match the user’s intent as many may be seeking to gift a bouquet or similar. Rating is Excellent .
[flowers]	Houston Garden Centers 3600 East Sam Houston Pkwy S, Pasadena, TX 77505	In this case, the result is a garden center that sells plants, flowers, and other gardening supplies. This is not a prominent interpretation, but still likely to match the user’ intent. Result is demoted slightly to a rating of Good .
[flowers]	Spanish Flowers 4701 N Main St. Houston, TX 77009	This result contains the word “flowers,” but is a restaurant that has no association to the query. Result is demoted to a rating of Bad .

Relevance: User Intent Cases

Case #4: Specific Address Queries (Guidelines 10.1)

Address queries can take multiple forms. A “specific address query” typically includes a locality in the query so the overall user intent is explicit and unambiguous.

Specific address queries can appear as:

- [25 E Thornton St, Akron, OH 44311]
- [Thornton st akron]
- [akron oh]
- [thorton and main akron]

As you can see, these queries can contain many or few address components. The expectation is that we return the requested entity with the same level of broadness that the user requested, which we will explore in the following examples.

Note: Your rating approach for addresses that don't exist in the real world will differ from these general examples. Please review Guidelines 10.3 Query Address Does Not Exist for this scenario.

Relevance: User Intent Cases

Specific Address Queries Examples

Query	Result	Explanation
[25 E Thornton St, Akron, OH 44311]	25 E Thornton St Akron, OH 44311	The query is seeking a specific address and the result has returned the exact address. Thus, this result will be rated as Navigational as it is the only result that can fully satisfy user intent.
[25 E Thornton St, Akron, OH 44311]	McDonald's 25 E Thornton St Akron, OH 44311	The query is seeking a specific address. This result also includes the name of the business at this address. This still earns a rating of Navigational as it fully satisfies the unique user intent.
[25 E Thornton St, Akron, OH 44311]	E Thornton St Akron, OH 44311	The query is seeking a specific address, but the result has only returned the query street. The user would be able to navigate to the desired street, but not the exact address, making the relevance rating Acceptable .
[25 E Thornton St, Akron, OH 44311]	Akron, OH 44311	This result has returned only the query locality. This is too broad and unlikely to satisfy the user, making the relevance rating Bad .
[E Thornton St, Akron, OH 44311]	E Thornton St Akron, OH 44311	The query is seeking a specific street and the result matches the requested street. Since the result matches the user intent and has expected level of broadness, the rating is Navigational .

Relevance: Understanding Location Intent

Once the result has been rated for relevance using user intent, you may have to demote based on distance/prominence. To do this, it is critical to understand the query's location intent, which can either be **explicit** or **implicit**.

Explicit Location (Guidelines Section 2.3.1)

Location intent is explicit when the query contains a specific location where the user is seeking results. This will take the form of a location modifier such as “pizza **San Diego**” or “car wash **near me**.”

Query	Expected results	Notes
[bubble tea tully road san jose]	Places to buy this drink on Tully Road in San Jose.	User and viewport locations should be ignored.
[Boston museums]	Museums in the city of Boston	User and viewport locations should be ignored.
[kfc Philadelphia]	The queried chain business within the stated locality.	User and viewport locations should be ignored.
[food near me]	Relevant POIs near the user's location	Viewport location should be ignored, even if fresh.
[nearby/nearest starbucks]	Relevant POIs near the user's location	Viewport location should be ignored, even if fresh.
[my location]	Result placed on the user's location	Viewport location should be ignored, even if fresh.

Relevance: Understanding Location Intent

Implicit Location (Guidelines Section 2.3.2)

If the location intent is not expressly stated in the query, then it is necessary to use a combination of the user location, viewport location, and viewport age to determine the area for expected results. This is called **implicit location**.

Viewport	User Location	Location Intent
Fresh	Inside Viewport	When the user is within the Fresh viewport, take the user location as the location intent. Results are generally expected in or near the viewport, and results inside the viewport can not be rated Bad because of distance alone.
	Outside Viewport	Results are expected in or near the viewport area. All relevant results within the viewport are eligible for a rating of Excellent . If no results can be found in or near the viewport, consider the user location a secondary location intent.
	Missing	When the user is missing, the viewport is the location intent.

Relevance: Understanding Location Intent

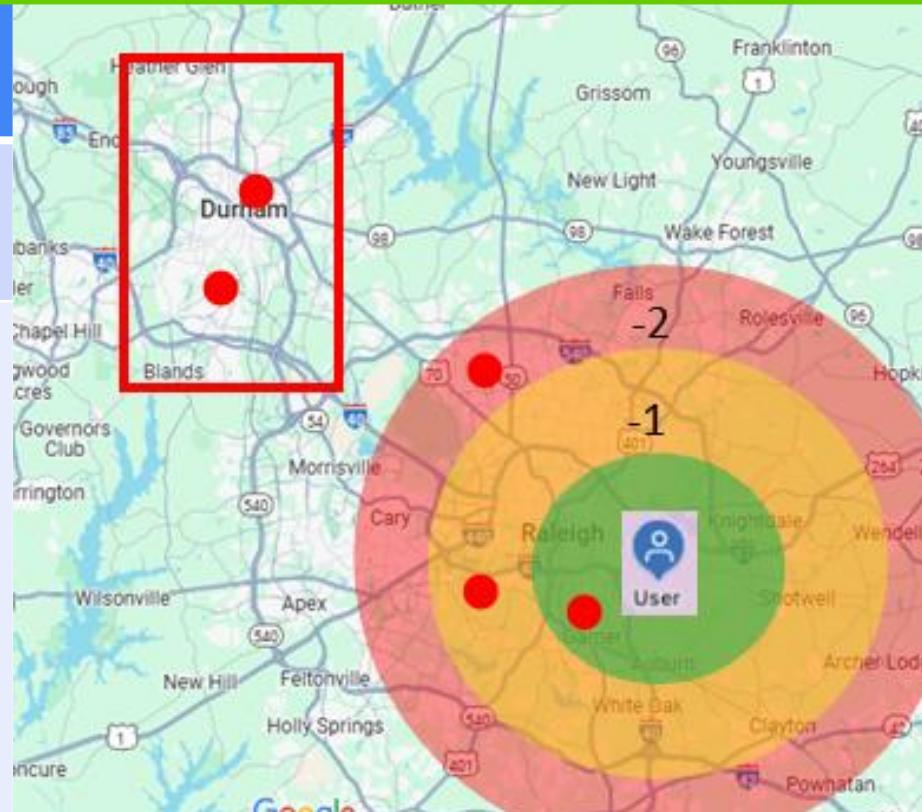
Implicit Location Continued

Viewport	User Location	Location Intent
Stale	Inside Viewport	When the viewport is Stale, consider only the user location as the location intent.
	Outside Viewport	
	Missing	Use the Stale viewport as location intent when the user location is missing.
Viewport Age Missing	Present or Missing	Consider the viewport age Fresh when the viewport age is missing.
Missing Entirely	Present	When the user location and viewport are missing, the test locale becomes the location intent with a strong focus on prominent results.
	Missing	

Relevance: Distance/Prominence Cases

Case #1: Implicit Location When Viewport is Stale

Viewport age can be found in the query header and will display as **FRESH** or **STALE**. It is important to check viewport age before rating as it will affect implicit location intent. For instance, when the viewport is Stale and there is no explicit location stated in the query, the user location will be the location intent.

Query	User and Viewport	
[malls]	User is near Raleigh, NC Stale viewport over Durham, NC	

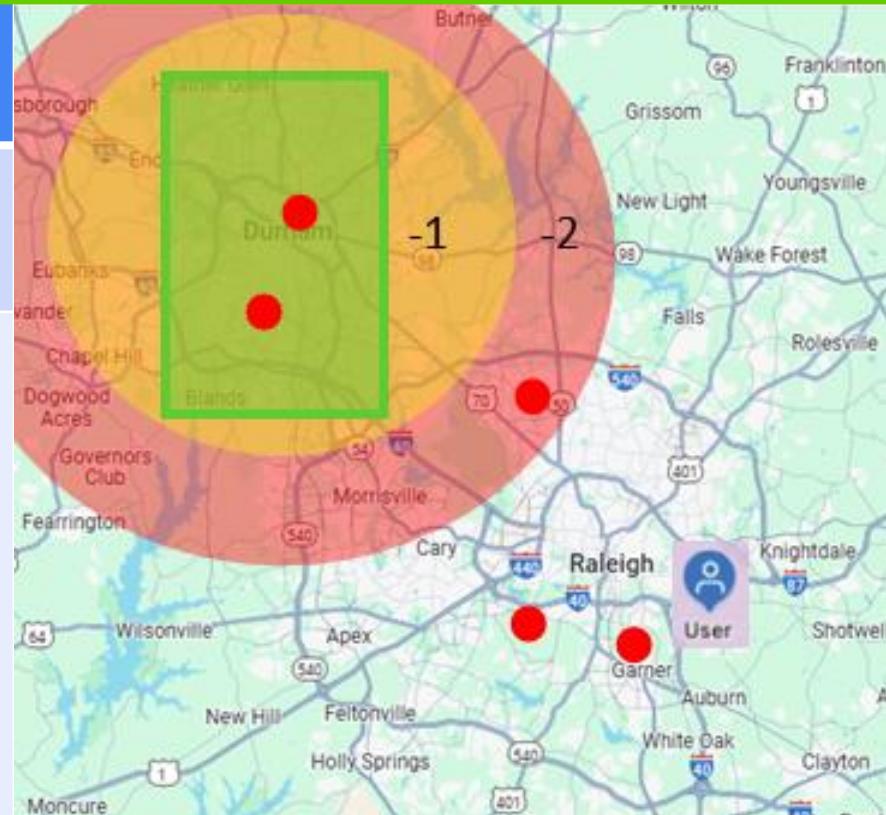
Explanation: The user is seeking malls. Since the viewport is Stale and there is no explicit location in the query, the location intent is seeking results (red dots) near the user's location. Thus, malls closer to the user will earn higher relevance ratings. In this case, those within the green circle earn a rating of **Excellent**, while those in the orange ring are demoted -1 for distance to a rating of **Good**, and those in the red ring are demoted -2 for distance to a rating of **Acceptable**. Those results outside of the rings will earn a rating of **Bad**.

Note: there may be cases where the user's location is considerable distance from the viewport. In cases of a Stale viewport with no explicit location in the query, the user location will still take priority even in these cases.

Relevance: Distance/Prominence Cases

Case #2: Implicit Location When User is Outside of Fresh Viewport

When the user is outside of the Fresh viewport and there is no explicit location intent found in the query, the location intent is seeking results in and near the Fresh viewport. Thus, any results within the viewport are eligible for an Excellent rating.

Query	User and Viewport	
[malls]	User is near Raleigh, NC Fresh viewport over Durham, NC	

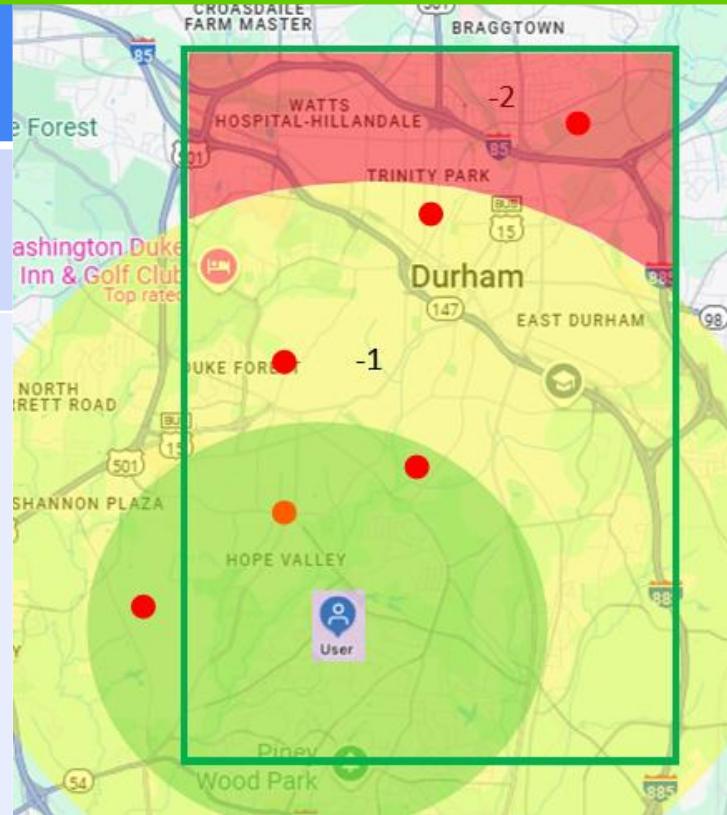
Explanation: We're back in the Raleigh area, but now the viewport is Fresh. This means that the implicit location intent is seeking results in and near the Fresh viewport. Thus, all relevant results within the viewport will be eligible for a rating of Excellent, with demotions occurring for results outside of the viewport.

Note: this is a general example. Results outside of the viewport will be demoted more or less severely depending on the number of relevant results within the viewport. For more detail, please refer to Guidelines Section 5.4 Distance.

Relevance: Distance/Prominence Cases

Case #3: Implicit Location When User is Inside of Fresh Viewport

When the user is within the Fresh viewport, the user's location should be used as user intent. Relevant results within the viewport can be demoted for distance, but cannot be demoted to **Bad** for distance alone. Depending on the user's location within the viewport, some **Excellent**, **Good**, or **Acceptable** results may fall outside of the viewport.

Query	User and Viewport	Map
[malls]	User located in Fresh viewport over Durham, NC	

Explanation: We are zoomed in on a Fresh viewport (green rectangle) and can see that the user is located within. Some relevant results (red dots) fall outside of the viewport, but still within the green circle, making them **Excellent**.

Meanwhile, some results are considerable distance from the user, but are still within the viewport. Despite the considerable distance, these earn a relevance rating of **Acceptable** since results within the viewport can not be demoted to **Bad** for distance alone.

Relevance: Distance/Prominence Cases

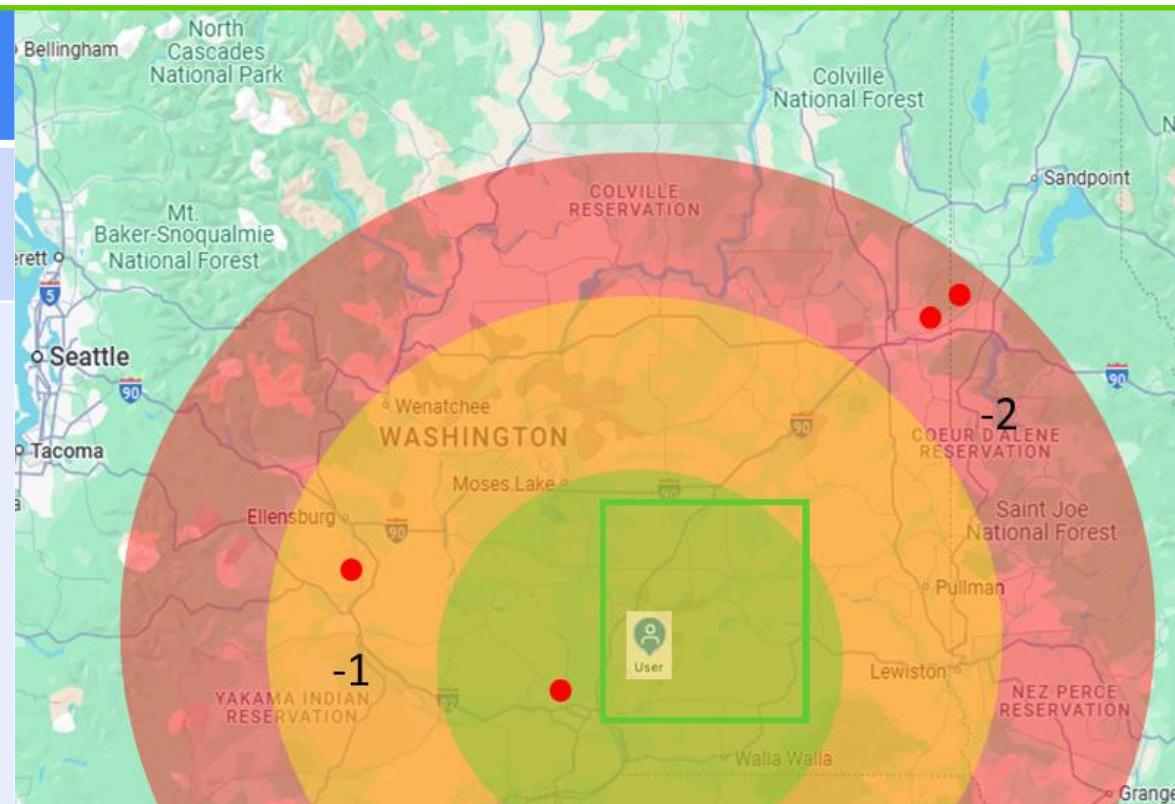
Case #3: Few Possible Results

When demoting for distance, it is critical to consider the density of real-world relevant results. Users with several Starbucks locations within walking distance will be less interested in results further away. Similarly, if there are only a few Macy's locations nearby, a user may be more interested in a location that requires a 30-minute drive.

Query	User and Viewport
[sephora]	User located in Fresh viewport near Walla Walla, WA

Explanation: User intent is seeking Sephora locations near the user's location within a Fresh viewport. The user is in a rural area and their options for Sephora are spread out over a wide area across the state of Washington.

Because of this, you will notice that demotions are less severe. Even though the two results in the red ring are a considerable distance from the user, the user may still be interested in them, as they are technically some of the closest results. Thus, the results in the red ring would only be demoted -2 for distance to a relevance rating of **Acceptable**.



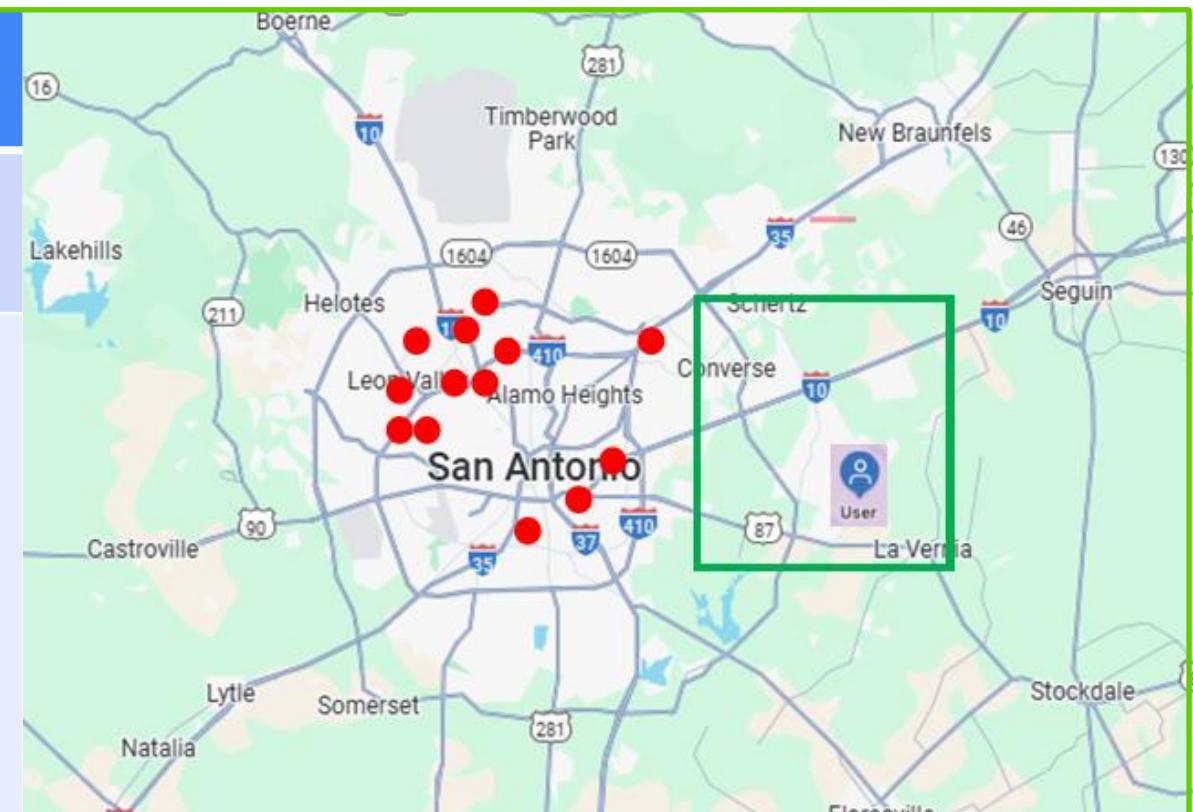
Relevance: Distance/Prominence Cases

Case #4: Category Queries with Location Modifiers (Guidelines 10.7.6)

If a category query includes a location modifier, user location and viewport will be disregarded. All results within the requested location will earn an initial rating of Excellent. Results outside of the requested location will be demoted based on distance and the number of possible real-world results within the location.

Query	User and Viewport
[gas san antonio]	User located in Fresh viewport near San Antonio, TX

Explanation: User intent is seeking gas stations in the location modifier of San Antonio, TX. Given the large number of real-world options (red dots) in the city, any result outside of San Antonio will be demoted to a relevance rating of **Bad** for distance/prominence.

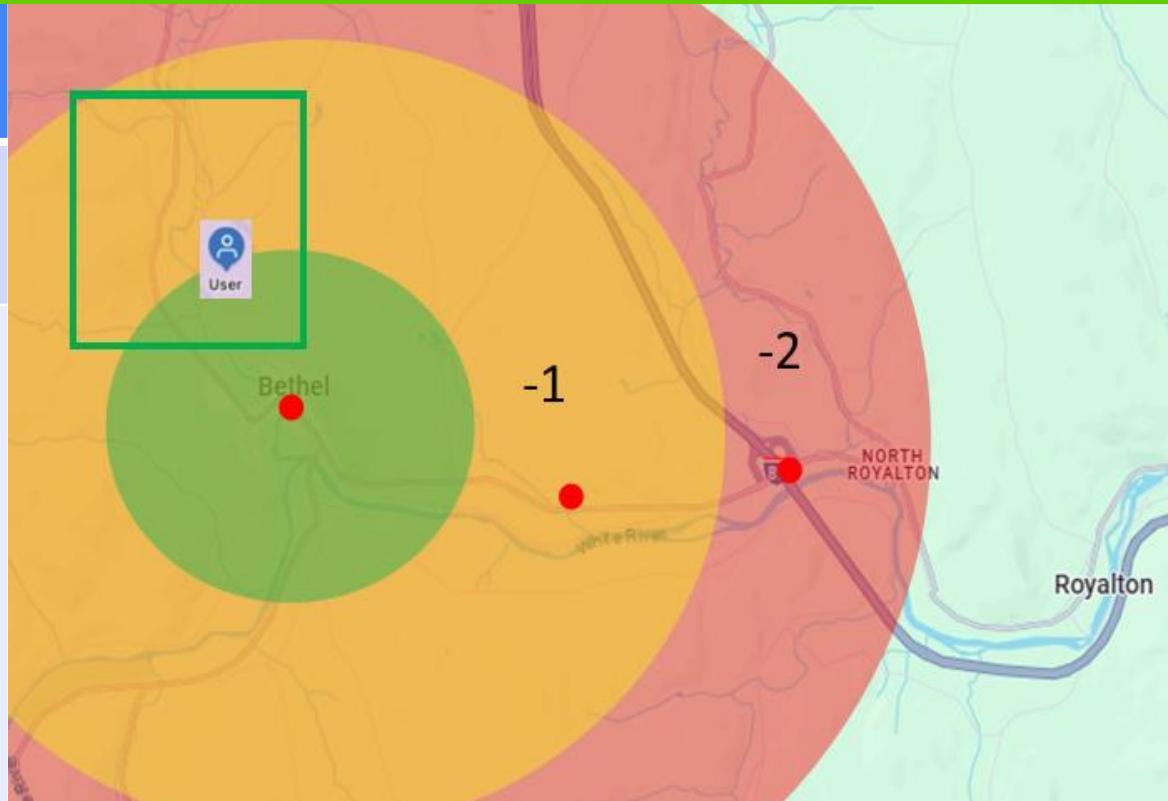


Relevance: Distance/Prominence Cases

Category Queries with Location Modifiers Continued

Query	User and Viewport
[gas bethel]	User and Fresh viewport near Bethel, VT

Explanation: User intent is seeking gas stations near the location modifier of Bethel, VT. Unlike the San Antonio example, there are far fewer gas stations (red dots) in Bethel, so the user will be more interested in other nearby options, even if they are outside of Bethel. Thus, these nearby results will be demoted to **Good** and **Acceptable** accordingly.



Relevance: Distance/Prominence Cases

Case #5: Chain Business with Location Modifier (Guidelines 10.6.3)

A common query type is a chain business combined with a location modifier. As a reminder, chain businesses are those that have more than one location. These include national chains such as Starbucks, Target, Auchan, and Albert Heijn, but can also include smaller regional brands.

There are two types of location modifiers:

- **General Location Modifiers such as a locality or postal code**
- **Specific Location Modifiers such as street name, full address, or POI**

In these cases, the user location and viewport will both be ignored since the user has indicated where they expect to find relevant results with the location modifier.

General and Specific Location Modifiers require different rating approaches, and it is important to pay attention to the number of real-world relevant results for each case.

Relevance: Distance/Prominence Cases

Rating Chain Businesses with General Location Modifier

Location of Results	Number of Results Within the Requested Location	Rating and Explanation
Inside the Requested Location	One	If there is only one result within the requested location, it should earn a relevance rating of Navigational , since it is the only result that satisfies the user intent.
	More than one	When there are multiple results within the requested location, they will all earn a relevance rating of Excellent .

Query	User and Viewport	Map
[target springfield]	User and viewport near Mt. Auburn, Illinois	
Explanation: The user intent is seeking Target locations in or near Springfield, Illinois. Result #1 is the only Target within Springfield, so it earns a relevance rating of Navigational since it is the only result that unambiguously satisfies the user intent.		

Relevance: Distance/Prominence Cases

Rating Chain Businesses with General Location Modifier

Location of Results	Number of Results Within the Requested Location	Rating and Explanation
Outside the Requested Location	None	<p>If there are no results within the general location modifier, results outside of the location may be demoted less severely depending on how close they are to the location. Thus, ratings can range from Excellent to Bad.</p> <p>This is because results outside of the general location modifier now have a higher chance of being useful for the user, but there can still be cases where the result is too far away to be relevant.</p>
	Few	<p>If there are only a few results within the requested location, results maybe be demoted less severely depending on how close they are to the location.</p> <p>Ratings can range from Good to Bad.</p> <p>Similar to the “None” explanation above, this is because results outside of the location may still be useful to the user, but not as useful as the few results within the location.</p>
	Many	<p>If there are many results within the requested location, results outside of the location are not useful and will be rated as Bad.</p>

Relevance: Distance/Prominence Cases

Rating Chain Businesses with Specific Location Modifier

Location of Results	Number of Results Within the Requested Location	Rating and Explanation
Inside the Requested Location	None	Consider the location modifier a general one and demote results based on distance from the requested location.
	One	If there is only one result within the requested location, it should earn a relevance rating of Navigational , since it is the only result that satisfies the user intent.
	More than One	If there are multiple relevant results at the requested location, they are each eligible for a relevance rating of Excellent .
Outside of the Requested Location	At Least One	If a relevant result is present at the requested location, any results outside of the requested location will be rated as Bad .

Relevance: Distance/Prominence Cases

Rating Chain Businesses with Specific Location Modifier

Query	User and Viewport
[walgreens w overland]	User and Fresh viewport near Boise, ID

Explanation: The user intent is seeking Walgreens locations on W Overland Road.

Result #1 matches the one real-world location found on W Overland Road, earning a rating of **Navigational**, as it is the only result that can completely satisfy user intent.

Result #2 is near W Overland Rd. but is on S Apple Street. Since we know that Result #1 exists at the specific requested location, any result outside of it will earn a relevance rating of **Bad**.

The map shows the city of Boise, Idaho, with various neighborhoods labeled: CENTRAL RIM, W Emerald St MORRIS HILL, BOISE BENCH, CENTRAL BENCH, DEPOT BENCH, DOWNTOWN, EAST, Old Idaho, MK Nature Idaho Fish, Warm Springs Golf Course, and SOUTH BOISE VILLAGE. Two Walgreens locations are marked with red dots. Result #1 is located at 4924 W Overland Rd, Boise, ID, which is near the user's location (indicated by a purple icon) and the specific requested location (W Overland Rd). Result #2 is located at 2285 S Apple Street, Boise, ID, which is further away from the user's location and does not match the specific requested location (W Overland Rd).

Relevance: Distance/Prominence Cases

Case #7: Non-Specific Addresses (Guidelines 10.2)

Unlike Specific Address Queries, Non-Specific Addresses lack an explicit location intent. Thus, it is necessary to consider the implicit location intent using user location, viewport location, and viewport age. In general, users are seeking results closest to location intent.

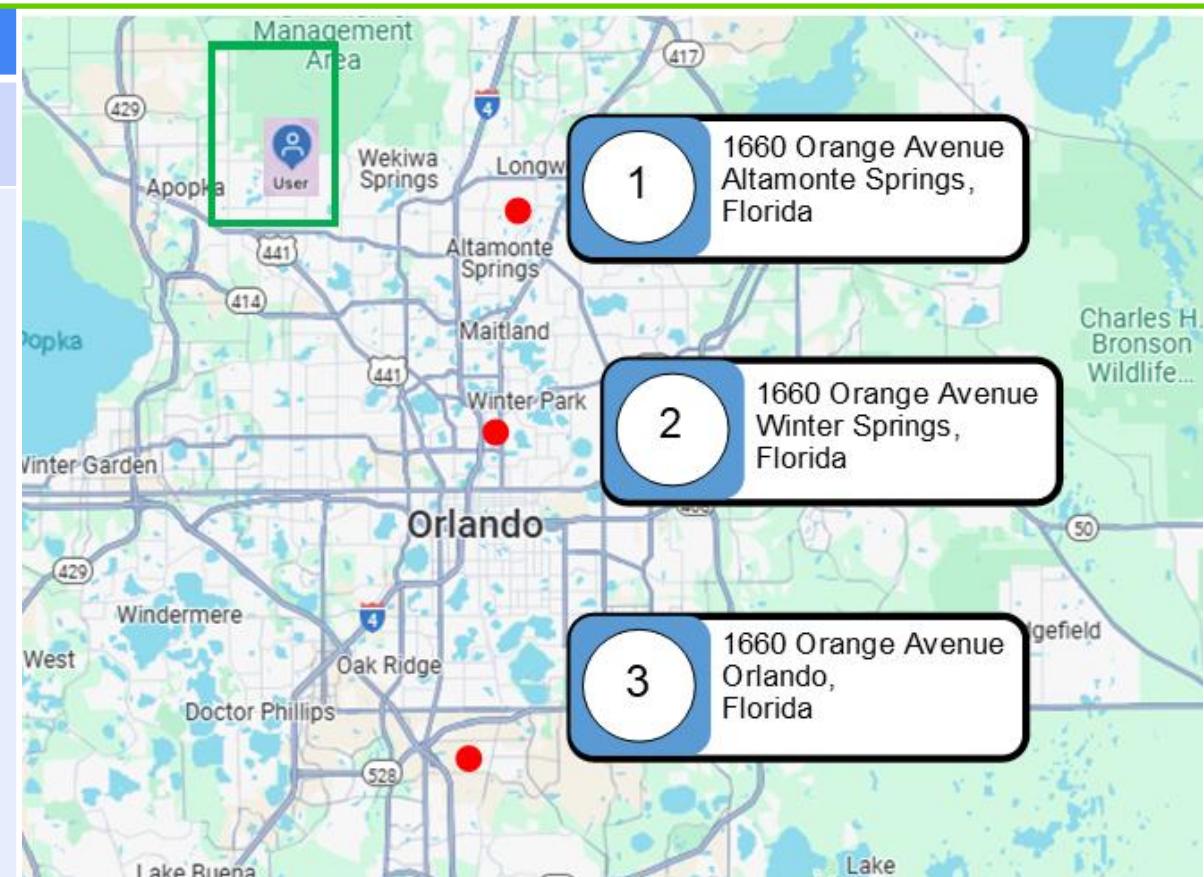
Query	User and Viewport
[1660 orange avenue]	User and Fresh viewport near Wekiwa Springs, FL

Explanation: User intent is seeking an address that starts with “1660 Orange Avenue,” but the locality is unclear. Thus, the user’s location within the viewport will be used for location intent and expected results will be near the user.

Result #1 is closest to user in Fresh viewport, earning a relevance rating of **Excellent** for being the most likely intent.

Result #2 matches the address, but is further away. It is still plausible that the user is seeking it, but the result will be demoted -1 for distance to a rating of **Good**.

Result #3 is even further away from the user, but still reasonable. This result will be demoted -2 for distance to a relevance rating of **Acceptable**.



Relevance: Demotion Checkboxes

Now that you have a better understanding of user intent and distance/prominence, remember to check the appropriate demotion checkbox for any relevance rating that is **Good** or below. It is also important to leave a comment to explain the demotion. For details on comments, please refer to Guidelines Section 1.3.6

Result Relevance Demotion Checkbox Chart from Guidelines Section 1.3.4:

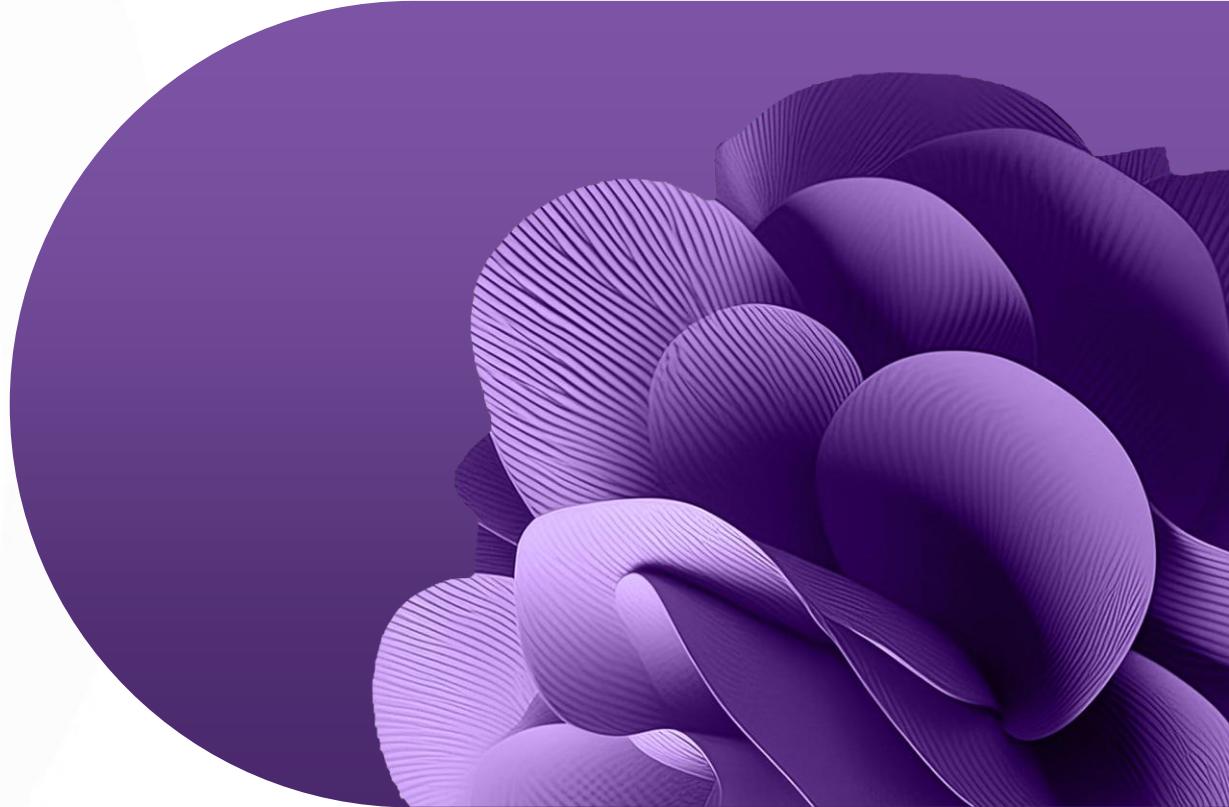
Checkbox	Explanation	Notes
User Intent issue	Select when the demotion is due to a result only partially fulfilling the query intent.	
Distance/ Prominence issue	Select when the demotion is due to a distance issue based on the user or viewport location or when you demoted for a result that is less prominent based on the initial query intent. You can also select this option when the query asks for something at a specific location and the result is not at or near the requested location.	If both issues were reasons for your relevance rating, select both checkboxes.

Relevance: POI is Closed/Does Not Exist

One last reminder before we move on from Relevance. It is important to research POI/Business results to ensure that they are open. If web research clearly indicates that a business is closed, check the **Business/POI is closed or does not exist** checkbox found in the Result-Level Rating section of the Rating Tool. If research does not show clear indication that a POI/Business is closed, assume it is open and rate as usual

- **If the Business/POI is closed checkbox is selected, you will still rate for relevance as if the result were open or did exist.**
- **The Business/POI is closed checkbox is only used for POI results and not Address-type results.**
- **If research shows that the business/POI does exist, but the result has slight differences in name and/or address, select the Incorrect drop-down options under Name or Address. These slight differences are usually not an indication that the business/POI is closed.**

Name



Name: Name Not Applicable (n/a)

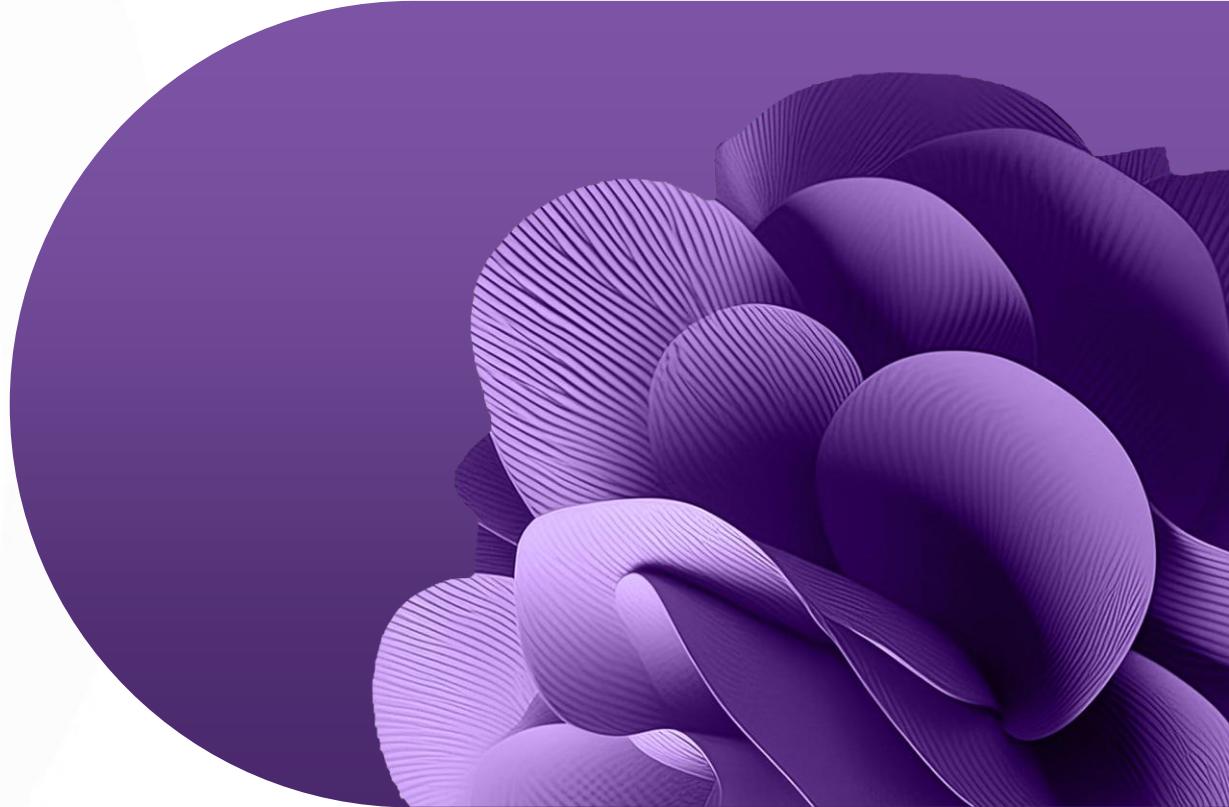
Guidelines section 6.1 provides guidance on when to select the **Name Not Applicable (n/a)** drop-down option under Name and Category Accuracy.

Select this option for all address type results, including:

- **Residential addresses (1344 Platinum Drive, Greensburg, PA 15601)**
- **Streets (Platinum Drive, Greensburg, PA 15601)**
- **Localities (Greensburg, PA 15601)**
- **Intersections (Platinum Drive & Main)**

You will also recognize address type results as they will not have result name in the result title (colored box). Instead, you will see the first line of the address result.

Address



Address: Correct Address

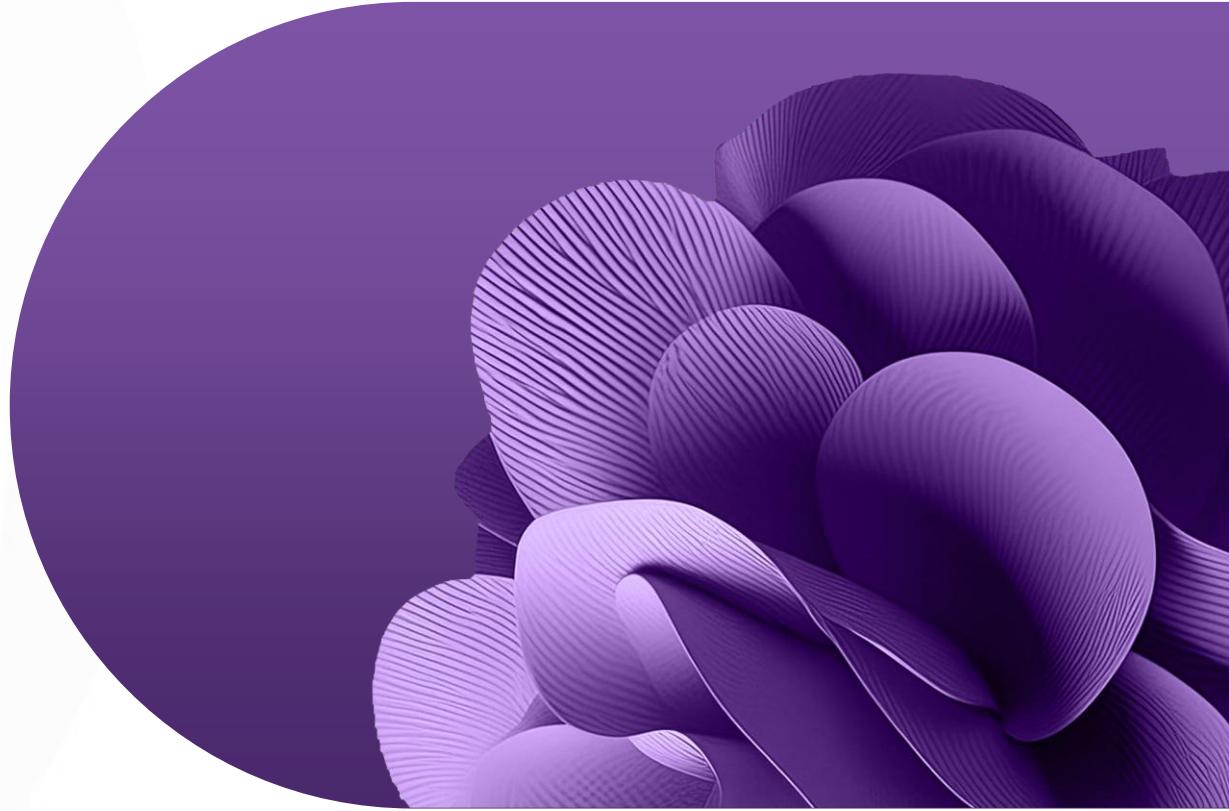
As with correct business names, there are similar expectations for business/POI addresses. An address will be rated as **Correct** when it points to the same physical location listed on the official webpage or other official resources and all mandatory components for your market per the Country Specific Guidelines.

It is important to compare the result address to the official address found on the business's official resources.

Some easy-to-miss address errors include:

- **Missing unit/apt. number (Guidelines 7.1.2)**
- **Incorrect or missing street direction (Guidelines 7.1.3)**
- **Incorrect locality (Guidelines 7.1.5)**
- **Incorrect postal code (Guidelines 7.1.6)**

Pin Accuracy



Pin Accuracy: Cases

Case #1: Residential Property with Multiple Buildings (Guidelines 9.2.2)

A common type of result is a house with multiple outbuildings such as sheds or similar. For these cases, the pin rating expectations are as follows.

Rating	Explanation
Perfect	Pin falls on any of the rooftop(s) of the house(s) within the boundaries of the property.
Approximate	Pin falls within the boundaries of the property (or on support or auxiliary buildings within it)
Next Door	The next door property
Wrong	Pin falls outside of property boundaries and outside of Next Door boundaries.
Can't Verify	See Guidelines 9.1.5 for further guidance

Pin Accuracy: Cases

Residential Property with Multiple Buildings Example

Result Address:
9048 Whispering Pines Blvd,
Statesboro, GA 30458
Pin: 32.42546956737082, -
81.80003436765259

Explanation: In this case, the address points to a house with a shed in the backyard.

A **Perfect** pin rating will be given if the pin falls in the green area of the house rooftop.

An **Approximate** rating is given if the pin falls in the yellow area, including shed roof.

A **Next Door** rating is given for the purple area on the next door properties.

A **Wrong** rating is given for the red area and beyond.



Pin Accuracy: Cases

Case #2: Multiple-Rooftop Rating (Guidelines 9.3.1)

A similar case to residential property with multiple buildings is the multiple-rooftop rating. This involves businesses and POIs that operate out of one building, such as factories, gas stations, apartment complexes, corporate headquarters, lumberyards, breweries, and similar. Note that auxiliary buildings are still rated as Approximate while main buildings earn a Perfect pin rating.

Rating	Explanation
Perfect	Pin falls on any of the rooftops within the boundaries of the property.
Approximate	Pin falls within the boundaries of the property (or on support or auxiliary buildings within it)
Next Door	The next door property
Wrong	Pin falls outside of property boundaries and outside of Next Door boundaries.
Can't Verify	See Guidelines 9.1.5 for further guidance

Pin Accuracy: Cases

Multiple-Rooftop Rating

Result Address:

Shell Gas
4205 W Kennedy Blvd,
Tampa, FL 33609

Pin: 27.945225960281608, -
82.5143765256295

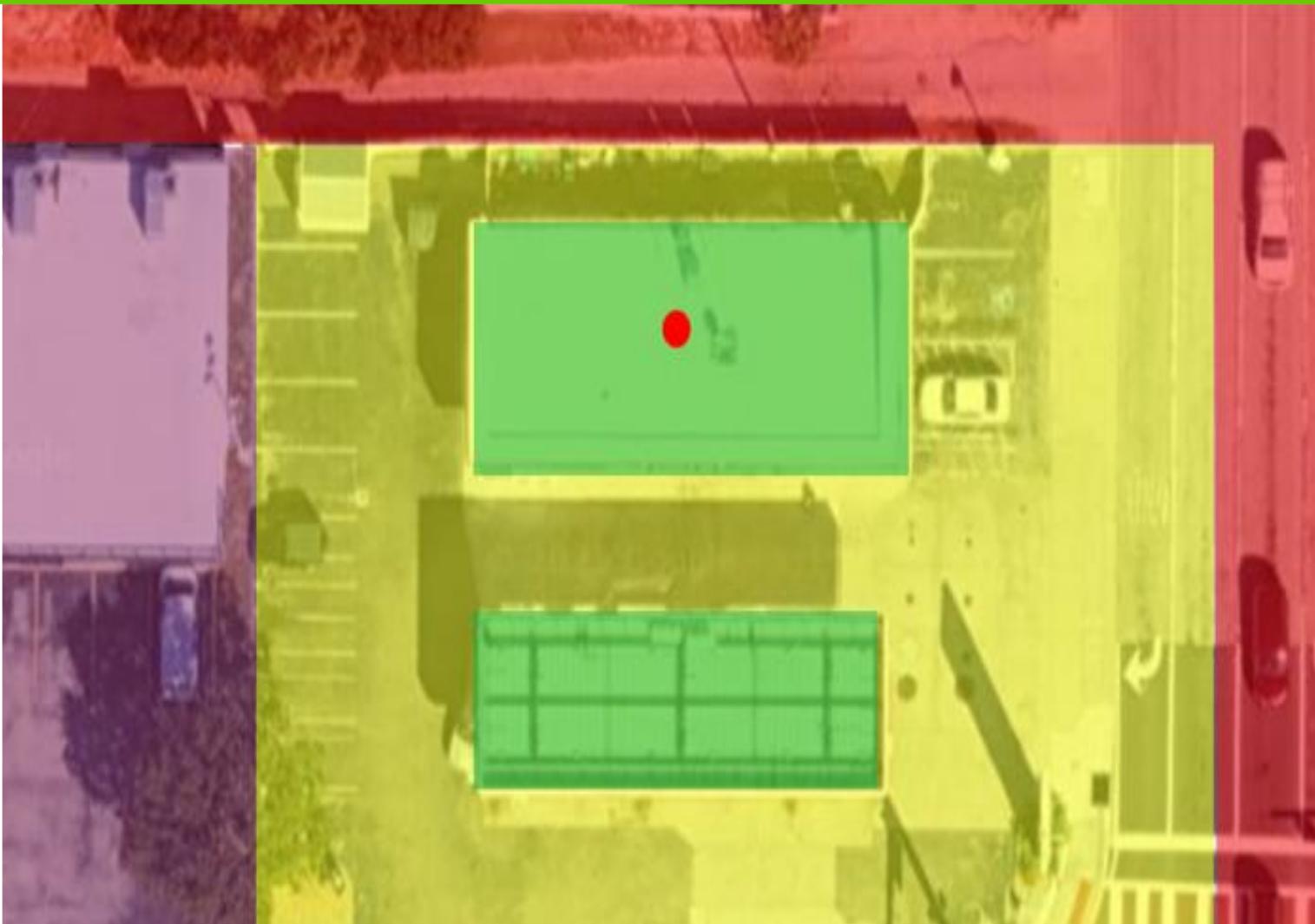
Explanation: The result is a gas station with a canopy over the pumps, a store, and a small shed.

A **Perfect** pin rating will be given if the pin falls on the roof of the store or gas pump canopy, shown in green.

An **Approximate** rating is given if the pin falls in the yellow area, including shed roof.

A **Next Door** rating is given for the purple area on the next door properties.

A **Wrong** rating is given for the red area and beyond.



Pin Accuracy: Cases

Case #3: POI with Shared Parking

Results are often found in strip malls and similar shopping centers. These can be a single building with multiple address numbers or units, or these can be a number of buildings spread across a shared parking area. For more information, see Guidelines Sections 9.1.3.2 (Pho2Love Example) and 9.2 (Supercuts Example).

Result Address:

PetSmart, 2840 W Chandler Blvd, Chandler, AZ

85224

Pin: 33.30789162184098, -111.89082025385882

Explanation: In this case, the result is a PetSmart in a large shopping center with shared parking

A **Perfect** pin rating will be given if the pin falls in the green area of the PetSmart rooftop, confirmed with street view imagery

An **Approximate** rating is given if the pin falls in the yellow area, including other businesses and parking

This type of result will not have a **Next Door** rating.

A **Wrong** rating is given for anything outside of the yellow area.



Pin Accuracy: Cases

POI with Shared Parking Example #2

Result Address:

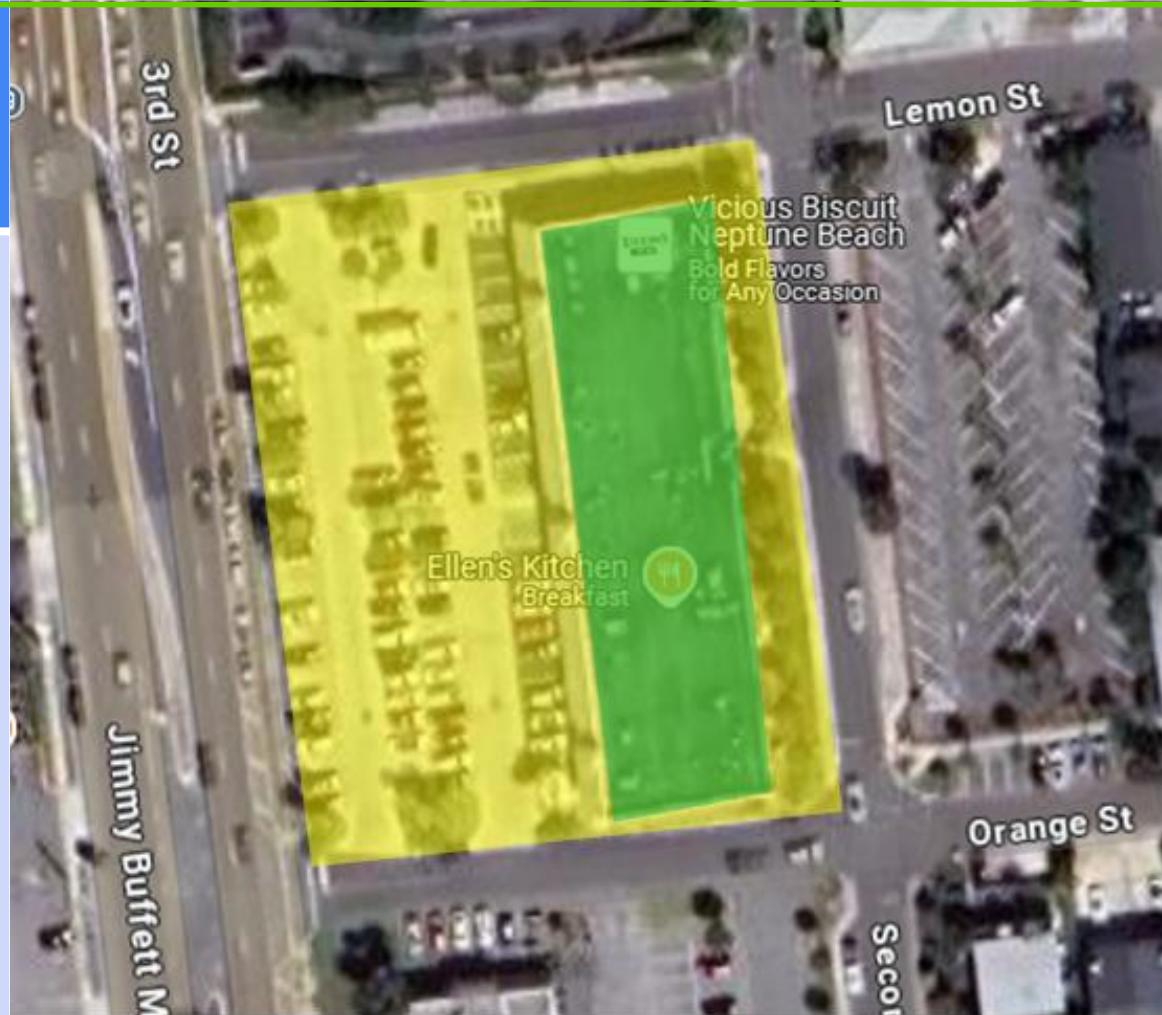
Ruby Nails, 247 3rd St, Neptune Beach, FL 32266

Pin: 33.30789162184098, -111.89082025385882

Explanation: If you have a case when the exact POI location can not be confirmed with evidence, the entire rooftop becomes eligible for a **Perfect** rating (shown in Green).

The surrounding parking lot (yellow) will still be rated as **Approximate**.

If the pin falls outside of the yellow area, it will be rated as **Wrong**.



Pin Accuracy: Cases

Case # 4: Administrative Divisions

Administrative divisions can refer to, but are not limited to: countries, states, counties, provinces, cities, or neighborhoods. Research is often needed to determine the exact boundaries of these result types.

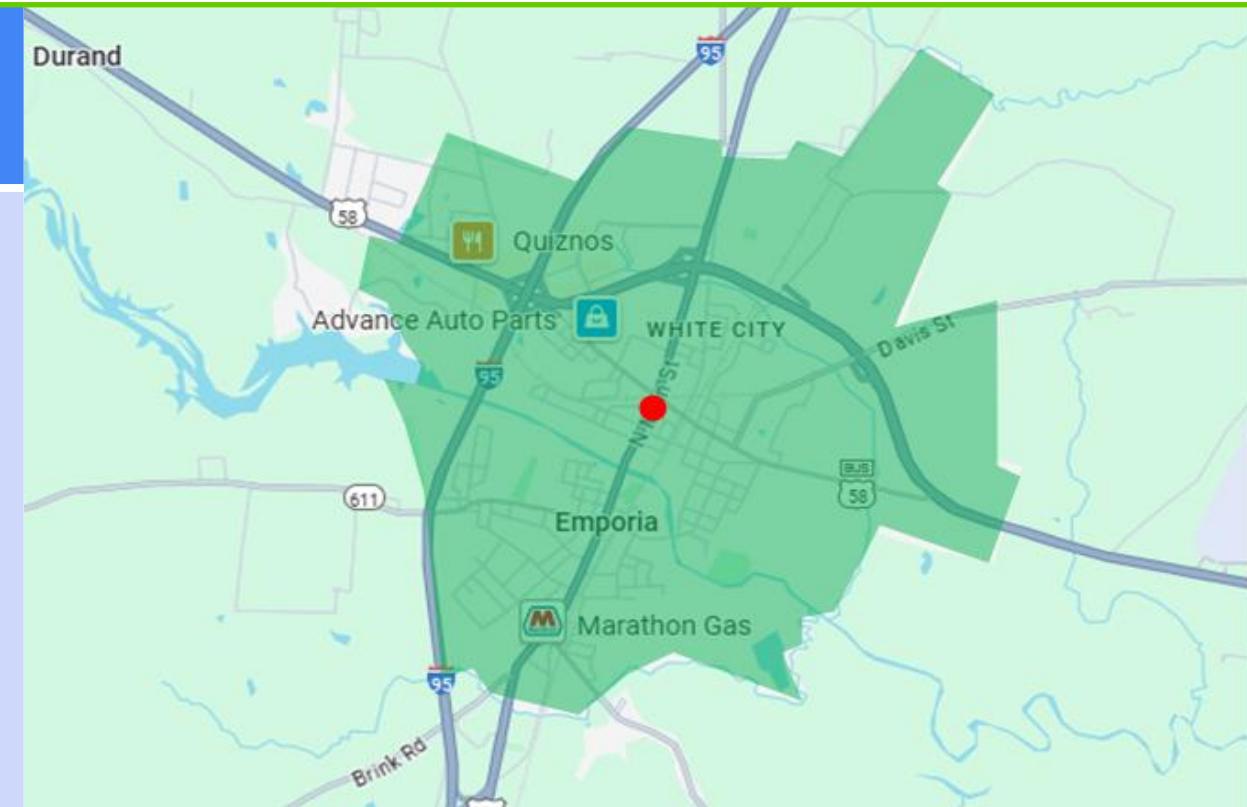
Any pin that falls within the boundaries will be eligible for a **Perfect** pin rating, while anything outside of the boundaries will be rated as **Wrong**. Administrative divisions do not have **Next Door** or **Approximate** ratings.

Result:
Emporia, VA
Pin: 36.69336853813628, -77.54199798612167

Explanation: This result is for the entire locality of Emporia, Virginia.

If the pin falls anywhere within the boundaries of Emporia (dark green), the pin rating will be **Perfect**.

If the pin falls outside of Emporia, the pin rating will be **Wrong**.



Thank You

Let's connect!
telusdigital.com/contact

