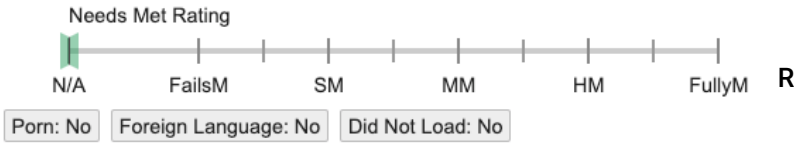
PART 3: NEEDS MET RATING GUIDELINE 13.0

RATING USING THE NEEDS MET SCALE

THERE ARE MANY DIFFERENT KINDS OF QUERIES AND RESULTS, BUT THE PROCESS OF RATING IS THE SAME: NEEDS MET RATING TASKS ASK YOU TO FOCUS ON USER NEEDS AND THINK ABOUT HOW HELPFUL AND SATISFYING THE RESULT IS FOR THE USERS . THIS IS WHAT THE NEEDS MET RATING SLIDER LOOKS LIKE: RATING DESCRIPTION

FULLY MEETS (FULLYM)

A SPECIAL RATING CATEGORY, WHICH ONLY A



ALL OR ALMOST ALL USERS WOULD BE IMMEDIATELY AND FULLY S RESULTS TO SATISFY THEIR NEED. HIGHLY R

VERY HELPFUL FOR MANY OR MOST USERS. S

MODERATELY MEETS (MM)

HELPFUL FOR MANY USERS OR VERY HELPFUL FOR SOME USERS. SOME OR MANY USERS MAY WISH TO SEE ADDITIONAL RESULTS. SLIGHTLY MEETS (SM)

HELPFUL FOR FEWER USERS. THERE IS A CONNECTION BETWEEN THE QUERY AND THE RESULT, BUT NOT A

STRONG OR SATISFYING CONNECTION. MANY OR MOST USERS WOULD WISH TO SEE ADDITIONAL RESULTS.

FAILS TO MEET (FAILSM)

COMPLETELY FAILS TO MEET THE NEEDS OF THE USERS. ALL OR ALMOST ALL USERS WOULD WISH TO SEE ADDITIONAL RESULTS. PLEASE NOTE THAT YOU MAY ASSIGN IN-BETWEEN RATINGS.

USE IN-BETWEEN RATINGS IF YOU THINK THE RATING OF A RESULT FALLS BETWEEN TWO LABELS. YOU CAN EITHER DRAG THE SLIDER OR CLICK ON THE POINT THAT YOU WANT THE SLIDER TO LA

13.1 RATING RESULT BLOCKS: BLOCK CONTENT AND LANDING PAGES

FOR NEEDS MET RATING, YOU WILL ASSIGN A RATING TO EACH RESULT. EACH RESULT INCLUDES THE CONTENT INSIDE T LANDING PAGES ASSOCIATED WITH THE RESULT.

WHICH PART OF THE RESULT DO YOU RATE? IT DEPENDS ON BOTH THE QUERY AND THE RESULT BLOCK:

TYPE OF BLOCK WHAT TO RATE SPECIAL CONTENT RESULT BLOCK (SCRB)

NOTE: ASSUME THAT INTERACTIVE RESULT BLOCKS FUNCTION AS INTENDED. TRY TO INTERACT WITH THE RESULT BLOCK AS SOME LINKS, BUTTONS, OR OTHER FEATURES IN YOUR RATING TASK MAY WORK.

THE CONTENT INSIDE THIS TYPE OF BLOCK SHOULD ALWAYS PLAY A LARGE ROLE IN YOUR RATING. SOME SPECIAL CONTENT RESULT BLOCKS MAY HAVE LINKS TO LANDING PAGES. IN THESE CASES, THINK ABOUT WHETHER A USER WOULD CLICK ON THE LINK IN ORDER TO SATISFY THEIR USER NEED.

IF MOST USERS WOULD NOT CLICK, RATE THE SPECIAL CONTENT RESULT BLOCK BASED ON THE BLOCK CONTENT ALONE.

IF SOME OR MANY USERS WOULD CLICK, YOU MAY CONSIDER THE HELPFULNESS OF THE LANDING PAGE(S) IN ADDITION TO THE CONTENT IN THE BLOCK. IN THIS CASE, BOTH NEED TO BE HELPFUL TO JUSTIFY A HIGH RATING. WEB SEARCH RESULT BLOCK

A CLICK IS REQUIRED, AND YOU SHOULD EVALUATE THE LANDING PAGE TO ASSIGN A RATING.

 FOR EXAMPLE, THINK ABOUT THE QUERY [WHAT DOES LOVE MEAN].

RESULT BLOCK QUERY: [WHAT DOES LOVE MEAN] RATING SPECIAL CONTENT RESULT BLOCK

MOST USERS WOULD PROBABLY NOT CLICK ON THE SPECIAL CONTENT RESULT BLOCK, BECAUSE THE BLOCK CONTAINS A LARGE AMOUNT OF HELPFUL CONTENT AND HAS NO OBVIOUS LANDING PAGE LINK ASSOCIATED WITH IT. THEREFORE, BASE YOUR RATING ON THE CONTENT INSIDE THE BLOCK ITSELF. WEB SEARCH RESULT BLOCK

IN THIS CASE, USERS WOULD HAVE TO CLICK ON THE WEB SEARCH RESULT IN ORDER TO GET AN ANSWER TO THE QUESTION. THEREFORE, BASE YOUR RATING ON THE CONTENT OF THE LANDING PAGE.

HERE ARE SOME EXAMPLES OF SPECIAL CONTENT RESULT BLOCKS WHERE THE BLOCK SHOULD BE RATED PRIMARILY ON THE BLOCK ITSELF. AS ALWAYS, PLEASE USE YOUR JUDGMENT.

QUERY AND SPECIAL CONTENT RESULT BLOCK QUERY : [UTOPIA ANIMAL HOSPITAL] QUERY : [CHICAGO WEATHER] QUERY: [CALORIES IN A BANANA] QUERY : [HOW TO FIND SECURITY CODE ON VISA] QUERY : [HOW DID LINCOLN DIE] QUERY : [MOVIES SAN FRANCISCO]

NOTE: THE GUIDANCE IN THIS SECTION SPECIFICALLY APPLIES TO NEEDS MET RATINGS. FOR SPECIAL CONTENT RESULT

LANDING PAGES, YOU MAY OR MAY NOT ALSO BE ASKED TO PROVIDE PQ RATINGS. IN THESE CASES, YOUR PQ RATING SH BASED ON THE LANDING PAGE. PLEASE REFER TO SECTION 14.0 FOR MORE ABOUT THE RELATIONSHIP BETWEEN NEEDS MET AND PAGE QUALITY RATINGS.

love

/ləv/

noun

1. an intense feeling of deep affection.
   "babies fill parents with intense feelings of love"
   synonyms: deep affection, fondness, tenderness, warmth, intimacy, attachment, endearment; More
2. a person or thing that one loves.
   "she was **the love of his life**"
   synonyms: beloved, loved one, love of one's life, dear, dearest, dear one, darling, sweetheart, sweet, angel, honey; More

verb

1. feel a deep romantic or sexual attachment to (someone).
   "do you love me?"
   synonyms: care very much for, feel deep affection for, hold very dear, adore, think the world of, be devoted to, dote on, idolize, worship; More

Translations and more definitions

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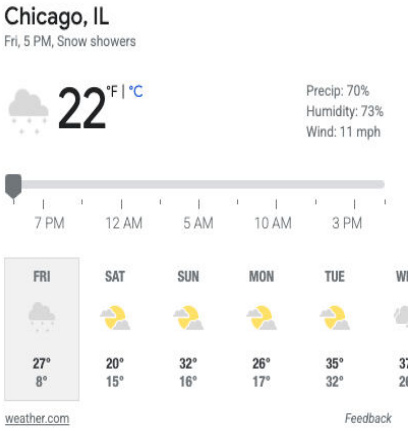
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Fri, 5 PM, Snow showers
22 °F | °C
Precip: 70%
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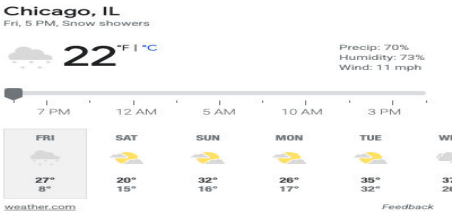
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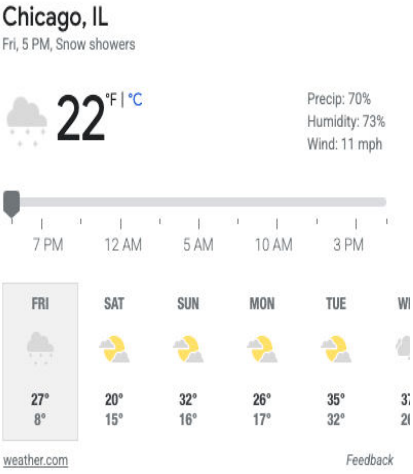
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