

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

THIS IS WHAT THE NEEDS MET RATING SLIDER LOOKS LIKE:

RATING DESCRIPTION

FULLY MEETS (FULLYM)

A SPECIAL RATING CATEGORY, WHICH ONLY APPLIES TO CERTAIN QUERIES AND RESULTS.

ALL OR ALMOST ALL USERS WOULD BE IMMEDIATELY AND FULLY SATISFIED BY THE RESULT AND WOULD NOT NEED TO VIEW OTHER

HIGHLY MEETS (HM)

VERY HELPFUL FOR MANY OR MOST USERS. SOME USERS MAY WISH TO SEE ADDITIONAL RESULTS.

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

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

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 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 SOMEONE

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

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

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.

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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
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.

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HERE ARE SOME EXAMPLES OF SPECIAL CONTENT RESULT BLOCKS WHERE THE BLOCK SHOULD BE RATED PRIMARILY ON THE CO
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 BLOCKS
[SECTION 14.0](#)
FOR MORE ABOUT THE RELATIONSHIP BETWEEN NEEDS MET AND PAGE QUALITY RATINGS.
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