Q3: WHAT IS THE QUERY TYPE?

Description: First, we want to classify the query type based on the customer intent that will determine the purpose of their shopping or non- shopping journey. When the customer enters a query in the search/conversation bar, we can map its meaning/intent to one of our predefined customer intents of **Recommendation, Description, Factoid, Opinion, Instruction, Comparison or 'other'** query types.

Answers (single selection):

- Recommendation
- Description
- Factoid
- Opinion
- Instruction
- Comparison
- Other

Guidelines:

- If the customer asks for suggestions/recommendations/ideas/ availability for a product type or a particular product (ASIN) or for an Amazon program/service, **then select 'Recommendation'**.
  - Please note that a customer might ask for recommendations by mentioning a purpose or an activity such as

    gardening, cricket, etc... we need to consider these as recommendation queries seeking products.
- If the customer wants description/summary/overview of a product type or a particular product (ASIN) or for an Amazon program/service, **then select 'Description'**.
- If the customer seeks an objective (factual) piece of information about a product type or a particular product (ASIN) or for an Amazon program/service, **then select 'Factoid'.**
- If the customer seeks subjective information (opinion, usually from the experience of other customers) on a product type or a particular product (ASIN) or for an Amazon program/service, **then select 'Opinion'.**
- If the customer seeks guidance/ instructions/ tutorial/ procedure on a product type or a particular product (ASIN) or for an Amazon program/service, **then select 'Instruction'.**
- Select '**Other**' if the intent of the customer is one of the following:
  - This could include general knowledge queries or generic queries such as queries on the weather, economy, tips for a better health, etc...
    E.g.: What time is it?, Where is Italy?
  - This could be a Factoid/ Opinion/ Description/ Instruction/ Comparison on generic topics and does not relate to any products.
    E.g.: Suggest me some home remedies for back pain, things to do before school starts
  - This could be search keywords, that may not correlate to a product.
    Eg: Obama
  - This could be questions posed directly at the model, about the model.
    E.g.: Who are you?, who designed you?
  - We mark these queries factoid queries without an ASIN or a product type. Queries such as 'What flavor is this?' or 'What sizes does this come in?' are to be marked here.
    E.g.: Tell me how this tastes (without an ASIN/ Product), what colors does this come in? (without an ASIN/ Product)

📝 **Note 1:** In the presence of an ASIN, kindly evaluate the context of these queries and mark them in the appropriate query and intent.

Examples:

Recommendation:

- Are running shoes available in different sizes?
- iphones
- Most popular summer dress designs
- Gardening beginner tools
- Accessories for table
- What are the different types of popular Swiss chocolates

Description:

- Factors to consider before buying a dyson airwrap
- How do dash cams work?
- Zoom quality of this camera (ASIN).
- What is baby registry?
- Tell me about the storage of iPhones

Factoid:

- What is the flavor of this (ASIN) chip?
- Is Watch Party available on Prime?
- Do hair regrowth shampoos contain paraben?
- Is the size of this shoe (ASIN) given in UK scale?
- Ingredients in facecreams that treat hyperpigmentation

Opinion:

- Are Puma shoes good for running?
- Does Amazon Music have a bad UI?
- Do people really like Oatmeal and Raisin cookies?
- Is the scent of the room freshener (ASIN) too strong?
- Do players like the latest Mario game (ASIN)?

Instruction:

- How do I choose wallpapers for my kitchen?
- How to check my order history
- How do I reduce the brightness on this smartphone (ASIN)?
- How to prepare the oven plate before baking a cake
- I need to know how to set up this home theater (ASIN)

Comparison:

- Both of these (ASIN1 and ASIN 2) look the same to me.
- leather or faux leather finish in a sofa for an outdoor use?
- Is reversible quilt harder to clean than non- reversible quilts?
- How is this (ASIN) different from this one (ASIN).
- Pros and cons of glass bottles

Other:

- **Generic queries:**
    - Who is the current King of Britain?
    - What is the time in Georgia?
    - Who do you think will win a war or countries?
    - Why is it important to meditate?
    - Tell me about Chat GPT?
    - Tell me a moral story about honesty
    - Steps to start a podcast
    - How to study better?
    - Which country has the better football team? England or Brazil?
    - Morning vs evening exercising?
- **Search keywords:**
    - Barack Obama
    - Italy
    - Weather?

- **Model- related queries:**
    - Who are you?
    - Who trained you?
    - Are you the same as Alexa?