

#### Q8: ANSWER STRUCTURE: DO YOU THINK THE RESPONSE IS STRUCTURED WELL?

Description: The answer must be easy to understand and have a good tone.

Answers (single selection):

- Yes- Good answer structure
- No- Bad answer structure
- Somewhat good answer structure

Guidelines:

- A good tone is one of a conversational shopping assistant which is not too friendly (e.g.: 'Hello, dude!') or too formal (e.g.: 'I ought to be able to give you recommendations...'). We need to evaluate if the response has a conversational tone.
- Select 'Yes- Good answer structure' if the answer is clear, has a good tone, free of grammatical errors and is free of repetition.
  - A good response will be free of grammatical errors that include spelling, punctuation, spacing errors that affect the readability of the response. It will also be free of repetition (no part of the response is repeated redundantly either using the same words or the same context) (Yes- Good answer structure: Example 1 and 2).
  - If the response begins with a statement seeking clarification to a vague query and continues to provide the required information, we select 'Yes' since the response seeks clarity but helps the customer with their query (Yes- Good answer structure: Example 3)
- Select 'No- Bad answer structure' if the answer is hard to understand because it has grammatical errors or if it has unnecessary repetition or if it has a bad tone.
  - Repetition is must be evaluated on the context and just the repetition of words/ statements.
    - Repetition of the same words within the same response affect the clarity of the sentence (No- Bad answer structure: Example 1)
    - Repetition of the same information using different words within the same response is also considered to be redundant and affects the clarity of the response. (No- Bad answer structure: Example 2).
    - Responses may contain end statements that summarize the response. As Rufus is a shopping assistant, the response must be concise and answer the customer's query completely. These summaries, unless they provide unique information that was not provided in the response above it, are to be considered as repetition (No- Bad answer structure: Example 3.)
  - Please note that disclaimers asking the customer to do their own research or consult a professional are not considered as summary. Their necessity must be evaluated in 'Q5: Is the response compliant to the STP Index'.
- If the response begins with a refusal (negation) to answer a harmless/valid query and continues to

provide the required information, we consider that to have a bad answer structure since the response should either have been a negation or it should have provided the required information (*No- Bad answer structure: Example 4*).

- Select 'Somewhat good answer structure' if the answer is neither too easy to understand nor too hard or if it has a tone that is not conversational.
  - If the headers/ titles of ASINs end with a fullstop '.', they are to be considered as not acceptable to be presented in front of the customer. Ideally, a colon ':' or a hyphen '-' must be used at the end of headers/ASIN titles (*Somewhat good answer structure: Example 1*).
  - If there are any unwanted characters/ symbols that make the response unclear (*Somewhat good answer structure: Example 2*).
  - If there are any spelling/grammatical errors that make the response unclear (*Somewhat good answer structure: Example 3*).
  - If the response begins with a statement seeking clarification to an understandable query and continues to provide the required information, we select 'Yes' since the response seeks clarity but helps the customer with their query (*Somewhat good answer structure: Example 4*)

⊖ Skip clause: If you have selected 'Yes', the response has a good answer structure, proceed to 'Q9:  
Consistency: Is the response consistent with the source or common knowledge? Otherwise, proceed to 'Q10:  
Preference: Which response is better based on the quality criteria?'