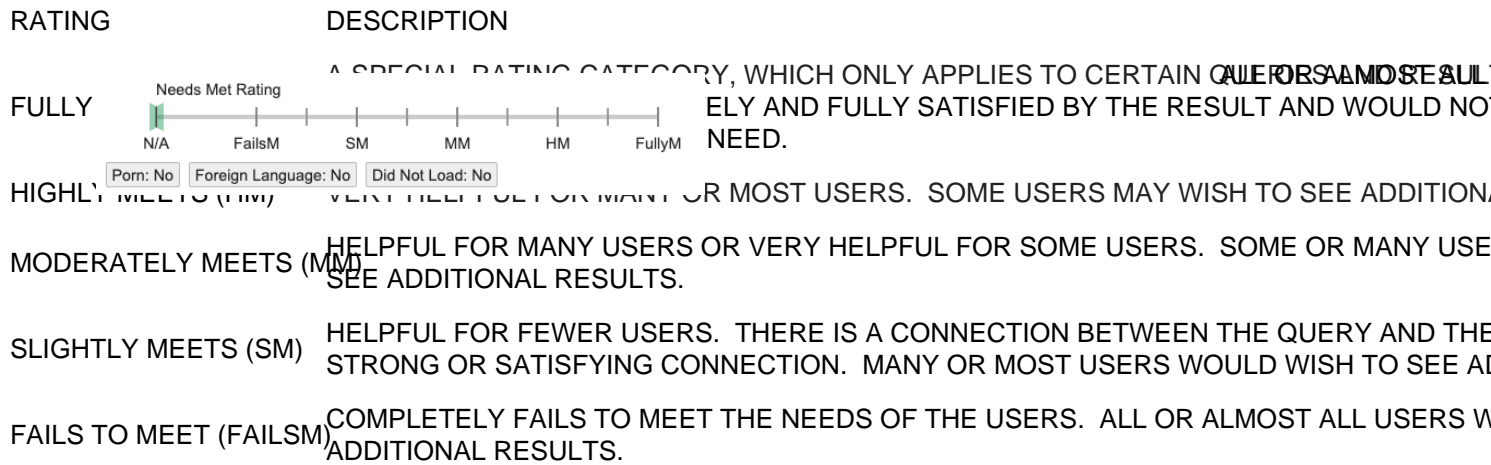


# PART 3: NEEDS MET RATING GUIDELINE

## 13.0 RATING USING THE NEEDS MET SCALE

THERE ARE MANY DIFFERENT KINDS OF QUERIES AND RESULTS, BUT THE PROCESS OF RATING THE SAME NEEDS MET RATING TASK ASK YOU TO FOCUS ON USER NEEDS AND THINK ABOUT HOW HELPFUL AND SATISFYING THE RESULT IS FOR THE USER.

THIS IS WHAT THE NEEDS MET RATING SLIDER LOOKS LIKE:



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 BE.

### 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 OF THE RESULT BLOCK AND THE 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)	<p>THE CONTENT INSIDE THIS TYPE OF BLOCK SHOULD ALWAYS PLAY A LARGE ROLE IN YOUR RATING.</p> <p>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 GET THE CONTENT THEY NEED.</p> <p>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.</p>
WEB SEARCH RESULT BLOCK	<p>IF SOME OR MANY USERS WOULD NOT CLICK, RATE THE SPECIAL CONTENT RESULT BLOCK ON THE BLOCK CONTENT ALONE.</p> <p>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, YOU NEED TO BE HELPFUL TO JUSTIFY A HIGH RATING.</p> <p>A CLICK IS REQUIRED, AND YOU SHOULD EVALUATE THE LANDING PAGE TO ASSURE IT MEETS THE USER'S NEEDS.</p>

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

RESULT BLOCK

QUERY: [WHAT DOES LOVE MEAN]

RATING

SPECIAL CONTENT RESULT BLOCK

[What Is Love? We Spoke to the Merriam-Webster Lexicographer ...](#)

[www.themarysue.com/definition-of-love/](http://www.themarysue.com/definition-of-love/)

Mobile-friendly - Nov 7, 2013 - "Love" is a word we all use and understand, but **defining** such a complex idea seems like a daunting ...

MOST USERS WOULD PROBABLY NOT CLICK ON THE SPECIAL CONTENT RESULT BLOCK, BECAUSE THE BLOCK CONTAINS A LARGE AMOUNT OF HELPFUL CONTENT AND HAS AN OBVIOUS LANDING PAGE LINK ASSOCIATED WITH IT.

THEREFORE, BASE YOUR RATING ON THE CONTENT INSIDE THE BLOCK ITSELF.

WEB S

The screenshot shows a web search result for the word "love". At the top, the word "love" is displayed in a large, bold font. Below it, the phonetic transcription "/ləv/" is shown with a speaker icon. The word is identified as a "noun". There are two numbered definitions: 1. "an intense feeling of deep affection." with an example "babies fill parents with intense feelings of love" and synonyms "deep affection, fondness, tenderness, warmth, intimacy, attachment, endearment; More". 2. "a person or thing that one loves." with an example "she was the love of his life" and synonyms "beloved, loved one, love of one's life, dear, dearest, dear one, darling, sweetheart, sweet, angel, honey; More". Below the noun definitions, the word is identified as a "verb". There is one numbered definition: 1. "feel a deep romantic or sexual attachment to (someone)." with an example "do you love me?" and 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". At the bottom of the block, there is a chevron icon and the text "Translations and more definitions".

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 PRIM THE BLOCK ITSELF. AS ALWAYS, PLEASE USE YOUR JUDGMENT.

QUERY AND SPECIAL CONTENT RESULT BLOCK

QU


ICAGO WEATHER]

QUERY[CALORIES IN A BANANA]


Movies near San Francisco

Genre


All Genres ▾



San Andreas



Spy



Entourage

Assassination

Abraham Lincoln, Cause of death

HOW DID LINCOLN DIE]

QUERY[MOVIES SAN FRANCISCO]

“How Did Lincoln Die? Everyone knows that the ball John Wilkes Booth fired into Abraham Lincoln's brain inflicted a terrible, mortal wound. But when a prominent neurosurgeon began to investigate the **assassination**, he discovered persuasive evidence that Lincoln's doctors must share the blame with Booth's derringer.”

[How Did Lincoln Die? | American History Lives at American Heritage](#)

[American Heritage](#) › [content](#) › [how-did-l...](#)

More about Abraham Lincoln

NOTE: 7  
LANDIN  
BASED  
QUALIT

Banana / Energy Amount

105 calories

Bananas

1 medium (7" to 7-7/8" long) (118 g) ⬆ ⬆

7 APPLIES TO NEEDS MET RATINGS. FOR SPECIAL CONTENT  
ED TO PROVIDE PQ RATINGS. IN THESE CASES, YOUR PQ R  
OR MORE ABOUT THE RELATIONSHIP BETWEEN NEEDS

The **card security code** is located on the back of MasterCard, Visa and Discover **credit** or debit **cards** and is typically a separate group of 3 digits to the right of the signature strip. On American Express **cards**, the **card security**

HT 2022

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