

Image Search Results Challenge Guidelines

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Hitapp

In the Image Search Results Challenge, you will see a query, the user's location, rating scale and the image search results from two search engines.

The screenshot displays the Hitapp interface for an image search challenge. At the top, the search bar contains the query "uggs" and the user's location is set to "Vancouver, BC, Canada". Below the search bar, there are two columns of image search results for Ugg boots. The left column is labeled "Ads - Shop uggs" and the right column is labeled "Shop uggs". Each column displays several pairs of Ugg boots with their respective prices and ratings. At the bottom, there is a rating scale from "Left side is better" to "Right side is better" with a "Submit" button in the center.

Your task involves the following steps:

1. Familiarize yourself with the intent of user's query, the expected results, and whether the location is or is not significant (should the search results depend on where the user is located):

Query-Specific Guidelines

1 User Intent: Does this add value? ☐ Yes ☐ No

The user is looking for information on the different models of the Iphone, most especially the latest model, Iphone 13. Iphone is a line of smartphones designed and marketed by Apple Inc. User may be interested to compare the latest model in terms of design, specs, and usage.

2 Expected Results: Does this add value? ☐ Yes ☐ No

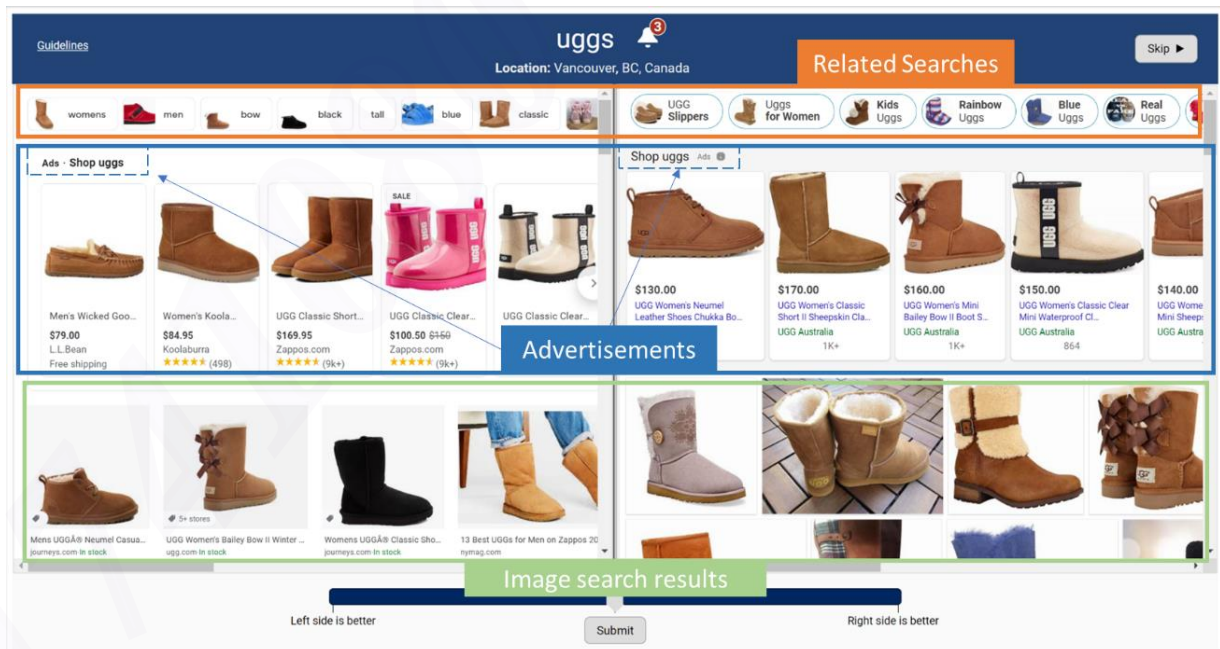
- - Websites, videos, articles, social media platforms featuring the Iphone, most especially the latest Iphone 13.
- - Reviews and images of the Iphone in comparison with the previous models or other brands of smartphones.

3 Location Importance: Does this add value? ☐ Yes ☐ No

The location is not of significant importance to this query.

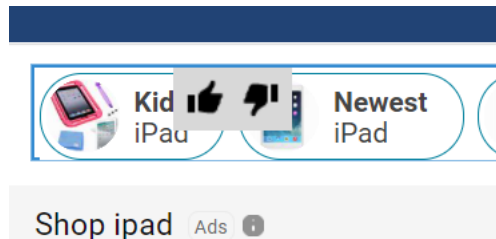
Done Reading

2. Carefully examine both sides, you may need to scroll left/right or up/down to see the whole page. Notice that there are several different components to an image search results page, these include the images search results, related searches, or advertisements (which are clearly distinguished by an "Ads" marker).

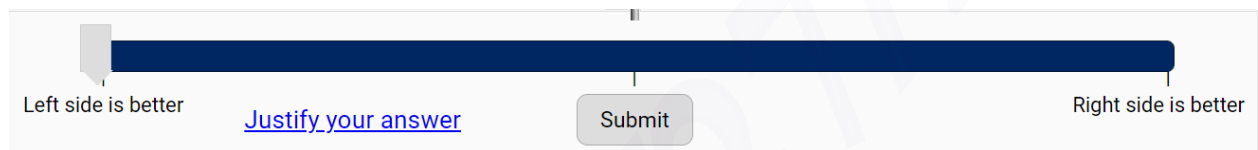


3. Choose Features on each side that either positively or negatively affect the quality of the search results using the thumbs-up or thumbs-down icon. You can like or dislike multiple features.

These icons appear in the top left corner of the feature when the mouse hovers over that feature.



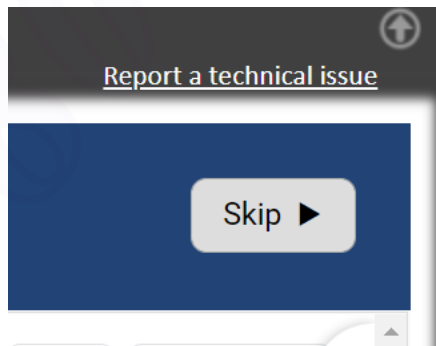
4. **Choose an overall winner** using the slider bar at the bottom of the page. Choose “left side is better”, “right side is better”, or leave the slider in the middle if there is no clear winner. **Sometimes you may be asked to provide a justification as to why one side is better.** Then click the “Submit” button underneath the slider:



Feedback

Technical issues

1. If you encounter a technical issue in UHRS or in the displayed webpages, or have a suggestion for how to improve the HitApp, please use the **“Report a technical issue” link in the top right corner:**

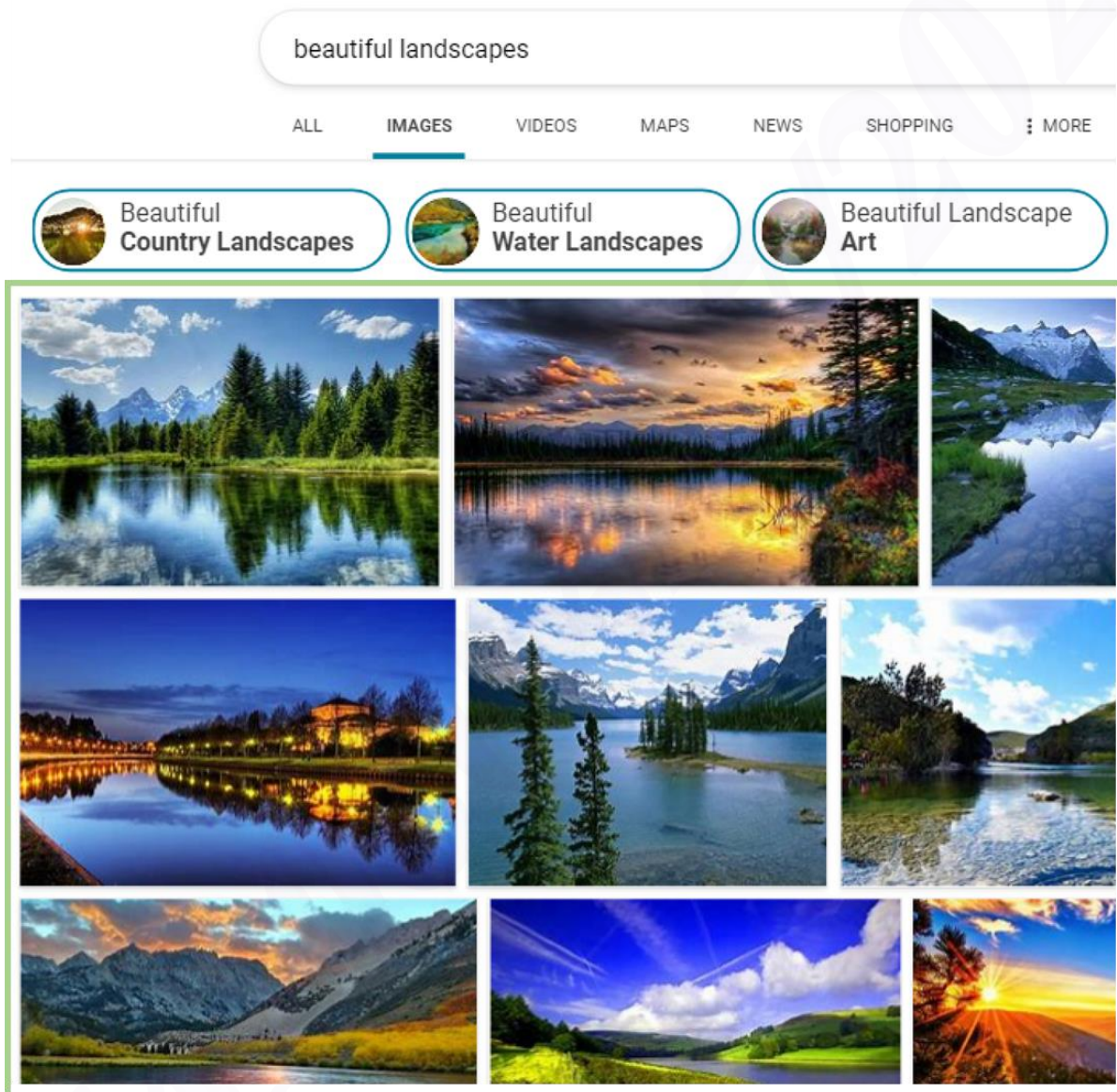


Then choose which category best describes the issue you are having. Please leave any feedback that you think may be helpful in the text box.

Examples of Features

Image Search Results

Purpose: The Image Search Results try to answer the user's query with relevant images.

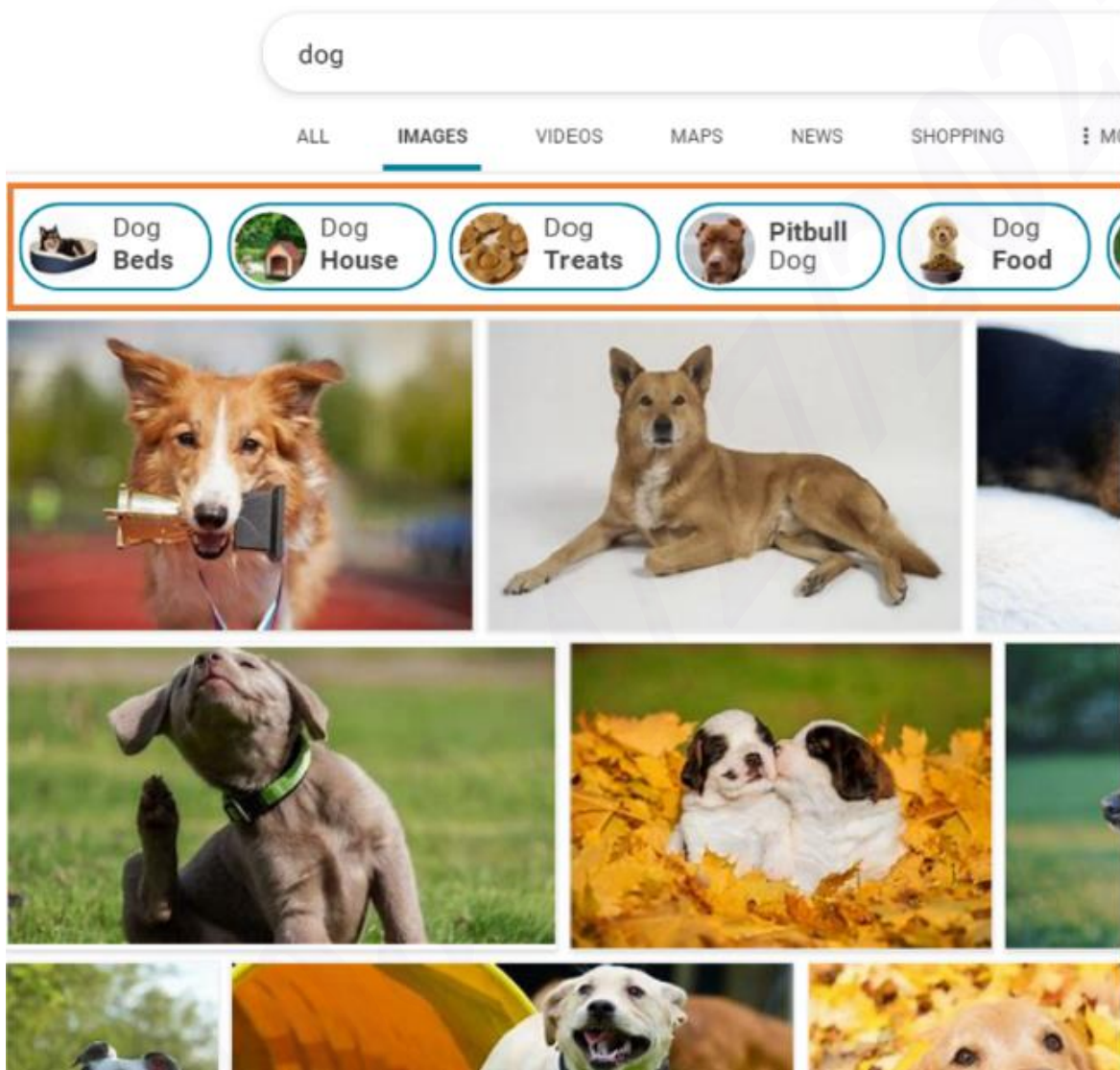


Example Query: beautiful landscapes

What to look for: The Image Search Results displays a variety of beautiful landscape images.

Related Search

Purpose: Additional search options that provide the user with information related to the original query.

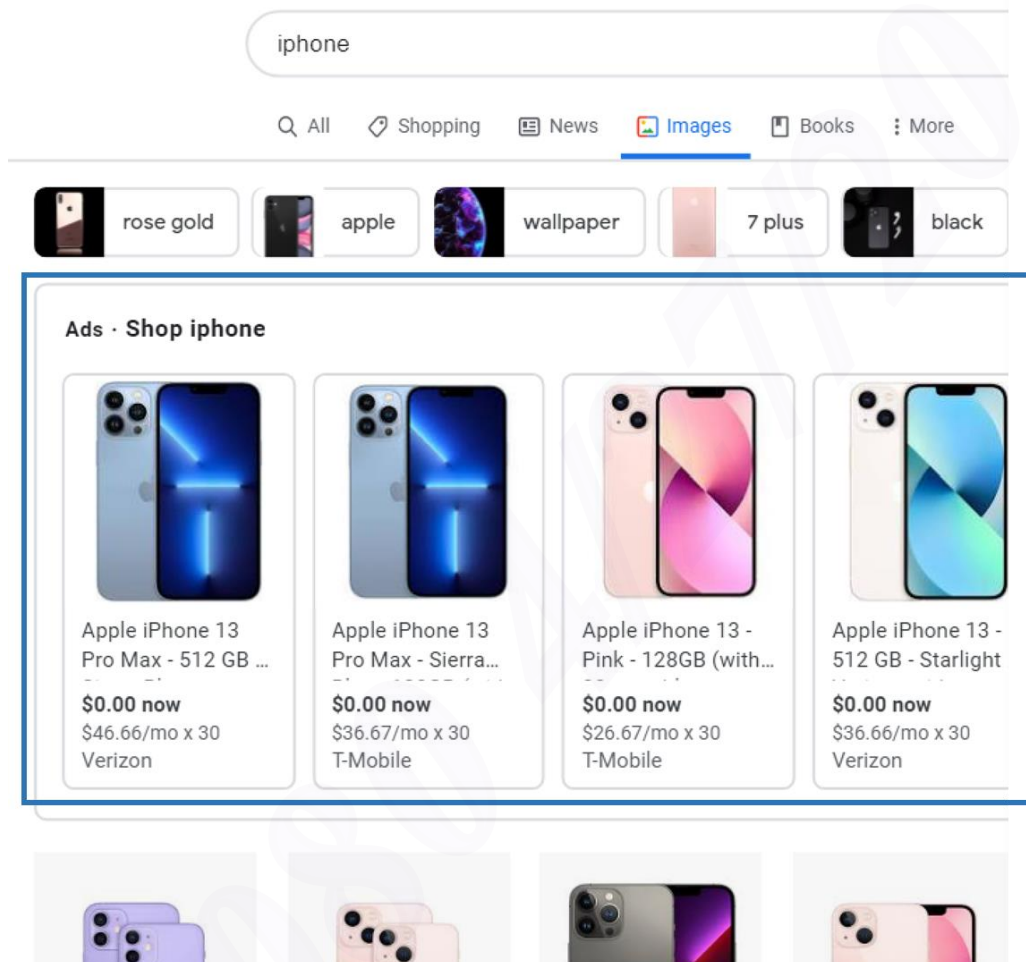


Example Query: dog

What to look for: The Related Search narrows down the user's search (dog) by providing additional options that the user might want to explore, relating to the dog, e.g. dog beds, dog treats.

Advertisements

Purpose: A sponsored announcement of goods or services for sale that sometimes appears under the related search results.



Example Query: iphone

What to look for: The Advertisement shows a carousel of relevant and up to date iphone products for shopping purposes.