Build Your Own Product Quiz

The Background

A successful product quiz has three goals: make a shopper feel more comfortable with the product category, provide a personalized list of product recommendations, give the brand hosting the quiz important information about their shoppers.

Here are some examples of product (and puppy) quizzes we’ve built:

https://www.hylete.com/perfect-short
https://www.orvis.com/s/welcome-to-the-dog-breed-selector/14963

The Puzzle

Pick a product category that you think is ripe for a product quiz… and then build it. What to include:

- Why do you think this category is the right one for a quiz? How would we make money (can we sell the products directly, do an affiliate model, leads, advertising, etc)?
- What questions would you include in the quiz?
- How would you attract users to the new website with a $10k budget?
- A 10-week timeline for how you’d recommend getting this live