



## Build Your Own Product Quiz

### The Background

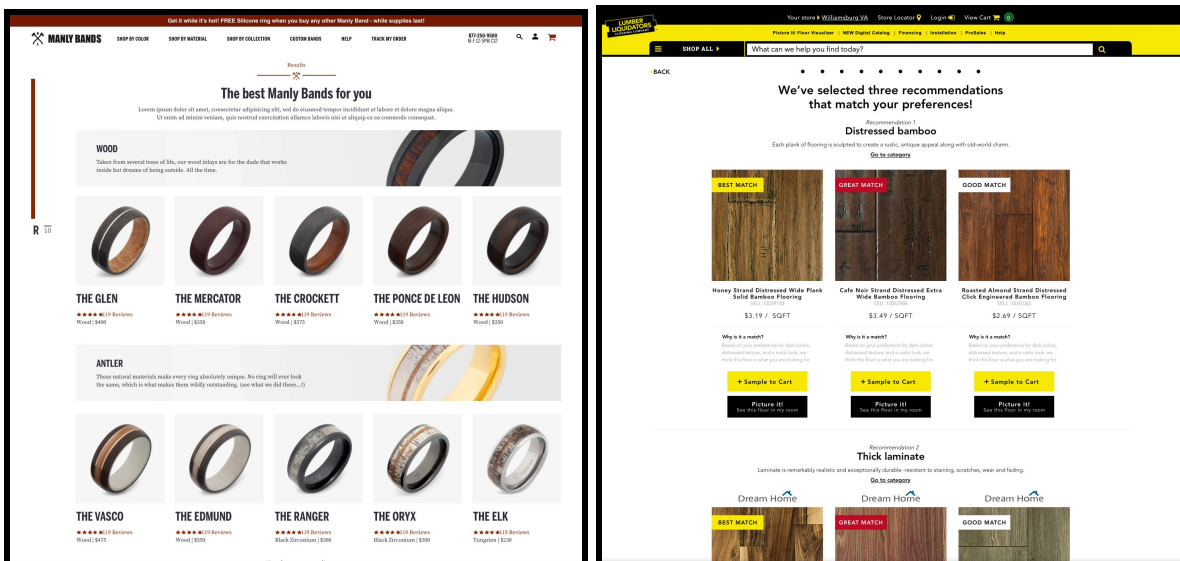
A successful product quiz has three goals: make a shopper feel more comfortable with the product category, provide a personalized list of product recommendations, give the brand hosting the quiz important information about their shoppers.

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>

<https://www.sweatybetty.com/us/leggings-quiz.html>



### 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