

Quizzes, style guides, and customized shopping experiences.

At Zmags, we classify quizzes as any multi-scene experience that uses question navigation to show the user a customized result page. These can be simple or complex, but the end result is a customized shopping experience, displaying single or multiple products tailored by the user's answers.

There are four types of quizzes, and while they range in complexity, they all guide users to designated products or services.

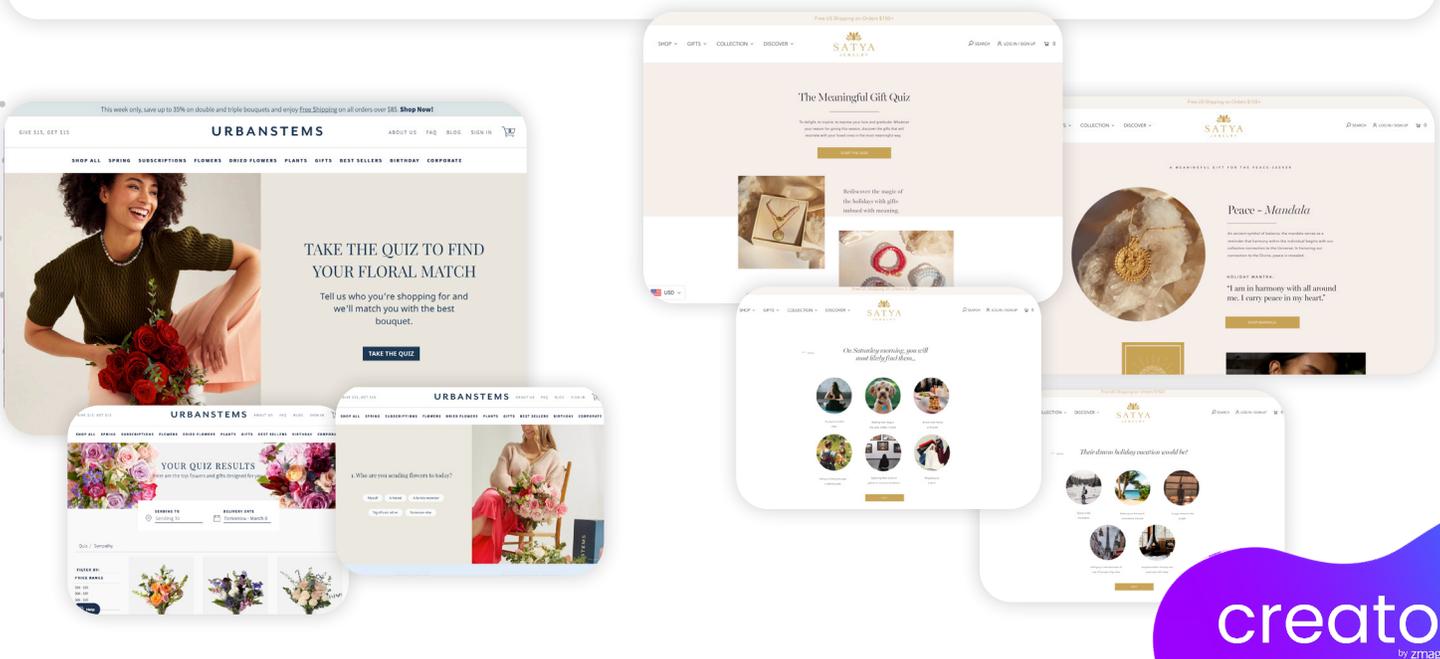
The quiz that any Creator platform user can build.

Type #1: Single Answer Quiz

The Single Answer Question quiz is the simplest form a quiz can take. This can be completed by any Creator user by using our native scene navigation features.

From a customer's perspective, they are answering a few questions to generate a custom product selection. In reality, only one question generates different results depending on the customer's answer. When a customer clicks an answer, they are then taken to the corresponding result page. This result page can be a landing page or category page on the brand's site, or it can be another slide that presents the 'results.' It can also contain a 'restart' button to try selecting a different answer.

Note: This is the type of quiz that Creator users can build on their own. Some brands have even taken this a step further by having 2 questions generate different results, simply by doubling the number of scenes. Please contact your Customer Success Manager (CSM) for advice on the best practices.



Three quizzes built using logic.

There are three other types of quizzes, and they all **require custom actions** (via JavaScript) to control question navigation and apply a certain level of logic to each answer. To achieve this, brands enlist the help of our in-house Creator Pros. Contact your CSM for more information on Design Services fees.

Type #2: Majority Wins

The Majority Wins quiz type associates each answer with a possible result. At the end, the quiz tallies the amount of result 'matches' and directs the user to a single result page or landing page.

Type #3: Truth Table

The Truth Table quiz type is based on a spreadsheet where products are listed in rows and answers in columns. If the answer applies to a product, it's marked as 'true.' At the end, each product's 'true' answers are tallied, and the top results are displayed together on a result page.

Type #4: Specific Answer Combinations

The Specific Answer Combinations quiz type will lead customers to particular results depending on which combination of answers they selected. For example, in a 4 question quiz, a customer could answer 'A, A, A, A', which will lead to one result. However, if they answer 'A, A, A, B', this will lead to another.

To offer our customers the most functionality possible, our Design Services and Solutions Experts teams can assist in creating quizzes that use custom actions (via JavaScript) to control question navigation and apply a certain level of logic to each answer. Through this method, a quiz can have numerous questions and results pages that give customers a personalized shopping experience. Connect with your CSM, and our team will work with you to find the best quiz type that will work with your content.

