# Quiz Planning Strategy

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Welcome to the exciting journey of creating a compelling product recommendation quiz with Digioh! We're thrilled that you've chosen to explore this innovative approach to engage your audience and enhance their shopping experience.

## Why Use a Quiz?

1. **Personalization** - A well-crafted quiz allows you to tailor recommendations based on individual preferences, creating a personalized shopping journey for each user.
2. **Increased Engagement** - Quizzes are inherently interactive and can captivate your audience's attention, encouraging them to spend more time on your platform.
3. **Data Collection** - Through thoughtful quiz questions, you can gather valuable insights into your audience's preferences and behavior, helping you make informed decisions for your product offerings and marketing strategies.
4. **Revenue & Conversion Boost** - Personalized recommendations increase the likelihood of converting potential customers into satisfied buyers by presenting them with products that align with their needs and desire

## How to Approach Your Quiz:

1. **Define Your Objective** - Clearly outline the goal of your quiz. Whether it's to drive sales, gather data, or enhance user experience, a well-defined objective will guide your question selection and design.
2. **Understand Your Audience** - Tailor your questions to your target audience. Consider their demographics, interests, and pain points. The more relevant your questions, the more accurate and beneficial the recommendations will be.
3. **Keep it Simple** - Aim for a user-friendly experience. Ensure that the quiz is easy to navigate, and the questions are clear and concise. Avoid overwhelming users with too many questions.
4. **Balance Fun and Insightful Questions** - Mix in entertaining and lighthearted questions with more data-driven inquiries. This keeps users engaged while providing you with the information needed to make accurate recommendations.
5. **Utilize Visuals** - Incorporate images or visuals related to your products. This not only enhances the user experience but also aids in showcasing the recommended items effectively.
6. **Test and Iterate** - After launching your quiz, monitor its performance and gather feedback.

Use this information to make improvements and refine your quiz for better results.

## Prepare to Create Your Quiz!

Now that you have defined your quiz approach, it is important to complete the following key items before diving into setting up your quiz in Digioh:

1. **Establish your Questions and Answers:** Our Quiz Experts have seen countless quizzes and recommend, to see max conversions, a quiz should have no more than 6 questions (maximum 8).When thinking about your questions, prioritize your Consumer's interests *before* you look to collect your zero party data. We recommend adding your email, name, or phone questions *after* establishing how your Consumer is looking to shop your site.
2. **Note how your Shopify products are organized ( products, variants, etc.)**
3. **Brainstorm how you're going to showcase your results:** At Digioh we have 2 ways of generating Quiz Results, and we call these "Results Logic". We will cover how to configure these later on, but this is a good moment to start thinking about what's the best approach for your quiz:

**Weights Logic :**

1. When using Weights for your Results Logic, each answer option is assigned a numerical weight or score.
2. When a user selects an answer, the score associated with that answer is added to their total score.
3. The final result is determined based on the cumulative score obtained by adding up the scores of all selected answers.
4. This approach is useful when you want to give different levels of importance or significance to each answer option.
5. EX. In a Quiz about Shoes, we would care more about if your Consumer is a child vs an adult than we would about their color preference.

**Outcomes Logic:**

1. a. When using Outcomes for your Results Logic, you define which specific products you want in the results based on a set of answers
   b. When a user selects a set of answers, they are directly assigned a particular set of "Outcome results" associated with those answers
   c. This approach is useful when you want to showcase specific products
   d. EX. In a Quiz about Jewelry, we could promote a few specific products depending on

your Consumer's answers regarding the occasion they're shopping for

**Are you going to include quiz branching logic?**

Ready to get started? Learn all about our Quiz Wizard (or Qwizard, for short) right here!