

Name:

Reading Pop-quiz:

Please circle the best answer.

Q1: Which user testing option is the best for low budgets?

- A) One single test with many participants
- B) Multiple tests, each with a few participants
- C) Conduct no tests

Q2: What is good moderator behavior?

- A) Explains both test questions and expected answers to participant
- B) Asks participant to explain their thoughts and observes their behavior
- C) Sits silently behind participant and asks no questions
- D) All of the above

Q3: "Participants wanted descriptions that tell them about the product in order to help them in making a decision." What makes a good product description?

- A) Using clinical jargon words
- B) A description in paragraphs
- C) A tabbed set of details
- D) A bulleted list of product details

Q4: When would you test many more users?

- A) When a website has several highly distinct groups of users.
- B) When a website has over 10,000 users
- C) When you have a huge budget

Q5: What are site ads good for?

- A) To increase the number of visitors coming from other sites
- B) To link to featured campaigns and pages within a site
- C) To bring in sponsorship money
- D) All of the above

Q6: Which phrase is the least suitable for a call-to-action button?

- A) Add to cart
- B) Read more
- C) The upgrade options
- D) Subscribe now

Q7: Which describes an ideal participant for a user test?

- A) Participant is your site's target user
- B) Participant is familiar with the site/client
- C) Participant is website and computer pro

Q8: Which is a call-to-action button best practice?

- A) Put the button in-between lots of content
- B) Make all your buttons on the page different colors
- C) Make all your buttons the same color as your call-to-action button.
- D) Make the call-to-action button tiny
- E) Make the call-to-action stand out from other content