

Quick Quiz Experience Report

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Report Summary

Score

5/10 — Confidence: Medium

Critical blockers: 0 | Major issues: 2 | Minor issues: 2

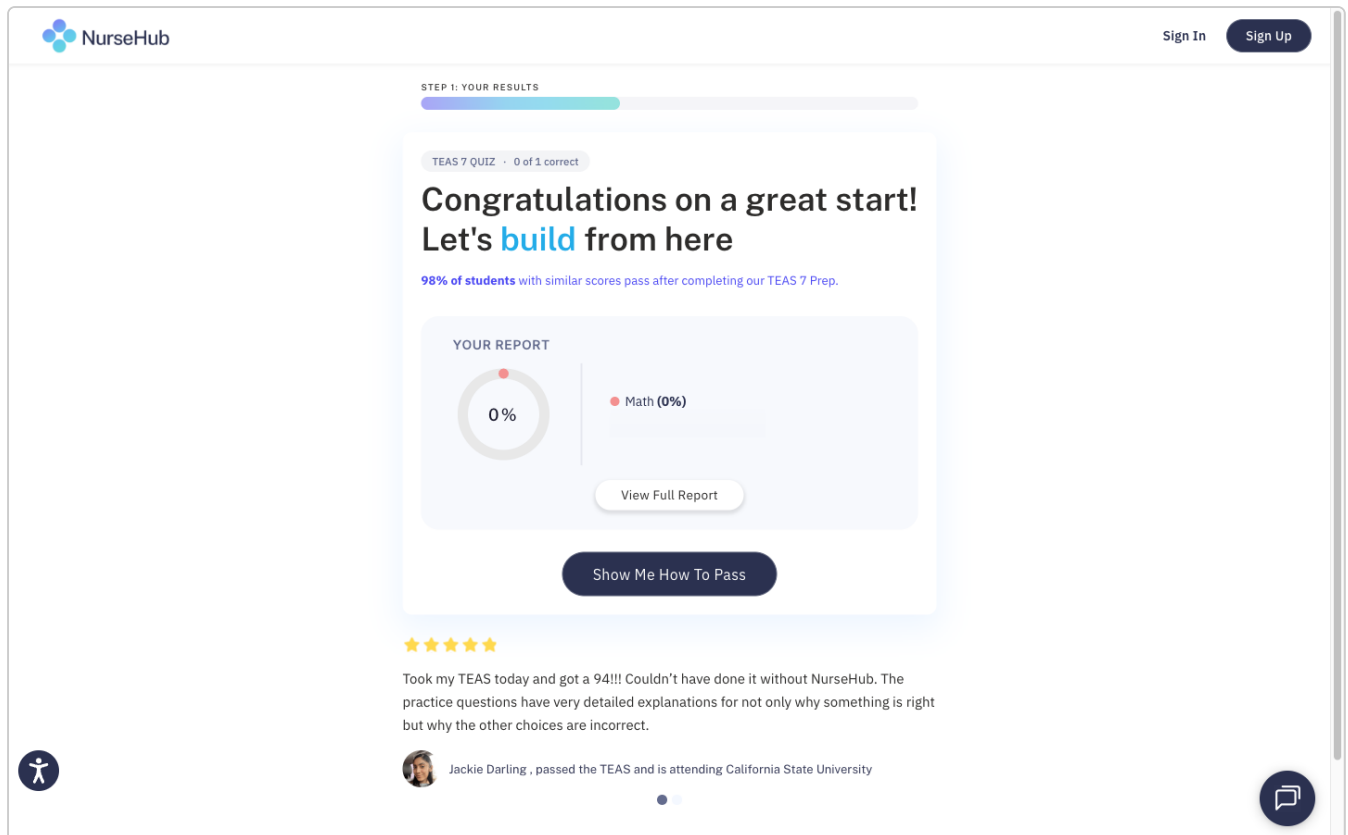
Executive Summary

The quiz itself is fast and frictionless, but the result screen's "Congratulations on a great start!" headline next to a 0% score reads as tone-deaf, and the very next screen skips straight to a full paid-membership checkout with no visible free option — for a skimmer who just wanted to "test the water," that's a jarring gear-shift from curiosity to a billing form.

Detailed Report

Top Issues

- Result copy doesn't match the result —



01-quiz-result-screen.png

Scored 0 of 1 (0%), but the headline reads "Congratulations on a great start! Let's build from here," framed with celebratory styling. For someone who got everything wrong, this feels dissonant/mildly insincere rather than encouraging. Recommendation: Branch the headline copy on score band (e.g. a plainer, still-warm message for 0-40% scores) so it doesn't read as congratulating a fail.

- Post-quiz CTA jumps straight to a paid checkout form, no free option visible —

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Create Account

02-post-quiz-signup-paywall.png

Clicking "Show Me How To Pass" (the visually dominant CTA on the result screen) leads to a pricing pitch (\$29.99/mo) and then directly into a full registration form (name, email, country, state, zip, ToS) with no free/lite tier surfaced anywhere in that path. Recommendation: Offer a free-account option (or at least a clearer "not ready to pay" path) between the quiz result and the paid registration form, so casual quiz-takers aren't funneled straight into a billing flow.

Detailed Findings

- Severity: Medium Issue: The one-question quiz used TEAS 7 Math order-of-operations, which requires careful, deliberate calculation — not something a skimmer answers correctly on a fast gut guess. Evidence: Answered "18" on gut instinct for $9+3\times2+14\div2$; correct answer was 22 (no screenshot needed, self-explanatory miss). Recommendation: Not necessarily a bug, but worth noting for personas like this — a "quick quiz" hook whose first/only question demands slow, careful math may undercut the "quick and easy" promise for skimming visitors.
- Severity: Low Issue: The result screen and detailed answer-explanation add real reading weight for a "quick" quiz format — a full step-by-step math breakdown appeared after just one question. Evidence: Answer Explanation section auto-showed a multi-paragraph, multi-step breakdown of the order-of-operations solution. Recommendation: Fine for a full practice platform, but consider a condensed "quick view" explanation option that matches the lighter promise of this specific quiz entry point.

Positive Observations

- Setup flow (choose exam → choose subject → choose question count → start) was fast and required minimal decisions — good match for a skimmer's low patience.

- Question-count slider correctly defaulted to the lowest value (1), matching the "quick quiz" promise instead of nudging toward a longer quiz.
- No dead ends or broken buttons encountered — every click in the flow (Start, Next, Check, Finish Quiz, Show Me How To Pass, Sign Up) worked as expected on the first try.
- The social-proof stats ("98% of students... pass", "over 50,000 future nurses") are prominent and would likely register with a skimmer even without reading closely.

Journey Coverage

- [x] Landed directly on `/quick-quiz/` (simulated ad/social click)
- [x] Completed setup (exam: TEAS 7, subject: Math, questions: 1 — left at default)
- [x] Took and submitted the quiz
- [x] Paused and reacted to the result screen
- [x] Chose a next step based on what the page offered ("Show Me How To Pass")
- [x] Followed through to the paid-membership registration form
- [x] Stopped before any real payment/account-creation step

Narration

Narration

Journey: quick-quiz | Site: nursehub | Persona: skimmer | Viewport: desktop

Starting the run: resizing to desktop viewport, then landing directly on the quiz page. As a skimmer, I glance at the headline and hit "Start" without reading the bullet list closely. A setup screen asks which exam I'm prepping for. As a skimmer, I pick the first option without deliberating. Subject selection step — as a skimmer, I just pick the first subject that catches my eye (Math) and move on. Slider is already at its default minimum (1 question) — per instructions I leave it there and click Next. A quick social-proof interstitial ("50,000 future nurses passed"). Skimming past it, I hit Start Quiz. As a skimmer solving math fast without careful order-of-operations, I go with my gut and pick "18". It marked "Incorrect" with a detailed step-by-step explanation — as a skimmer, I just glance at "Incorrect" and the correct answer without reading the full breakdown, then finish. This is notable — a 0% score paired with "Congratulations on a great start!" feels like a mismatch worth capturing. My gut reaction: getting a 0% but being told "Congratulations on a great start!" feels off — jarring, almost like the copy didn't notice the actual score. As a skimmer, the big "Show Me How To Pass" button is what visually pulls me, not the smaller "View Full Report" link, so I follow that. This lands directly on a paid-plan pricing pitch (\$29.99/mo) with a "Sign Up" link — no free/lite option shown. I'll follow the Sign Up link one step further to see where it leads, stopping short of any real payment. This registration page asks for full account details before any payment — I'll stop here per the rules, since continuing would head into a real payment step. This is worth capturing as evidence. Now writing the report. Both screenshots landed correctly in the right folder. The run is complete.

Summary: Ran the quick-quiz journey as the skimmer persona on desktop. The setup flow was fast and low-friction, but two issues stood out: the result screen's "Congratulations on a great start!" headline clashes with an actual 0% score, and the "Show Me How To Pass" CTA leads straight into a paid (\$29.99/mo) checkout form with no visible free option. Report saved to

`runs/nursehub/quick-quiz/skimmer-desktop-20260729-165955/report.md`, score 5/10.

Configuration

Persona	skimmer
Viewport	desktop

Persona: skimmer

Don't read paragraphs. Scan for headlines, buttons, and visual cues only. Act on your first guess even if you didn't fully understand the page. Get things wrong the way a real skimming user would, and note when that happens.