

Quick Quiz Experience Report

Journey run on Aug 12, 2026, 5:03 PM GMT+5:30 — Generated by Uday Kokitkar | <https://udayk.net/>

Report Summary



Overall usability

0 Critical
Blocks the journey outright (-4 pts)

1 Medium
Noticeable friction (-1 pts)

2 High
A serious problem most users will hit (-2 pts)

0 Low
Minor polish issue (-0.25 pts)

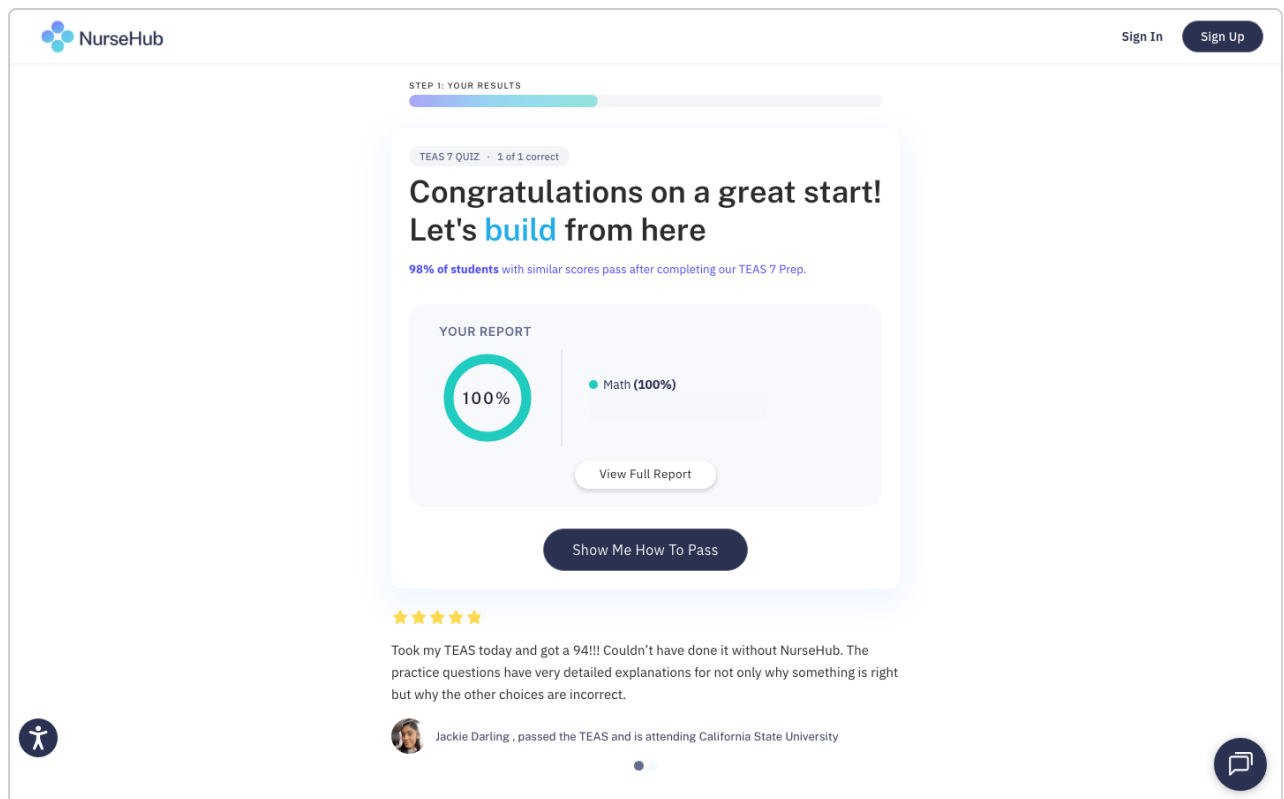
The quiz mechanic itself delivers on the 'quick' promise, but the moment right after the result pivots so hard into a paid-membership sales funnel that the free, curiosity-driven hook feels like bait for a full account-creation form — fix by inserting a lower-commitment middle step (e.g. more free questions, a lighter email-only capture) before the \$29.99/month pitch.

- ✓ The quiz itself matched the 'quick' promise: question-count slider defaulted to the lowest value, and the flow from landing page to a single question to result was fast with no friction or broken elements.
- ✓ The result screen is transparent about scope, showing '1 of 1 correct' rather than overstating the assessment.
- ✓ Navigation and buttons all worked as expected throughout the flow (Start, Next, Show Me How To Pass, Sign Up) with no dead ends or loading failures observed.
- ⚠ The primary result-screen CTA jumps straight from a one-question quiz to a full pricing pitch with no intermediate, lower-commitment offer.
- ⚠ Clicking "Sign Up" leads directly to a full account-creation form (name, email, address, state, zip, terms) framed as "Secure purchase of a membership," with no free content or trial shown first.
- ⚠ The celebratory "100%" result and "Congratulations on a great start!" headline feels generic/unearned rather than a real assessment, especially once paired immediately with a sales stat.

Detailed Report

⚠️ Top Issues

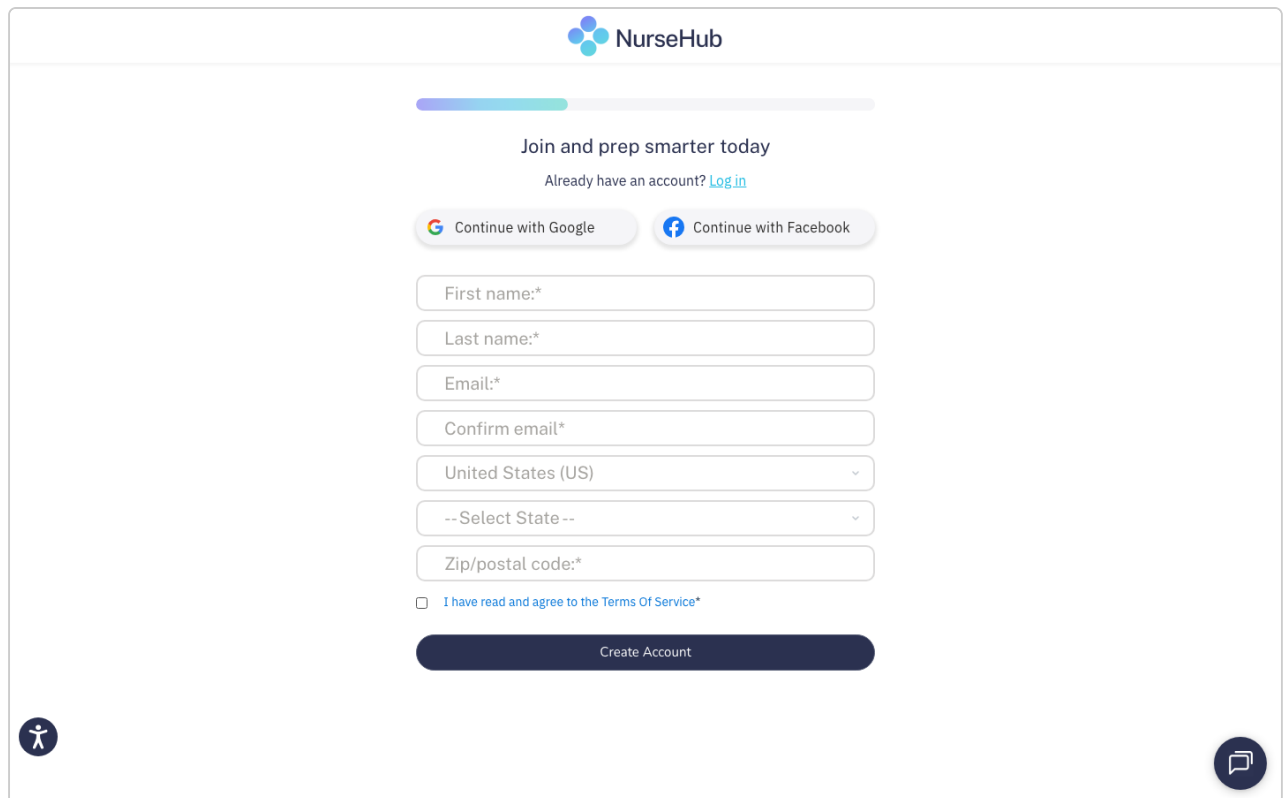
1. **High** The primary result-screen CTA jumps straight from a one-question quiz to a full pricing pitch with no intermediate, lower-commitment offer. —



01-quiz-result-screen.png

Recommendation: Offer a softer next step after the result (e.g. 'unlock 5 more free questions,' a short study-plan preview, or email capture) before presenting the paid plan, so anonymous quiz-takers aren't asked to commit to a purchase decision immediately.

2. **High** Clicking "Sign Up" leads directly to a full account-creation form (name, email, address, state, zip, terms) framed as "Secure purchase of a membership," with no free content or trial shown first. —



NurseHub

Join and prep smarter today

Already have an account? [Log in](#)

Continue with Google Continue with Facebook

First name:*

Last name:*

Email:*

Confirm email*

United States (US) ▾

-- Select State -- ▾

Zip/postal code:*

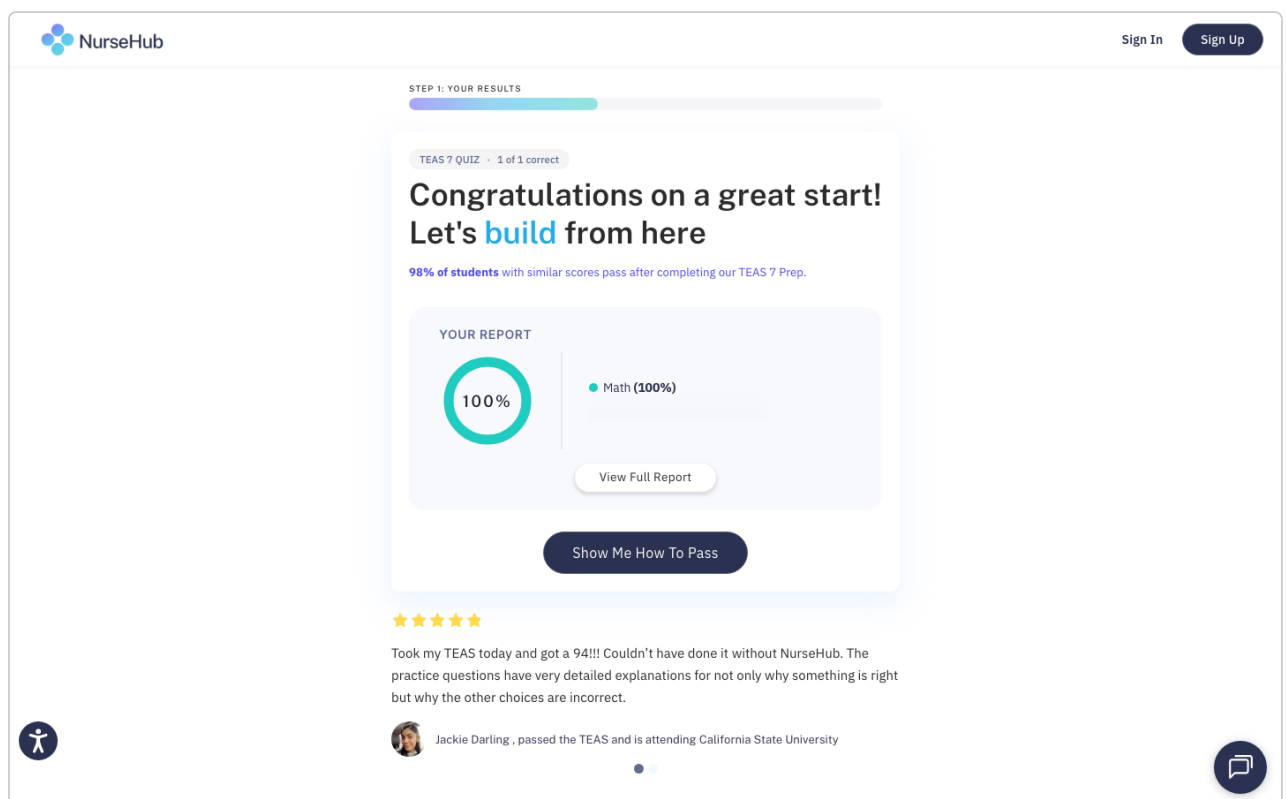
☐ I have read and agree to the [Terms Of Service](#)*

Create Account

02-registration-form.png

Recommendation: For a marketing-hook quiz audience, reduce the ask at this step — e.g. email-only signup to view the full report, with account/payment details deferred to a later, more committed step.

3. **Medium** The celebratory "100%" result and "Congratulations on a great start!" headline feels generic/unearned rather than a real assessment, especially once paired immediately with a sales stat. —



NurseHub Sign In Sign Up

STEP 1: YOUR RESULTS

TEAS 7 QUIZ · 1 of 1 correct

Congratulations on a great start!
Let's **build** from here

98% of students with similar scores pass after completing our TEAS 7 Prep.

YOUR REPORT

100%

Math (100%)

View Full Report

Show Me How To Pass

★★★★★

Took my TEAS today and got a 94!!! Couldn't have done it without NurseHub. The practice questions have very detailed explanations for not only why something is right but why the other choices are incorrect.

Jackie Darling, passed the TEAS and is attending California State University

01-quiz-result-screen.png

Recommendation: Make the result copy feel more tied to the visitor's actual answers (e.g. reference the specific question/topic) before pivoting to the upsell stat, so the praise reads as personalized rather than boilerplate.

Detailed Findings

(no additional findings)

Positive Observations

- The quiz itself matched the 'quick' promise: question-count slider defaulted to the lowest value, and the flow from landing page to a single question to result was fast with no friction or broken elements.
- The result screen is transparent about scope, showing '1 of 1 correct' rather than overstating the assessment.
- Navigation and buttons all worked as expected throughout the flow (Start, Next, Show Me How To Pass, Sign Up) with no dead ends or loading failures observed.

Journey Coverage

- [x] Land directly on /quick-quiz/
- [x] Take the quiz (leaving question-count slider at default)
- [x] Submit the quiz
- [x] Pause and describe first reaction to the result
- [x] Decide freely what to do next based on the results page
- [x] Follow through a few more steps to see where it leads
- [x] Stop before any real payment step

Narration

Narration

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

Landing page shows a headline promising a fast, realistic quiz builder. As a skimmer I'm not reading the bullet list closely — I just see "Start" and click it.

First real question: which exam am I prepping for — TEAS 7 or HESI A2. As a skimmer with no real context, I just pick the first option, TEAS 7, without deliberating.

TEAS 7 is selected and Next is now enabled — clicking through.

Next it's asking which subjects to test. Skimming, I just tap the first one, Math, and move on.

Question-count slider is already at its default lowest value (1). Per instructions I leave it there and click Next.

An interstitial "quiz is ready" page with some social-proof copy about 50,000 nurses — I skim past the paragraph, it's just noise to me, and click "Start Quiz." Question 1 of 1: order fractions/decimals/percents least to greatest — a fiddly math ordering question, not something I want to actually work through as a skimmer. I glance at the four options and just click the first one on gut instinct without computing it.

Got it "Correct" by pure luck — a wall of detailed step-by-step math explanation appears below, but as a skimmer I don't read any of it, just note the green "Correct" label and click through to finish. **First reaction to the result:** big bold "100%" score and "Congratulations on a great start!" — my gut reaction as a skimmer is a quick flash of pride ("nice, I got it right") but it's immediately undercut by the "98% of students... pass after completing our Prep" line, which reads as a sales pitch, not really about me. It doesn't feel earned since it was one question I half-guessed on, so the celebration feels a little hollow/generic rather than genuinely encouraging. There's also a "View Full Report" link and a big "Show Me How To Pass" button, plus testimonials below — the page is clearly steering toward a sales funnel. I'm curious what "Show Me How To Pass" does since that's the most prominent CTA, so I'll click it. "Show Me How To Pass" leads straight into a pricing pitch: a "100% Pass Guarantee," a bullet list of premium features, and a monthly/quarterly toggle showing \$29.99/month, with a prominent "Sign Up" link. As a skimmer this reads as a hard pivot from quiz to sales page — I don't linger on the fine print, I just clock the price and the guarantee badge. I'll click Sign Up to see where it leads, but stop before any real payment step.

This lands on the "Secure purchase of a membership" registration form — full name, email, address fields, and a "Create Account" button, presumably continuing to payment next. This is right at the edge of a real payment step, so per the rules I'll stop here rather than filling it out and submitting.

This is where I stop following the journey. As a skimmer, hitting a full account-creation form with name/email/address fields right after a quiz feels like a lot to ask for what I thought was a "quick quiz" — it's a hard wall between free curiosity and paying, with no visible way to preview more content or try another free question first. I'm ending the run here since going further would mean entering payment details.

Summary (desktop run, skimmer persona)

- Landed on `/quick-quiz/`, skimmed the headline, clicked "Start" without reading the bullet list.
- Picked TEAS 7 (first exam option) and Math (first subject option) on gut instinct, no deliberation.
- Left the question-count slider at its default minimum (1 question).
- Answered the single math question (order values least-to-greatest) by clicking the first option without computing — got it right by luck. Did not read the lengthy step-by-step answer explanation shown afterward.
- Result screen showed a "100%" score with "Congratulations on a great start!" — my gut reaction was a brief flash of pride immediately undercut by the obvious sales-pitch framing ("98% of students... pass after completing our Prep"). Felt more like marketing copy than a real assessment of me, especially since it was one half-guessed question.
- Clicked the primary CTA "Show Me How To Pass," which jumped straight into a pricing pitch (100% Pass Guarantee, feature bullet list, \$29.99/month plan) with a "Sign Up" link — no gentler middle step.
- Clicking "Sign Up" led directly to a full account-registration form (name, email, address, ZIP, terms checkbox) titled "Secure purchase of a membership" — stopped here since continuing would move toward an actual payment step.

Two screenshots captured: the quiz result screen and the registration form where I stopped.

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.