
Module 16, Lesson 2 Quiz:

User Experience and Navigation Rules You Need to Know

1. Common homepage components include all but:
 - a. A Clear Value Proposition
 - b. Complicated Navigation**
 - c. Email Capture with an Enticing Offer
 - d. A Call to Action
2. Sometimes, what your customers say to each other can be more persuasive than what you say directly to them.
 - a. True**
 - b. False
3. The difference between features and benefits are:
 - a. Features are the things your product does or includes. Benefits are what a user will gain or feel after investing in you**
 - b. Benefits are the things your product does or includes. Features are what a user will gain or feel after investing in you
 - c. Features are things your product does not include. Benefits are things it does include
 - d. Features are what makes someone buy your product. Benefits are bonuses you include
4. All are website DON'Ts except:
 - a. DON'T cram too much in
 - b. DON'T Set it and forget it
 - c. DON'T use anything that will slow your site down
 - d. DON'T test your site on mobile**