

*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**