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1 Creation of a persona makes a site more customer-centric and enables objective review of effectiveness

(A) True

(B) False

Answer: (A) True

Feedback: Personas have their weaknesses in that they may not be representative, but they can reduce subjectivity

2 Two of Cialdini's six weapons of influence?

(A) Permission and activity

(B) Reciprocity and Scarcity

(C) Engagement and Social sharing

(D) Satisfaction and advocacy

Answer: (B) Reciprocity and Scarcity

3 If customer is not involved in commenting on company services they are showing a lack of..

(A) Involvement

(B) Interaction

(C) Intimacy

(D) Influence

Answer: (B) Interaction

4 When consumers act on impulse or make do with imperfect information which behaviour is this?

(A) Social sharing

(B) Syndication

(C) Satisfaction

(D) Satisficing

Answer: (C) Satisficing

5 BJ Fogg's three key factors that affect consumer behaviour are...

(A) Trigger (call-to-action)

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(B) Be motivated

(C) Ability to do the behaviour

(D) All

Answer: (D) All

Feedback: BJ Fogg developed his behaviour model while working in the Usability Lab at Stanford University

6 Given the importance attached to site download speed by Google and consumers, how should businesses assess the quality of their experience

(A) Quality Score

(B) Core Web Vitals

(C) Keyword analysis

(D) SEO gap analysis

(E) None of the above

Answer: (B) Core Web Vitals

Feedback: Core Web Vitals reports include measures of download speed that are available too businesses registered through Google Search Console

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