

Design Your Own Interactive

Holiday Shopping Quiz:

A Template

1. Who is the recipient of your gift?

- A significant other
- An immediate relative
- A friend
- A distant relative
- A coworker or neighbor

Tip: The recommended products should reflect the relationship's intimacy level. If it makes sense, narrow the answers even further to "Mom," "Husband," or "BFF."

3. What is their personal style?

- Cute and quirky
- Practical and eco-friendly
- Modern and minimalist
- Colorful and original
- Unique and eclectic

Tip: Map these responses onto the visuals and aesthetics of your various products — e.g., a shawl made of recyclable materials for the "practical and eco-friendly" recipient.

2. What activities do they enjoy?

- Sports — fitness, watching sports
- Creative activities — music, art
- The outdoors — travel, camping
- Food and drinks — cooking, wine tasting
- Indoor activities — reading, gaming, watching TV

Tip: Personalize these responses based on your industry and products. To add a bit more creativity, consider questions like "What would they spend an afternoon doing?" or "What was the last experience you had together?"

4. What is your gifting budget?

- Less than \$10
- \$10-\$20
- \$20-\$40
- \$40-\$50
- No budget!

Tip: Personalize these responses based on your products' price points — this question allows you to easily segment your products.