

ThatQuis Buyer and Operator Guide

ThatQuis helps creators, consultants, agencies, educators, and small businesses turn interactive quizzes into lead-generating journeys. A creator can choose a template, shape the questions and outcomes, publish a branded link, collect contact details with clear consent, and study how people move through the funnel.

This guide explains what the buyer receives, how each user role works, how the owner controls subscription revenue, and what must be completed before a public launch.

1. Product overview

Many lead forms ask for contact details before giving the visitor a reason to care. ThatQuis takes a more useful approach. Visitors answer a short sequence of questions, receive a relevant outcome, and can share their details through a consented lead form. The creator gets a structured response history and funnel analytics instead of a basic contact submission.

The product supports six main use cases:

- Lead magnets that exchange useful results for consented contact details.
- Product finders that guide visitors toward a suitable product or service.
- Scorecards that assess a situation and explain the next step.
- Personality quizzes with category-based outcomes.
- Client qualifiers that help consultants and agencies understand fit.
- Knowledge checks that give immediate feedback without acting as an exam platform.

ThatQuis is a starter SaaS asset. It currently has no verified revenue, traffic, paying customers, or live operating history. The buyer receives a complete application package, the ThatQuis.com domain, demonstration content, buyer documentation, and 30 days of reasonable technical handover support. The buyer must connect buyer-owned service accounts, review the content and legal wording, deploy the application, activate billing, and market the service.

2. What the buyer receives

- The ThatQuis.com domain and public brand.
- The website source code for the marketing site, creator workspace, quiz builder, public quiz experience, billing screens, privacy tools, and platform administration area.
- An editable library of 18 quiz templates across six use cases.
- Eight demonstration quizzes plus sample response, lead, analytics, and website content.
- Free, Pro, and Agency plan structures that the owner can edit.
- Subscription checkout, plan limits, billing management, and payment-event handling that can be connected to the buyer's Stripe account.
- User and technical handover documentation.

- 30 days of reasonable support for transfer, configuration, deployment, and questions about the delivered product. Third-party subscriptions, payment processing fees, hosting fees, legal review, marketing, custom development, and ongoing operations are not included unless agreed separately.

3. Main user roles

Platform owner or administrator

The owner controls the business. The administration area lets the owner manage creators, subscription plans, templates, website content, reports, privacy requests, contacts, usage, billing events, and operating settings. The owner can change plan names, displayed prices, response limits, quiz limits, team-seat limits, branding access, export access, grace periods, and plan visibility.

After the buyer connects a buyer-owned Stripe account, subscription payments go to that Stripe account. ThatQuis does not collect payments on behalf of quiz creators and does not use marketplace payouts.

Quiz creator

A creator signs in, sets up a workspace, chooses a template or blank starting point, builds a quiz, publishes it, and reviews results. Depending on the selected plan, the creator can publish more quizzes, accept more monthly responses, export data, remove ThatQuis branding, reuse brand kits, or add team members.

Quiz respondent

A respondent does not need an account. The respondent opens a public quiz link, answers one question at a time, optionally submits contact details with consent, and receives an outcome page. An unfinished quiz can resume in the same browser while the session remains valid.

4. How the owner earns revenue

The primary built-in model is recurring creator subscriptions.

- **Free:** one published quiz, up to 100 responses per month, and ThatQuis branding.
- **Pro:** a default price of \$15 per month, up to 10 quizzes, 2,500 responses per month, exports, and custom branding.
- **Agency:** a default price of \$39 per month, unlimited quizzes, 15,000 responses per month, five seats, and reusable brand kits.

These are starting values, not promises or fixed requirements. The owner can edit the plans before launch. Plan prices shown in ThatQuis must match the corresponding prices created in the buyer's Stripe account.

The owner can also sell quiz setup or managed funnel services outside the application. Template packs, consulting, and agency onboarding are possible future commercial offers, but they are not represented as automated sales features inside the current product.

5. Get value quickly

Step 1: Take control of the business accounts

Create or receive access to buyer-owned accounts for the domain, authentication, application data, payment processing, and hosting. Rotate every transferred credential. Do not reuse seller credentials for live operation.

Step 2: Review the public brand and content

Open the administration area and review the homepage, navigation, feature copy, pricing, frequently asked questions, examples, testimonials, legal pages, and contact details. Replace demonstration text with buyer-approved content.

Step 3: Set the plans

Choose which plans will be visible. Confirm the quiz, response, export, branding, and team limits for each plan. Create matching subscription prices in the buyer's Stripe account and connect the plan mappings.

Step 4: Prepare the template library

Review all included templates. Update titles, descriptions, questions, outcomes, images, categories, industries, and featured order. Keep only the templates that match the launch audience.

Step 5: Test one complete journey

Create a new creator account, start from a template, edit the quiz, publish it, complete it as a respondent, submit a consented lead, view the result, and confirm that the response appears in analytics.

Step 6: Test billing in test mode

Complete a test upgrade, confirm that plan access changes, open the billing portal, and test a cancellation or failed-payment event. Move to live payment keys only after the full test is successful.

Step 7: Launch to a focused audience

Choose one initial group, such as coaches, agencies, ecommerce stores, educators, or consultants. A focused template library and message are easier to market than a broad tool with no clear first audience.

6. Creator workflow

Start a quiz

- 1 Sign in and open the creator workspace.
- 2 Choose an existing template, duplicate a quiz, or begin with a blank quiz.
- 3 Set the quiz title, purpose, public slug, and basic settings.
- 4 Add the questions and arrange them in the intended order.

Build the question flow

Creators can use single choice, multiple choice, yes or no, rating scale, number range, image choice, and short text questions. Each question can include helper text, an image, required or optional behavior, answer scores, outcome tags, and answer-specific branching.

The logic validator checks for loops, unreachable questions, missing outcomes, and empty branches. The builder also reports whether changes have been saved and keeps preview activity out of live analytics.

Configure outcomes

Choose scored ranges, highest category, or rule matching. Each outcome can have a title, explanation, recommendations, call to action, image, social sharing text, and a printable result summary. Preview each path before publishing.

Configure lead capture

The lead form can appear before results, after results, or be disabled. Available fields include name, email, phone, company, and up to five custom fields. When contact details are collected, consent text and a consent checkbox are required. The creator can choose whether a repeated email creates another response or updates recent lead activity.

Publish and share

Set the quiz to draft, published, or paused. A creator can choose open and close dates, a response cap, and an optional simple access code. After publishing, share the public link through a website, campaign, social post, advertisement, or direct message.

Review responses and leads

The workspace shows views, starts, question progress, completions, leads, outcomes, and call-to-action clicks. Creators can also review question drop-off, answer distribution, device category, referrer, UTM data, and date ranges. The response list supports search, filters, detail views, tags, notes, deletion, column selection, and plan-gated CSV export.

7. Respondent workflow

- 1 Open the public quiz link on desktop or mobile.
- 2 Read the opening screen and begin the quiz.
- 3 Answer one question at a time and use back navigation when the creator allows it.
- 4 Complete the lead form only when it is shown and consent to the stated use of contact details.
- 5 Submit the quiz and read the outcome, recommendations, and creator call to action.
- 6 Use the privacy action if personal information should be removed.

The runner supports keyboard controls, visible validation, image alternative text, progress feedback, reduced motion, and resumable sessions in the same browser.

8. Owner and administrator workflow

Manage creators and access

Search creator accounts, inspect account status, suspend or reactivate an account, adjust quotas with a reason, and review deletion requests. Use the audit history to understand important administrative actions.

Manage plans and billing

Edit plan labels, limits, availability, payment mappings, and grace periods. Review subscriptions, usage, failed payment events, and billing webhook history. Test any plan change before showing it publicly.

Manage templates and public content

Create or edit template categories, quiz content, images, outcomes, difficulty, industry labels, and featured order. The content manager also controls homepage sections, navigation, footer content, frequently asked questions, examples, testimonials, search metadata, brand assets, and announcements.

Handle safety and privacy work

Review reported quizzes, remove prohibited content when required, process privacy requests, monitor response usage, review contact messages, maintain abuse controls, and use maintenance mode during planned work.

9. Real-world examples

Consultant lead qualifier

A consultant publishes a short assessment about a prospect's current process. The respondent receives a practical outcome and can request a consultation. The consultant reviews the answers before the call and tags the lead for follow-up.

Ecommerce product finder

A store creates a quiz that asks about goals, preferences, and budget. The outcome recommends a suitable product category and links to the store. The creator can compare completion, outcome, and call-to-action activity.

Agency client campaign

An agency uses reusable branding for several client quizzes. Team members help edit campaigns, monitor drop-off, and export consented leads within the plan limits.

Course readiness scorecard

An educator publishes a scorecard that helps learners understand readiness and next steps. This is guidance content, not an exam or proctoring system.

10. First-week launch checklist

- Transfer the domain and application package.
- Create buyer-owned service accounts and rotate credentials.
- Change the private administrator sign-in details.
- Review the seeded content and remove demonstration personal data.
- Confirm public contact details, privacy wording, terms, and acceptable-use rules.
- Set plan names, limits, prices, and visibility.
- Connect Stripe in test mode and verify the full billing flow.
- Review the template library for the first launch niche.
- Test creator sign-in, quiz creation, publishing, respondent completion, consent, outcomes, analytics, export, and privacy deletion.
- Deploy the public site and test direct links and page refreshes.
- Move payments to live mode only after successful testing.

- Start marketing to one clear audience.

11. Current boundaries

ThatQuis does not include generative AI, email or SMS delivery, automated CRM connections, automatic custom-domain setup, exam proctoring, course hosting, native mobile apps, scraping, or payments from respondents to quiz creators. Leads can be viewed and exported, then handled through the creator's chosen process.

The included smart tools use visible rules and curated templates. They recommend templates, estimate completion time, review funnel health, check outcome balance, explain drop-off, and suggest headline patterns without requiring an external AI key.

12. Frequently asked questions

Does the product already earn revenue?

No. It currently has \$0 verified monthly revenue and no verified paying customers. It is being sold as a starter business asset.

Can the owner change prices?

Yes. The owner can edit plan display values and limits. Matching recurring prices must also be created and mapped in the buyer's Stripe account.

Do creators receive payments through ThatQuis?

No. Stripe is used for subscriptions paid by creators to the platform owner. The product does not include creator payouts or marketplace payment splitting.

Is an AI account required?

No. The smart guidance uses deterministic rules and curated content. It does not require a generative AI service.

Is the application already live?

The product workflows and demonstration data are included, but the buyer must complete account transfer or setup, credential rotation, deployment, payment activation, legal review, and launch testing.

What support is included?

Codeblix provides 30 days of reasonable technical handover support for configuration, deployment, and questions about the delivered product. New features, ongoing operations, marketing, and third-party fees are outside that support unless agreed separately.

13. Next steps

Take control of the buyer-owned accounts, review the administration settings, set the plans, prepare a focused template collection, complete one creator and respondent journey, test billing, and launch to the first audience. Keep the initial offer simple, measure how creators use the funnels, and improve the templates and onboarding from real feedback.