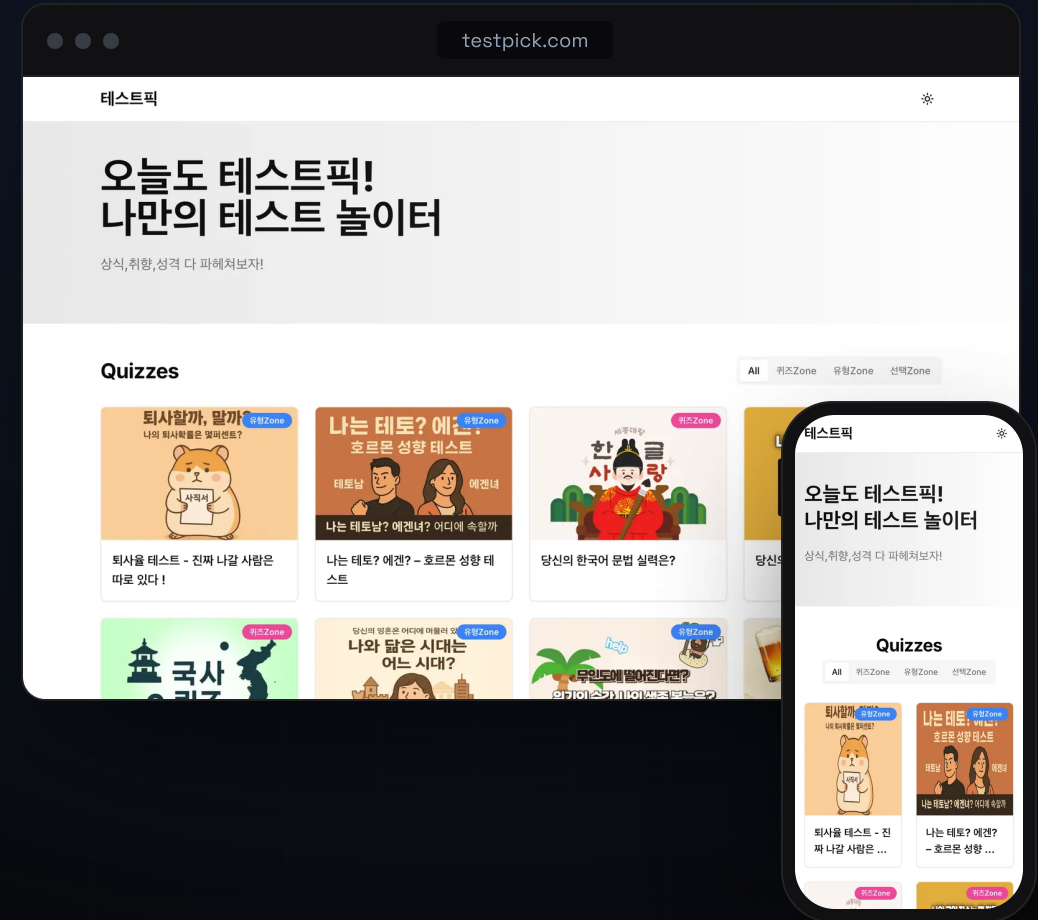


TestPick · Entertainment

Ten questions. Endless shares.

A Korean quiz and personality test platform built for virality. Short 10 to 15 question tests, from trivia and grammar to 'which drama character are you', end in a shareable result card that brings the next wave of players in.



SOUTH KOREA

WEB APP (MOBILE-FIRST)

TESTPICK.COM

sajaltech.com

The challenge

THE CLIENT

TestPick is a Korean entertainment platform that publishes personality, knowledge and choice-based tests for a young, mobile, social-first audience.

SECTOR

Consumer entertainment

MARKET

South Korea

MODEL

Ad-supported

Content had to ship weekly

Trends move fast. Every new test needed to go live in hours, without a developer.

Traffic arrived in spikes

One viral share could send tens of thousands of visitors in an hour.

Results had to be worth sharing

If the result card was dull, the loop stopped and growth stalled.

Ads without ruining the fun

Revenue depended on ads, but a cluttered experience would kill completion rates.

A quiz engine designed to be shared



No-code test builder

Editors create quizzes, personality types and tournament-style picks with scoring logic, images and result copy.



Shareable result cards

Auto-generated result images and Open Graph previews for KakaoTalk, Instagram and X.



Built for spikes

Static generation and edge caching keep pages fast when a test goes viral.



Mobile-first UI

Thumb-friendly layouts, dark mode and quick transitions tuned for social traffic.

The viral loop

Every result is an invitation to the next player.

01

Publish

Editors launch a new test in the builder in under an hour.

02

Play

Players answer 10 to 15 quick questions on their phones.

03

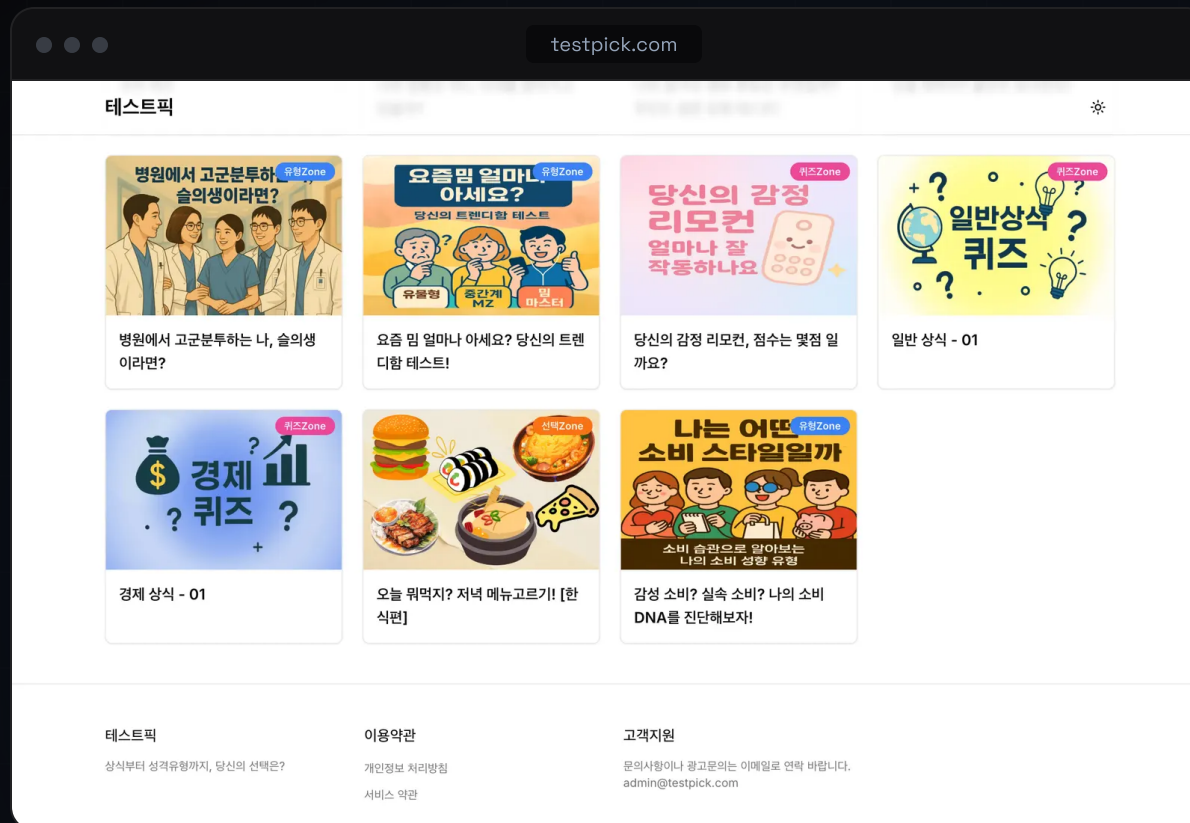
Share

A result card is shared to chats and social feeds.

04

Repeat

Friends click through, play and share again.



What changed after launch

SHARE RATE

27%

of players share their result

COMPLETION

84%

of players who start a test finish it

TIME TO PUBLISH

<1 hr

for a new test, with no developer involved

LOAD TIME

0.8s

average page load on mobile during traffic spikes

Figures reflect analytics across tests published in the first months after launch.

BEFORE

Every quiz was built by hand, sharing was an afterthought and spikes in traffic slowed the site down.

AFTER

Editors publish tests in minutes, every result is built to share, and the platform stays fast when a test takes off.

Let's build your next consumer web app.

An AI-first software company shipping production apps and AI agents for startups and enterprises in fintech, healthcare, commerce and education. Book a free call and get a fixed estimate within 3 hours.

ISO 9001:2015

ISO 27001

CMMI LEVEL 3

AI-FIRST DELIVERY

BOOK A FREE CALL

sajaltech.com

contact@sajaltech.com

+91 8440898969

DELIVERED IN THIS ENGAGEMENT

- ✓ Quiz and personality test engine
- ✓ No-code content builder
- ✓ Share card generator

testpick.com ↗