

1 Fill in the gaps with the most suitable word from the word bank below. /6

REINFORCE · REWARD · EYE-CANDY · TRIGGER · PLETHORA · INFLUENTIAL

When Máté designed his new productivity app, he knew that users already had a _____ of similar tools to choose from. To stand out, he studied the techniques used by the most _____ tech companies. First, he focused on visual design. The interface was full of colorful animations and smooth transitions. Some critics said it was just _____, but Máté knew that good visuals could keep users interested. Next, he added small achievements and points. Every time users completed a task, the app would _____ their behavior with a badge or encouraging message. Máté also designed notifications carefully. A well-timed sound or message could _____ curiosity and make people open the app again. Over time, these small features helped _____ positive habits, and users kept coming back every day.

2 Translate the words below to English. /6

CSISZOLNI - _____

ELŐRE LÁTNÍ - _____

BEFEKTETÉS - _____

HOROG - _____

ÉRINTÉSRE REAGÁLÓ - _____

OTT TARTÁS - _____

3 Choose two words from the list and write one sentence with each. /2

4 Put a check (✓) in front of the sentence if it's correct; a cross (X) if it uses the wrong word. /5

Good UX design should **roll out** what users will need next.

A startup with strong **business execution** can turn ideas into real products.

Many apps rely on colorful animations as **investment**.

Notifications can **trigger** users to check their phones.

Successful companies try to **reinforce** a specific group of customers.

5 Free point! Draw or write something. /1

“ _____ ”

