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Grade	**3.35** out of 5.00 (**67**%)

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Question 1

Partially correct

Mark 0.83 out of 1.00

You work in a not-for-profit organisation, whose mission is to improve eye health in the Pacific. You've come up with a prototype for enhancing awareness and encouraging the community to undertake eye testing. Your supervisor asks you to interview people in the local community to gain their feedback on your prototype. Why should you do this? Choose all that apply.

- ☐ a. You should be seen to be consulting with the local community for PR reasons, even if you won't take on the feedback.

- ☑ b. You might have an 'efficient failure'. The prototype may not be feasible for this community and it's good to find that out in just ✔
  a few days, before you invest more time and resources.

- ☑ c. It's important to take a human-centered approach if you are innovating for humans.   ✔

- ☑ d. Testing is a crucial part of innovation.   ✔

- ☐ e. You want to understand if your idea will work, when it hits the real world.

- ☑ f. The local community will provide you with important perspectives and expand your understanding of the challenge.   ✔

- ☑ g. You might have a 'flawed success'. There are things you can improve upon, and now you know how to enhance your   ✔
  prototype for this community.

Your answer is partially correct.

You have correctly selected 5.

The correct answers are: You might have an 'efficient failure'. The prototype may not be feasible for this community and it's good to find that out in just a few days, before you invest more time and resources. , You might have a 'flawed success'. There are things you can improve upon, and now you know how to enhance your prototype for this community. , Testing is a crucial part of innovation. , It's important to take a human-centered approach if you are innovating for humans., The local community will provide you with important perspectives and expand your understanding of the challenge. , You want to understand if your idea will work, when it hits the real world.

Question 2

Partially correct

Mark 0.71 out of 1.00

You work in a startup that designs software to help distribute discarded food from supermarkets to charities, who can distribute it to where it is most needed. You are interviewing customers to see how they like your software. In what order should you do the following during an interview?

1.

Try to put the customer/user at ease with a welcome

✔

2.

Learn a little bit about the customer/user (relevant to the challenge)

✘

3.

Explain why you are undertaking the interview and how the interview will run

✘

4.

Introduce the prototype in such a way that the customer/user feels comfortable giving you frank and candid feedback about it (ensure th

✔

5.

| Give the customer/user a task or ask them how they would approach using the solution |

✔

6.

| Ask the customer/user some debrief questions so they can tell you what is most important from what the |

✔

7.

| Thank the customer/user |

✔

Drag and drop the following to the correct stage.

Your answer is partially correct.

You have correctly selected 5.

The correct answer is:

You work in a startup that designs software to help distribute discarded food from supermarkets to charities, who can distribute it to where it is most needed. You are interviewing customers to see how they like your software. In what order should you do the following during an interview?

1. [Try to put the customer/user at ease with a welcome]
2. [Explain why you are undertaking the interview and how the interview will run]
3. [Learn a little bit about the customer/user (relevant to the challenge)]
4. [Introduce the prototype in such a way that the customer/user feels comfortable giving you frank and candid feedback about it (ensure they don't feel like they're being tested in any way)]
5. [Give the customer/user a task or ask them how they would approach using the solution]
6. [Ask the customer/user some debrief questions so they can tell you what is most important from what they have said overall]
7. [Thank the customer/user]

Drag and drop the following to the correct stage.

Question **3**

Correct

Mark 1.00 out of 1.00

Business storytelling is a skill. What are the elements of compelling organisational/business storytelling? How can you get cut through with key messages? Choose all that apply.

- ☐ a. You can make up any story that fits
- ☑ b. Your story should support your data   ✔
- ☐ c. Your story should just be for entertainment purposes
- ☑ d. Your story should be authentic   ✔
- ☑ e. Your story should be driven by purpose   ✔

☑ f.   Use the test of three to establish a good story that 'sticks': can the audience understand, remember and retell ✔

Your answer is correct.

The correct answers are: Use the test of three to establish a good story that 'sticks': can the audience understand, remember and retell, Your story should be driven by purpose, Your story should support your data, Your story should be authentic

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Question 4

Partially correct

Mark 0.80 out of 1.00

Your AT2b Group Pitch to Test and Validate is: (Choose all that apply)

☑ a.   An opportunity to practise using business storytelling ✔

☐ b.   An opportunity for iteration

☑ c.   A revision of AT2a, based upon feedback from AT2a as well as user testing and insight ✔

☑ d.   A more polished version of AT2a, suitable for industry partners ✔

☑ e.   An opportunity to test your prototype before writing up the final report (AT3) ✔

Your answer is partially correct.

You have correctly selected 4.
The correct answers are: An opportunity to test your prototype before writing up the final report (AT3), A revision of AT2a, based upon feedback from AT2a as well as user testing and insight, A more polished version of AT2a, suitable for industry partners, An opportunity for iteration, An opportunity to practise using business storytelling

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Question 5

Incorrect

Mark 0.00 out of 1.00

For AT2b, our team will need to introduce our challenge map, storyboard, prototype and customer testing and insight, as well as our next steps. We'll also need to share this in the form of a compelling business story.

Select one:
○ True
◉ False ✖

The correct answer is 'True'.