

Started on Saturday, 25 February 2023, 11:02 AM

State Finished

Completed on Saturday, 25 February 2023, 11:08 AM

Time taken 6 mins 1 sec

Grade 5.00 out of 5.00 (100%)

Question 1

Correct

Mark 0.25 out of 0.25

To include an app for SSO (Single Sign On), the user needs to drag & drop the app onto the SSO app. A prototype was developed to test if users find it easy to include the app. This is an example of

Select one:

- ☒ a. Usability testing ✓
- ☐ b. Value Testing
- ☐ c. Viability testing
- ☐ d. Feasibility testing

Your answer is correct.

The correct answer is: Usability testing

Question 2

Correct

Mark 0.25 out of 0.25

Important factors for brainstorming are

Select one:

- ☐ a. Budget & Timelines for implementing the solution
- ☐ b. Optimum team size – neither too big nor too small
- ☒ c. All options ✓
- ☐ d. Diversity of the participants in the team

Your answer is correct.

The correct answer is: All options

Question 3

Correct

Mark 0.25 out of
0.25

Value is based on

Select one:

- ☐ a. Superior quality of technology used
- ☐ b. Quality of UX
- ☒ c. How well critical problems of customer are solved ✓
- ☐ d. Number of features delivered

Your answer is correct.

The correct answer is: How well critical problems of customer are solved

Question 4

Correct

Mark 0.25 out of
0.25

Which 3 items define the product in product-market-fit pyramid

Select one:

- ☐ a.
Value proposition, underserved needs, target customers
- ☒ b. UX, feature set, value proposition ✓
- ☐ c.
UX, feature set, target customers
- ☐ d.
Target customers, underserved needs, UX

Your answer is correct.

The correct answer is: UX, feature set, value proposition

Question 5

Correct

Mark 0.25 out of
0.25

Which type of customers are enthusiastic about new technology and high risk taking?

Select one:

- ☒ a. Innovators ✓
- ☐ b. Early majority
- ☐ c. Laggards
- ☐ d. Early adopters

Your answer is correct.

The correct answer is: Innovators

Question 6

Correct

Mark 0.25 out of
0.25

Best teams

Select one:

- ☒ a. All options ✓
- ☐ b. Tackle risks early
- ☐ c. Solve problems, not just implement features
- ☐ d. Define and design products collaboratively – Product Manager, Designer, Engineering team

Your answer is correct.

The correct answer is: All options

Question 7

Correct

Mark 0.25 out of
0.25

What is called as backbone in Story map?

Select one:

- ☐ a. None of the options
- ☐ b. User tasks
- ☒ c. User activities ✓
- ☐ d. User stories

Your answer is correct.

The correct answer is: User activities

Question 8

Correct

Mark 0.25 out of
0.25

Learn-Build-Measure iteration should be faster, mainly in order to

Select one:

- ☐ a. Make faster progress on roadmap
- ☒ b. Test hypothesis with least amount of time and money ✓
- ☐ c. Beat the competition
- ☐ d. Get most requirements in shorter time

Your answer is correct.

The correct answer is:

Test hypothesis with least amount of time and money

Question 9

Correct

Mark 0.25 out of 0.25

A company launched a floor cleaning robot, promising that the next version will clean windows also. However the company couldn't develop the next version due to lack of technical expertise. What should have been done before promising?

Select one:

- ☐ a. Usability Testing
- ☐ b. Load Testing
- ☒ c. Feasibility testing ✓
- ☐ d. Value testing

Your answer is correct.

The correct answer is: Feasibility testing

Question 10

Correct

Mark 0.25 out of 0.25

MVP

Select one:

- ☐ a. Can be a product or a prototype
- ☒ b. All options ✓
- ☐ c. Is used to test the value of the product to its target customers
- ☐ d. Has minimum set of features, yet providing compelling value

Your answer is correct.

The correct answer is: All options

Question 11

Correct

Mark 0.25 out of 0.25

The most effective and highly used ideation technique is

Select one:

- ☐ a. Use of new technologies
- ☐ b. Based on Idea generation within the company
- ☒ c. Based on Voice of the customer ✓
- ☐ d. All options

Your answer is correct.

The correct answer is: Based on Voice of the customer

Question 12

Correct

Mark 0.25 out of
0.25

Product Managers work closely with

Select one:

- ☐ a. Marketing
- ☐ b. UX design team
- ☒ c. All options ✓
- ☐ d. Engineering team

Your answer is correct.

The correct answer is: All options

Question 13

Correct

Mark 0.25 out of
0.25

The most important factor for product success is

Select one:

- ☐ a. Price
- ☒ b. Value ✓
- ☐ c. Eco System
- ☐ d. Positioning

Your answer is correct.

The correct answer is: Value

Question 14

Correct

Mark 0.25 out of
0.25

What is the primary objective of each “Build-Measure-learn” iteration

Select one:

- ☒ a. Test the value of hypothesis ✓
- ☐ b. Make the Product more user friendly
- ☐ c. Add more features to the product
- ☐ d. All options

Your answer is correct.

The correct answer is: Test the value of hypothesis

Question 15

Correct

Mark 0.25 out of
0.25

An MVP must include

Select one:

- ☐ a. Must Haves, Wanted and Delighters features
- ☒ b. Must Haves and Wanted features ✓
- ☐ c. Wanted and Delighter features
- ☐ d. Wanted features

Your answer is correct.

The correct answer is: Must Haves and Wanted features

Question 16

Correct

Mark 0.25 out of
0.25

What is not in a Lean canvas?

Select one:

- ☒ a. Key partners ✓
- ☐ b. Key metrics
- ☐ c. Customer segments
- ☐ d. Unique value proposition

Your answer is correct.

The correct answer is: Key partners

Question 17

Correct

Mark 0.25 out of
0.25

Pivot is

Select one:

- ☐ a. Dropping of a delighter feature from the MVP
- ☒ b. Changing the product to enhance product-market fit ✓
- ☐ c. Incremental learning captured after each “Build–Measure–Learn” loop
- ☐ d. Product delivered with revised UX

Your answer is correct.

The correct answer is: Changing the product to enhance product-market fit

Question 18

Correct

Mark 0.25 out of
0.25

The biggest risk that a start up should consider at their early stage of product discovery is

Select one:

- ☐ a. Usability risk
- ☐ b. Business viability risk
- ☐ c. Technical feasibility risk
- ☒ d. Value Risk ✓

Your answer is correct.

The correct answer is: Value Risk

Question 19

Correct

Mark 0.25 out of
0.25

With increased education explosion, Japanese addressed blue-collar resource scarcity with robots. This took the country ahead by a decade. This is an example for which source of innovation?

Select one:

- ☐ a. Industry and market changes
- ☐ b. Unexpected occurrences
- ☒ c. Demographic changes ✓

- ☒ Demographic changes ✓
- ☐ d. New knowledge

Your answer is correct.

The correct answer is:

Demographic changes

Question 20

Correct

Mark 0.25 out of
0.25

What is best indication of Great Product-Market-Fit

Select one:

- ☐ a. Increase in sales volume
- ☐ b. Positive Buzz in the Market
- ☐ c. Increase in cash flow
- ☒ d. Existing customer recommends the product to potential customers ✓

Your answer is correct.

The correct answer is: Existing customer recommends the product to potential customers