Pre-event survey

1. What does **North Star** mean in Product?

**A The product vision**

**B** The star Polaris in Ursae Minoris

**C** A type of data collection tool

1. “A diagram that shows visually the stages a customer goes through when using your product” is the definition of:

**A** User Flow

**B** Product Roadmap

**C Customer Journey Map**

1. What’s the main purpose of a roadmap?

**A** A timeline to keep teams working quickly.

**B** To set out the product vision.

**C To visualize the lifecycle of a product.**

1. Design thinking is…

**A A new way of imagining design as a priority.**

**B** Thinking creatively.

**C** Something for designers, not PMs.

1. “The product roadmap never changes.”

**A** True

**B False**

1. “Build the product first, worry about the design later.”

**A** True

**B False**

1. "Quantitative data holds the most weight, the numbers don’t lie…"

**A** True

**B False**

1. What is the most important aspect of an innovative product team?

**A** Key metrics

**B** The Product Manager’s ability to influence

**C Culture**

**0-2: Aspiring 🐣**

You’re probably an aspiring Product Manager. Welcome! Don’t feel overwhelmed by all of the acronyms we’ve just thrown at you – these things take time to learn.

**3-5: Newbie PM 🐓**

Ok, so you’ve picked up a few things, but you’ve got a lot left to learn. The good news is that you’ve got a solid foothold on some of the key principles.

**6-8: Reigning PM 🦅**

Good job! You’re a champion Product Manager! Now it’s all about fine-tuning what you know, and gaining fresh perspectives.