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Status	Finished
Started	Saturday, 17 February 2024, 8:35 AM
Completed	Saturday, 17 February 2024, 9:04 AM
Duration	29 mins 47 secs
Grade	**4.50** out of 5.00 (**90**%)

Question 1

Correct

Mark 0.25 out of 0.25

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

○ a.   Target customers, underserved needs, UX

◉ b.   UX, feature set, value proposition ✅

○ c.   Value proposition, underserved needs, target customers

○ d.   UX, feature set, target customers

🔗

Your answer is correct.

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

Question 2

Correct

Mark 0.25 out of 0.25

MVP

○ a.   Is used to test the value of the product to its target customers

◉ b.   All options ✅

○ c.   Can be a product or a prototype

○ d.   Has minimum set of features, yet providing compelling value

Your answer is correct.

The correct answer is:
All options

Question 3

Correct

Mark 0.25 out of 0.25

What is not in a [Lean canvas](#)?

○ a. Key metrics

○ b. Unique value proposition

◉ c. Key partners ✓

○ d. Customer segments

Your answer is correct.

The correct answer is:
Key partners

Question 4

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?

○ a. Value testing

○ b. Load testing

◉ c. Feasibility testing ✓

○ d. Usability testing

Your answer is correct.

The correct answer is:
Feasibility testing

Question 5

Incorrect

Mark 0.00 out of 0.25

The most effective and highly used ideation technique is

○ a. Based on Idea generation within the company

◉ b. All options ✗

○ c. Use of new technologies

○ d. Based on Voice of the customer

Your answer is incorrect.

The correct answer is:
Based on Voice of the customer

Question 6

Correct

Mark 0.25 out of 0.25

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

○ a. Add more features to the product

○ b. Make the Product more user friendly

◉ c. Test the value of hypothesis ✅

○ d. All options

Your answer is correct.

The correct answer is:
Test the value of hypothesis

Question 7

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

○ a. Business viability risk

◉ b. Value risk ✅

○ c. Technical feasibility risk

○ d. Usability risk

Your answer is correct.

The correct answer is:
Value risk

Question 8

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?

○ a. Industry & market changes

○ b. Unexpected occurrences

○ c. New knowledge

◉ d. Demographic changes ✅

Your answer is correct.

The correct answer is:
Demographic changes

Question 9

Correct

Mark 0.25 out of 0.25

Important factors for brainstorming are

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

Your answer is correct.

The correct answer is:
All options

Question 10

Correct

Mark 0.25 out of 0.25

Pivot is

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

Your answer is correct.

The correct answer is:

Changing the product to enhance product-market fit

Question 11

Correct

Mark 0.25 out of 0.25

The Sprint technique of Jake Knapp

- a. Involves prototyping the solution
- b. Is an alternative to brain storming
- c. All options ✓
- d. Involves voting

Your answer is correct.

The correct answer is:
All options

Question 12

Incorrect

Mark 0.00 out of 0.25

An MVP must include

- a. Must Haves and Wanted features
- ⦿ b. Must Haves, Wanted and Delighters features ⊗
- c. Wanted and Delighter features
- d. Wanted features

Your answer is incorrect.

The correct answer is:
Must Haves and Wanted features

Question 13

Correct

Mark 0.25 out of 0.25

What is called as backbone in Story map?

- a. User stories
- ⦿ b. User activities ⊘
- c. None of the options
- d. User tasks

Your answer is correct.

The correct answer is:
User activities

Question 14

Correct

Mark 0.25 out of 0.25

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

- a. Early majority
- ⦿ b. Innovators ⊘
- c. Early adopters
- d. Laggards

Your answer is correct.

The correct answer is:
Innovators

Question 15

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

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

Your answer is correct.

The correct answer is:
Usability testing

Question 16

Correct

Mark 0.25 out of 0.25

Best teams

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

Your answer is correct.

The correct answer is:
All options

Question 17

Correct

Mark 0.25 out of 0.25

Value is based on

- a. Quality of UX

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

Your answer is correct.

The correct answer is:

How well critical problems of customer are solved

Question 18

Correct

Mark 0.25 out of 0.25

Product Managers work closely with

- ○ a. [Marketing](#)
- ● b. All options ✓
- ○ c. [UX](#) design team
- ○ d. Engineering team

Your answer is correct.

The correct answer is:
All options

Question 19

Correct

Mark 0.25 out of 0.25

What is best indication of Great Product-Market-Fit

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

Your answer is correct.

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

Question 20

Correct

Mark 0.25 out of 0.25

The most important factor for product success is

- ○ a. Price
- ○ b. Positioning
- ● c. Value ✓
- ○ d. Eco System

Your answer is correct.

The correct answer is:
Value

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Quiz 2

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