

Congratulations! You passed!
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Next Item

<b>/</b>

1/1 point

1.

How do actionable personas and problem scenarios help development teams avoid waste?

	They help the team focus on solutions right from the start
	They focus the team's energy on evolving problems and complex solutions
	They help humanize things
$\bigcirc$	They keep the team focused on solving problems that truly matter to the user

## Correct

By developing a deep understanding and empathy for the user, the team can develop creative solutions to user problems that truly matter.



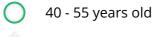
1/1 point

2.

Imagine you're exploring medical business practices for self-employed doctors and are developing the following persona: Dave the Doctor has been a general surgeon for 15 years. He opened his own practice right after he finished his residency. It was difficult at first to get referrals, but his practice is thriving now.

Which of the following does the LEAST to enhance the persona?

Keeps in touch with his friends from medical school through email, Facebook, and a couple of annual conferences
they try to attend together.



Correct

This is too general and doesn't help bring Dave to life. Stating his exact age might help make Dave seem more real. Watch the "Demo: Drafting Personas" video to review.

Spent \$82,000 last year to manage the administrative part of his practice
Reads the news on his phone every morning while he eats breakfast



1/1 point

3.

Which of the following questions would you ask <u>first</u> in a persona interview?

Is it hard or annoying for you to fill out forms at the doctor's office?
How many forms do you fill out when you go to the doctor's office?

Quiz,	5/5 points
	o questions
$\bigcirc$	What's it like when you arrive at the doctor's for a visit? What happens?
Corr	ect type of open-ended question allows the interviewee to respond in detail. The results aren't biased by anythi
they	may pick up on from your specific line of questioning, so specific responses at this point have a relatively er value in validating your personas and problem hypotheses.
<b>~</b>	1 / 1 point
	ten useful to go 'up' one level and 'down' one level to think about whether your target problem ght level of abstraction. If you did this, which of these would not be part of your work?
	A higher-level problem that's the 'parent' of your current problem secnario
	One or more 'child' problem scenarios that break down the problem scenario into more detailed jobs or ha you believe exist for the user
0	The value proposition
Corr	ect
Prol	ect blem scenarios are a good place to start, but the value proposition is not part of the problem scenario. It's an about how you might deliver on a problem scenario.
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