



## Week 2 Quiz

Quiz, 5 questions

5/5 points (100%)



### Congratulations! You passed!

Next Item



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
- ☒ 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.
- ☒ 40 - 55 years old



**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 first 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?





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Quiz, 5 questions



Would you like an app that stored your medical history so that you wouldn't have to fill out long forms at the doctor's office?

5/5 points (100%)

What's it like when you arrive at the doctor's for a visit? What happens?



### Correct

This type of open-ended question allows the interviewee to respond in detail. The results aren't biased by anything they may pick up on from your specific line of questioning, so specific responses at this point have a relatively higher value in validating your personas and problem hypotheses.



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point

4.

It's often useful to go 'up' one level and 'down' one level to think about whether your target problem is at the right 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 scenario



One or more 'child' problem scenarios that break down the problem scenario into more detailed jobs or habits you believe exist for the user



The value proposition



### Correct

Problem scenarios are a good place to start, but the value proposition is not part of the problem scenario. It's an idea about how you might deliver on a problem scenario.



A defined, testable user problem



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point

5.

Applying the Thinks, Sees, Feels, Does framework helps reveal all of the following except....



Interactions that shape the persona's thinking



Tension between what is and the persona's ideal



The solution this persona will prefer



### Correct

Personas (and problem scenarios) are important for establishing a foundation in who your user is and what makes them tick. It does not directly predict what they're going to buy or use. Answering that question requires a different set up of techniques--creating a value hypothesis and running tests on motivation (all this closely related to the practice of 'Lean Startup').



What emotions the persona's experiences around the area of interest

