

Quiz #3

Due Jun 11 at 11:59pm

Points 10

Questions 5

Available Jun 5 at 12am - Jun 11 at 11:59pm

Time Limit 30 Minutes

Allowed Attempts 2

Instructions

Quiz questions drawn from "The Innovator's Method: Chapter Four"

Take the Quiz Again

Attempt History

	Attempt	Time	Score
LATEST	Attempt 1	9 minutes	10 out of 10

⚠️ Correct answers will be available on Jun 12 at 12am.

Score for this attempt: **10** out of 10
Submitted Jun 5 at 7:09pm
This attempt took 9 minutes.

Question 1

2 / 2 pts

According to our reading, a customer's "job-to-be-done" contains which of the following dimensions?

☐ Social

☐ Functional

☐ Emotional

☒ All of these answers

Question 2**2 / 2 pts**

According to our readings, a "monetizable job" is one that provides the venture with the highest net income (T/F)?

☐ True

☒ False

Correct; a monetizable job is one that is a significant problem for customers who have money and are willing to pay for a solution.

Question 3**2 / 2 pts**

According to our reading, which of the following are the main customers who have a "job-to-be-done?"

☒ All of these answers

☐ Economic Buyer

☐ Technical Buyer

☐ End User/Buyer

Question 4**2 / 2 pts**

According to our reading, a "root cause analysis" can be using during the "pain storming" process in order to identify the critical dimensions of the problems customers are facing.

☒ True

☐ False

Question 5

2 / 2 pts

According to our reading, the first job of a manager is to deeply understand your customers and the problems they are facing.

☒ True

☐ False

Quiz Score: **10** out of 10