

Quiz #4

Due Jun 18 at 11:59pm

Points 10

Questions 3

Available Jun 12 at 12am - Jun 18 at 11:59pm

Time Limit 30 Minutes

Allowed Attempts 2

Instructions

Quiz questions will be drawn directly (and only) from the SOM pdf in Module 4

Take the Quiz Again

Attempt History

	Attempt	Time	Score
LATEST	Attempt 1	19 minutes	10 out of 10

⚠️ Correct answers will be available on Jun 19 at 12am.

Score for this attempt: **10** out of 10
Submitted Jun 12 at 8:11pm
This attempt took 19 minutes.

Question 1

4 / 4 pts

Please match the following set of problems with the correct definitions outlined in our pdf reading.

Latent Problem

Customers have a probl ▾

Passive Problem

Customers know about ▾

Active (or urgent) Problem

Customers recognize a ▼

A Vision

Customers have any ide ▼

Question 2

5 / 5 pts

Please match the following customer types with the correct definitions outlined in our pdf reading.

End Users

Day-to-day users of a pr ▼

Influencers

People (often) indirectly ▼

Recommenders

Groups that influence pt ▼

Economic Buyers

People who can exert α ▼

Decision-Makers

People who wield the ul ▼

Question 3

1 / 1 pts

Ultimately the goal of the customer discovery process is to develop which of the following outcomes:

☐ Passing Scores on Experiments

☐ Collect Data

☒ Insights

☐ Learning

Quiz Score: **10** out of 10