

True or False Questions

1. **Feature Impact Analysis is used only to measure the success of new features and not updates to existing ones.**
2. **A/B testing helps isolate the effect of a new feature from external factors like market trends and seasonal fluctuations.**
3. **A control group in an A/B test is exposed to the new feature being tested.**
4. **A primary benefit of A/B testing is reducing risk by allowing gradual rollouts instead of deploying changes to all users at once.**
5. **Baseline metrics are collected after a feature is launched to compare performance.**
6. **Segmenting data when measuring feature impact helps understand how different user groups react to a change.**
7. **A well-defined hypothesis should be vague to allow room for interpretation when analyzing feature impact.**
8. **ICE and PIE frameworks help prioritize which feature tests to run based on factors like impact, effort, and ease of implementation.**
9. **Feature Impact Analysis focuses only on proving whether a feature is successful, not on identifying areas for improvement.**
10. **A/B test results should be analyzed without segmenting users since all users respond to features in the same way.**

Multiple Choice Questions

1. **Why is Feature Impact Analysis important?**
 - A. To determine if a feature meets its intended goals
 - B. To randomly change product features without data
 - C. To focus only on the positive aspects of new features
 - D. To measure only user satisfaction and ignore business impact
2. **Which of the following is NOT a reason to conduct an A/B test?**
 - A. To understand if a feature is truly causing a change in key metrics
 - B. To test a new feature on a subset of users before a full rollout
 - C. To introduce multiple changes at once and see the overall effect
 - D. To refine features iteratively based on user responses
3. **In an A/B test, what does the control group experience?**
 - A. The new feature being tested
 - B. A completely different version of the product
 - C. The existing version of the product without changes
 - D. A mix of both old and new features
4. **What is an example of a key performance indicator (KPI) that might be impacted by a new checkout feature?**
 - A. Average session duration
 - B. Conversion rate
 - C. Number of email sign-ups
 - D. Social media shares
5. **What is the first step in conducting Feature Impact Analysis?**
 - A. Define the feature change and set clear objectives
 - B. Run an A/B test immediately
 - C. Choose a random KPI to measure
 - D. Implement changes for all users without testing

6. **Why is establishing a baseline before launching a feature important?**
 - A. It ensures the feature will work as expected
 - B. It provides a point of comparison for measuring impact
 - C. It prevents the need for future testing
 - D. It reduces the number of user segments needed
7. **Which framework is used to prioritize feature testing based on Impact, Confidence, and Effort?**
 - A. PIE
 - B. ICE
 - C. ABC
 - D. KPI
8. **What is the purpose of segmenting data when analyzing feature impact?**
 - A. To ensure all users are treated the same
 - B. To identify differences in feature performance across user groups
 - C. To ignore variations in behavior
 - D. To make it easier to test multiple features at once
9. **Which of the following is an example of a data-driven hypothesis?**
 - A. "Users will like the new checkout page."
 - B. "The new checkout page will increase conversion rates by 5%."
 - C. "The new checkout page is better than the old one."
 - D. "Most users prefer one-click checkout."
10. **What should be done after analyzing A/B test results?**
 - A. Implement changes immediately, regardless of results
 - B. Validate findings, gather feedback, and iterate based on insights
 - C. Ignore negative results and move on to the next feature
 - D. Remove the feature if no change is detected