

Quiz - 1

Question 1

Which 3 items define the product in product-market-fit pyramid

- a. [UX](#), feature set, value proposition
- b. Value proposition, underserved needs, target customers
- c. Target customers, underserved needs, [UX](#)
- d. [UX](#), feature set, target customers

The correct answer is:

[UX](#), feature set, value proposition

Question 2

Important factors for brainstorming are

- a. All options
- b. Budget & Timelines for implementing the solution
- c. Diversity of the participants in the team
- d. Optimum team size – neither too big nor too small

The correct answer is:

All options

Question 3

Learn-Build-Measure iteration should be faster, mainly in order to

- a. Make faster progress on roadmap
- b. Test hypothesis with least amount of time and money
- c. Beat the competition
- d. Get most requirements in shorter time

The correct answer is:

Test hypothesis with least amount of time and money

Question **4**

Pivot is

- a. Dropping of a delighter feature from the [MVP](#)
- b. Changing the product to enhance product-market fit
- c. Product delivered with revised [UX](#)
- d. Incremental learning captured after each “Build–Measure–Learn” loop

The correct answer is:

Changing the product to enhance product-market fit

Question **5**

What is called as backbone in [Story map](#)?

- a. User tasks
- b. User stories
- c. None of the options
- d. User activities

The correct answer is:

User activities

Question **6**

To include an app for SSO (Single Sign On), the user needs to drag & drop the app onto the SSO app. A prototype was developed to test if users find it easy to include the app. This is an example of

Question 6Answer

- a.
Value testing
- b.
Usability testing
- c.
Feasibility testing
- d.
Viability testing

The correct answer is:
Usability testing

Question **7**

The most effective and highly used ideation technique is

Question 7Answer

- a.
Based on Idea generation within the company
- b.
Based on Voice of the customer
- c.
Use of new technologies
- d.
All options

Based on Voice of the customer

Question **8**

What is best indication of Great Product-Market-Fit

Question 8Answer

- a.
Increase in cash flow
- b.
Existing customer recommends the product to potential customers

- c.
Increase in sales volume
- d.
Positive Buzz in the Market

Existing customer recommends the product to potential customers

Question **9**

[MVP](#)

Question 9Answer

- a.
All options
- b.
Is used to test the value of the product to its target customers
- c.
Can be a product or a prototype
- d.
Has minimum set of features, yet providing compelling value

The correct answer is:

All options

Question **10**

Value is based on

Question 10Answer

- a.
Quality of [UX](#)
- b.
Superior quality of technology used
- c.
How well critical problems of customer are solved
- d.
Number of features delivered

Feedback

The correct answer is:

How well critical problems of customer are solved

Question **11**

A company launched a floor cleaning robot, promising that the next version will clean windows also. However the company couldn't develop the next version due to lack of technical expertise. What should have been done before promising?

Question 11Answer

- a.
Load testing
- b.
Feasibility testing
- c.
Value testing
- d.
Usability testing

Feedback

The correct answer is:

Feasibility testing

Question **12**

What is the primary objective of each "Build-Measure-learn" iteration

Question 12Answer

- a.
Make the Product more user friendly
- b.
Add more features to the product
- c.
Test the value of hypothesis
- d.

All options

Feedback

The correct answer is:

Test the value of hypothesis

Question **13**

The biggest risk that a start up should consider at their early stage of product discovery is

Question 13Answer

- a.
Business viability risk
- b.
Value risk
- c.
Usability risk
- d.
Technical feasibility risk

Feedback

The correct answer is:

Value risk

Question **14**

What is not in a Lean canvas?

Question 14Answer

- a.
Customer Segments
- b.
Key Partners
- c.
Key Metrics
- d.
Unique Value Proposition

Feedback

The correct answer is:

Key Partners

Question **15**

Which type of customers are enthusiastic about new technology and high risk taking?

Question 15Answer

- a.
Innovators
- b.
Early adopters
- c.
Laggards
- d.
Early Majority

Feedback

The correct answer is:

Innovators

Question **16**

Best teams

Question 16Answer

- a.
Define and design products collaboratively – Product Manager, Designer, Engineering team
- b.
All options
- c.
Solve problems, not just implement features
- d.
Tackle [risks](#) early

Feedback

The correct answer is:

All options

Question **17**

Product Managers work closely with

Question 17Answer

a.

[UX](#) design team

b.

All options

c.

Marketing

d.

Engineering team

Feedback

The correct answer is:

All options

Question **18**

The most important factor for product success is

Question 18Answer

a.

Price

b.

Eco System

c.

Value

d.

Positioning

Feedback

The correct answer is:

Value

Question **19**

Question text

With increased education explosion, Japanese addressed blue-collar resource scarcity with robots. This took the country ahead by a decade. This is an example for which source of innovation?

Question 19Answer

- a.
Demographic changes
- b.
Industry & market changes
- c.
New knowledge
- d.
Unexpected occurrences

Feedback

The correct answer is:
Demographic changes

Question **20**

An [MVP](#) must include

Question 20Answer

- a.
Wanted and Delighter features
- b.
Must Haves and Wanted features
- c.
Must Haves, Wanted and Delighters features
- d.
Wanted features

Feedback

Your answer is correct.
The correct answer is:
Must Haves and Wanted features