✓ **Congratulations! You passed!**

| Grade received 100% | Latest Submission Grade 100% | To pass 80% or higher | **Go to next item** |

1. **Your team is designing shopping cart functionality for an online sporting goods company. You are in the first day of a week-long design sprint, and have just completed a 90-minute time box in which everyone was tasked with creating an end user persona. At the end of the 90 minutes, members of your team have created minutely detailed personas and seem very anxious about the process. What might have gone wrong?**

   1 / 1 point

   - ⦿ The duration of the time box was too long.
   - ◯ The team should have created personas toward the end of the design sprint.
   - ◯ The duration of the time box wasn't long enough.
   - ◯ The personas are amply detailed so nothing went wrong.

   ✓ **Correct**
   Correct. Tasks within the design sprint should be finite in scope and facilitate quick iteration. Time boxes that are too long can lead to overdeveloped outputs to which the designer may be too attached, making iteration more difficult. A short time box will encourage them to try something out quickly and see what everyone else thinks instead of spending too much time on outputs that may be discarded.

2. **You and your team are developing a search function for an online auto parts store, and you have come up with the following persona as you prepare for subject interviews.**

   - Men

   - Age 34 - 50

   - Enjoys working on his car

   - Online with Facebook

   - 78% said they would like find things easier online

   - 87% said they'd use an application that made finding things easier

   Which of the following accurately describes the persona?

   1 / 1 point

   - ⦿ The population indicated by the persona is too large.
   - ◯ The survey responses are actionable.
   - ◯ The population indicated is exact enough.
   - ◯ The persona needs additional survey responses.

   ✓ **Correct**
   Men between the ages of 34 and 50 is a very large population, and we want a population that is more exact (and probably more focused on behaviors vs. stat's) so that your persona is more clearly defined. With a clearly defined persona, we can identify the most promising interview subjects and ask them questions better targeted to them.

3. **You are designing an online review feature for a beauty supply company. You have created a problem hypothesis, and you are preparing an interview guide. Which of the following is the most effective way to set up your list of questions?**

   1 / 1 point

   - ◯ Begin with very specific questions so you get specific feedback.
   - ◯ Tell them about your feature up front and ask if they would like it.
   - ⦿ Begin with general question and work toward more specific questions.
   - ◯ Guide the subject to generalize examples of the problems they've encountered in the past.

   ✓ **Correct**
   You got it. If you lead with specific questions, the subject may think that's all you really want to know. This can make it harder to get a more complete view of their experience, concerns, and needs. Begin with more genral questions and work your way down to more specific ones.

4. **You and your team are working on a parts-ordering app for auto mechanics to use. Your personas and problem scenarios/JTBD have been reviewed, and you're ready to set up interviews for an upcoming design sprint to test your persona and problem/JTBD hypotheses. Which of the following would be an ideal set-up for your interviews.**

   1 / 1 point

○ Video Call

◉ In-person In Situ

○ In-Person Ex Situ

○ Voice Call

> ⊘ **Correct**
> Correct. This means interviewing the person in the situational context in which they would be using your feature, such as their desk at their place of work. This will give you valuable information about the subject, such as how they organize their workspace and how they actually use features and tools on the job.

5. **You and your team are developing a customer support feature for an auto repair business, and you're about to do a design sprint! While planning a five-day Persona and Problem sprint, you want to make sure you're organizing your week so that you being with a specific hypothesis in mind, and then push yourself and your team to test them. Which of the following tasks would be the priority on Day 1?**

1 / 1 point

◉ Draft personas & problem scenarios/JTBD.

○ Redraft and edit your personas.

○ Manage the logistics of the days when you're out interviewing subjects.

○ Start interviewing subjects.

> ⊘ **Correct**
> Right! Well structured personas and problem scenarios/JTBD are a great way to highlight all the things you don't know while creating clarify about the final focal point for your work.