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1. An enterprise sales team member suggested adding a filtering feature to your enterprise Learning Management System's analytics product, based on feedback from customers. How would you formulate this into a testable hypothesis?

1 / 1 point

- ☐ We should add a filtering feature because customers want it.
- ☐ The B2C product might benefit from this filtering feature.
- ☐ The enterprise sales team will be able to increase sales.
- ☒ If we add a filtering feature to our enterprise Learning Management System product, the learning management users will use it.



Correct

That's right. This gets at –

x: what you would do

y: whose behavior you want to change, and

z: what you expect to happen.

2. A local school system has asked you to help them with their parent-teacher communication software. Your core value hypothesis is "If we provide a parent-teacher communication tool that includes grade reporting, parents and teachers will use it and it will improve home-school relationships." Which of the following is the best-formulated demand/value hypothesis?

1 / 1 point

- ☒ If we email parents, 35% will click on the link to view their child's grades within the program.
- ☐ If we develop this tool, teachers and parents will both use it.
- ☐ If we offer this tool for a free 30-day trial, schools will sign up for it.
- ☐ If we create this functionality in multiple languages, more schools will purchase it.



Correct

This hypothesis is relevant to demand and includes a threshold or baseline to define success.

3. A local school system has asked you to help them with their parent-teacher communication software. Your team is developing a smoke test for a new value proposition using emails which link to a landing page that calls for signups. Which of the following would be a pivotal metric for your test?

1 / 1 point

- ☐ The sign-up rate will tell us if we should build a 1.0.
- ☐ We'd like to see $\geq 20\%$ complete sign-up.
- ☒ Sign-up rate. If true ($\geq 30\%$), build a simple 1.0. If false, revise plan and test another proposition.
- ☐ The click-through rate will tell us if we should build a 1.0.



Correct

That's right. The idea is to make sure that your demand experiments have not only a pass/fail threshold, but a decision attached to them. Otherwise, what's the point?

4. Two members of your team are eager to dive into building a big, new feature that you're not sure users really need or want. What might you say to convince them that some testing on value/demand before moving forward is worthwhile?

1 / 1 point

- ☐ Lean Startup and testing for value is at the very heart of agile development.
- ☐ We want the team to make an honest effort trying Lean Startup.
- ☒ I'm excited about the idea too, but maybe we should test whether users really want all this before we invest in building out the whole thing?
- ☐ We need the whole team to be aligned so we can produce something really big together.



Correct

Yes! This is the best way to convince them, because it's targeted to what we think will be most important to the individual in their role as developer. It's best to lead with something that you think will speak to what they personally think is important. In this case, we're assuming most developers would prefer to write code that they can see users using and liking. Given the high failure rate of new products (and features), it makes sense to see if your idea matters to users before investing in code.

5. After showing a new feature introduced to a subset of users for 30 days, your team finds that usage of the

5. After observing a new feature introduced to a subset of users for 30 days, your team finds that usage of the feature is below the failure threshold. The team eliminates the feature and several users complain. When company leadership hears of this, an emergency meeting is called. How could you explain the decision?

1 / 1 point

- ☒ There's a threshold for relevance we apply to all new features – adding marginal features crowds out future innovation.
- ☐ The person responsible for the failure will be removed from the team.
- ☐ Because we are relying on quantitative rather than qualitative observations, we feel confident that the results support elimination of the feature.
- ☐ The team will use a success metric for the next experiment so the results are more definitive.

✓ Correct

No one likes to hear complaints – and complaints are certainly a bad sign. But in practice you can't please every single user all the time. You might want to explain in more detail: The team's working guideline in their charter is that if new features aren't used [a certain amount by a certain number of users; insert your metrics here], they're not economically viable for the company. Supporting features costs money and clutters the product for all the other users, all of which crowds out future innovation that really will matter. Because we are working iteratively, we know that the need will come up again if it is truly important.

6. You've identified a cyclist persona and a set of jobs-to-be-done around new routes where you're interested in exploring how they might interact with a verbal compass/guide. What type of MVP makes the most sense at this stage?

1 / 1 point

- ☐ A Google AdWords MVP
- ☐ A Landing Page MVP
- ☒ A Concierge MVP
- ☐ A Wizard of Oz MVP

✓ Correct

Yes, it sounds like you need a test that has more to do with depth of observation versus a definitive result on demand.

7. An enterprise sales team member suggested adding a filtering feature to your enterprise Learning Management System's analytics product, based on feedback from customers. Customers even said they might pay extra for this feature. Which of the following is the best MVP pattern to use to find out?

1 / 1 point

- ☐ A Piecemeal MVP
- ☐ A Concierge MVP
- ☒ A Smoke Test MVP
- ☐ An Email MVP

✓ Correct

Yes, you could ask for a refundable (if you don't deliver) prepayment for the module/service tier, for example.

8. You've generated a meditation guide persona and set of jobs-to-be done around recording podcast-style meditation sessions. You're interested in observing how a meditation guide might interface with your recording software. What type of MVP makes sense to use here?

1 / 1 point

- ☐ A Crowdfunding MVP
- ☐ A Concierge MVP
- ☒ A Wizard of Oz MVP
- ☐ A Demo Video MVP

✓ Correct

A WoO is great for seeing how a customer might interact with a feature without actually building it.

9. Your team is working on a website and checkout cart for a small business, and wondering if you should build a new feature or not. What test might you use to determine if users are interested in the new feature?

1 / 1 point

- ☐ A new feature test
- ☐ A user engagement test
- ☒ A fake feature test
- ☐ A landing page feature test

✓ Correct

That's right. And that may not sound very exciting but consider the alternative – you could roll out a feature that wasn't even interesting enough for a user to try.

10. Which of the following experiments best tests motivation?

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1 / 1 point

- ☐ Create two different versions of your product and see which one users interact with most effectively.
- ☒ Run a smoke test and observe progress through the funnel
- ☐ Create an interactive prototype and observe how customers interact with it.
- ☐ Give users a task to complete with your product and observe the results.



Correct

This is a great way to gauge user interest in various new feature areas.