

✓ Congratulations! You passed!

Grade
received 100%

Latest Submission
Grade 100%

To pass 80% or
higher

Go to next item

1. A team fairly new to agile practices is working on a brand new product. They're excited because they've interviewed subjects and iterated to both a specific persona and a short list of problems/JTBD where the alternatives are weak. At this point, on what should the team be focusing?

1 / 1 point

- ☐ The team should create funnel tests to see if they can convert more users to revenue.
- ☐ The team should focus on testing usability.
- ☐ The team should design a cohort test to analyze how changes in the user journey will affect outcomes.
- ☒ The team should focus on testing user motivation.

✓ Correct

If this team hasn't tested motivation/demand/value for their value propositions, that's likely the best place to focus. You can deliver outstanding usability but if the user just isn't very motivated it will be waste (and this happens a lot).

2. Your team built an online payment system for school lunches. Overall, the product is working well and you're looking at what's next. The schools have collected the inputs but they were a little patchy: ideas for an app, an email, and a web page. You then did some discovery interviews, which revealed that parents want to know what their child is purchasing, both to monitor their spending and their nutrition. The team wants to look at if and how this might be a worthwhile addition to their platform. What is the best next step?

1 / 1 point

- ☐ The team should run a Wizard of Oz test.
- ☐ The team should build a simple version of the feature and see how it goes.
- ☒ Conduct an experiment using a concierge MVP that gives parents the ability to see what food their child purchases each day.
- ☐ They should run a Wizard of Oz test showing a (faked up) demo of how the feature would work.

✓ Correct

Experiments with a concierge MVP allow teams to assess potential value to the user and understand possible propositions in more depth. This is applicable here since they've observed a problem/job, but there are several possible ways of delivering on that proposition for the parent (email, web service, mobile app, etc).

3. Your team is working on an app for moviegoers. They've drafted a few propositions, but they look shaky to you. Specifically, you're not sure how to prioritize or test them. Which is the best next step?

1 / 1 point

- ☐ Take your best guess and run an experiment with an MVP.
- ☐ Go interview some users and show the results to your team.
- ☒ Suggest that you all draft a point of view on the underlying job/habit that these propositions deliver on, including current alternatives, so that you can make sure those exist on the part of your target users.
- ☐ Revise the propositions yourself and show it to the team.

✓ Correct

This will help you create a user-centric foundation without being too directly critical of anyone's work. Also, you may find that once you sketch out PS/JTBD and alternatives that the team naturally refactors their VP's to be more relevant.

4. You're working with a team of people that say they can't run an MVP, because their idea is so novel users couldn't understand it until they try it. Which of the following questions do you think would be most effective in starting a discussion about an MVP that might help drive focus and reduce waste?

1 / 1 point

- ☒ What job are we doing for these customers and how might we test if they're looking for an alternative?
- ☐ What if we fail?
- ☐ What do you think should be the first feature?
- ☐ How much budget do you have for this?

✓ Correct

That seems promising! The Dropbox team famously created a video about their product before they had a full working version. And the sign-up's they were able to drive tested whether users were interested in a new proposition.

5. Which of the following is the best demand/value hypothesis?

1 / 1 point

- ☐ If we improve customer satisfaction, we'll see sales increase by 20%.
- ☒ If we offer decrease wait times at peak busy hour to an average of 3 minutes, we'll see sales increase by 20%.
- ☐ If we offer better service, we'll see sales increase by 20%.
- ☐ If we offer better service, we'll see sales increase by at least 20%.



Correct

This hypothesis is specific and testable.