

## Word Bank

*Engineering, Scientific Method, Hypothesis, Innovation, Invention, Product Management, Product Life Cycle, Introduction, Growth, Maturity, Decline, MVP (Minimum Viable Product), Product-Market Fit, Value Proposition, User Persona, User Stories, Backlog, Scrum, Sprints, Product Owner, Scrum Master, Developers, Daily Scrum, Sprint Planning, Sprint Review, Sprint Retrospective, Churn Rate, LTV (Lifetime Value), CAC (Customer Acquisition Cost), North Star Metric, Validation, Verification, Unit Testing, Regression Testing, Strategic Plan, SWOT Analysis, External Validity, Internal Validity, Reliability, Non-maleficence, Autonomy, Beneficence, Justice, Labor Law, Notice Period, Severance Pay, Overtime, ETL, Data Transformation, Commercialization.*

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## Questions

1. \_\_\_\_\_ is the application of scientific principles to design, build, and maintain structures and machines.
2. The \_\_\_\_\_ is a systematic way of learning about the world through observation and experimentation.
3. A(n) \_\_\_\_\_ is an educated guess or a proposed explanation made on the basis of limited evidence.
4. \_\_\_\_\_ refers to the creation of a new product or process for the first time.
5. \_\_\_\_\_ occurs when someone improves on or makes a significant contribution to an existing product, process, or service.
6. The process of bringing a new product to the market is called \_\_\_\_\_.
7. \_\_\_\_\_ is an organizational function that guides every step of a product's lifecycle, from development to positioning and pricing.
8. The \_\_\_\_\_ includes four main stages: introduction, growth, maturity, and decline.
9. During the \_\_\_\_\_ stage, sales are usually low as the product is first launched.
10. The \_\_\_\_\_ stage is characterized by a rapid increase in sales and market acceptance.
11. In the \_\_\_\_\_ stage, sales growth starts to slow down because the product has achieved acceptance by most potential buyers.
12. The \_\_\_\_\_ stage is when sales drop and profits erode, often due to technological advances or shifts in consumer taste.
13. A(n) \_\_\_\_\_ is a version of a product with just enough features to be usable by early customers who can then provide feedback.
14. \_\_\_\_\_ is the degree to which a product satisfies a strong market demand.

15. A(n) \_\_\_\_\_ is a statement that explains why a customer should choose your product over a competitor's.
16. A(n) \_\_\_\_\_ is a fictional character created to represent a user type that might use a site, brand, or product.
17. \_\_\_\_\_ are short, simple descriptions of a feature told from the perspective of the person who desires the new capability.
18. The \_\_\_\_\_ is a prioritized list of work for the development team that is derived from the product roadmap.
19. \_\_\_\_\_ is an agile framework that helps teams work together to develop, deliver, and sustain complex products.
20. \_\_\_\_\_ are fixed-length periods of time (usually 2-4 weeks) during which specific work is completed.
21. The \_\_\_\_\_ is responsible for maximizing the value of the product resulting from the work of the Scrum Team.
22. The \_\_\_\_\_ is responsible for establishing Scrum as defined in the Scrum Guide by helping everyone understand Scrum theory and practice.
23. The \_\_\_\_\_ are the people in the Scrum Team that are committed to creating any aspect of a usable Increment each Sprint.
24. The \_\_\_\_\_ is a 15-minute event for the Developers to inspect progress toward the Sprint Goal.
25. \_\_\_\_\_ initiates the Sprint by laying out the work to be performed for the Sprint.
26. The \_\_\_\_\_ is held at the end of the Sprint to inspect the Increment and adapt the Product Backlog if needed.
27. The \_\_\_\_\_ is an opportunity for the Scrum Team to inspect itself and create a plan for improvements to be enacted during the next Sprint.
28. \_\_\_\_\_ is the percentage of customers who stop using your product or service during a certain time frame.
29. \_\_\_\_\_ estimates the total revenue a business can reasonably expect from a single customer account.
30. \_\_\_\_\_ is the total cost of winning a customer to purchase a product or service.
31. The \_\_\_\_\_ is the single metric that best captures the core value that your product delivers to customers.
32. \_\_\_\_\_ answers the question: "Are we building the right product?"
33. \_\_\_\_\_ answers the question: "Are we building the product right?"

34. \_\_\_\_\_ involves testing individual components or pieces of code to ensure they work correctly.
35. \_\_\_\_\_ is performed to confirm that a recent program or code change has not adversely affected existing features.
36. A(n) \_\_\_\_\_ is a document used to communicate the organization's goals and the actions needed to achieve them.
37. \_\_\_\_\_ is a framework used to evaluate a company's competitive position by identifying Strengths, Weaknesses, Opportunities, and Threats.
38. \_\_\_\_\_ is the extent to which the results of a study can be generalized to other situations and people.
39. \_\_\_\_\_ refers to how well an experiment is done, especially whether it avoids systematic errors.
40. \_\_\_\_\_ refers to the consistency of a research study or measuring test.
41. The ethical principle of \_\_\_\_\_ means "do no harm."
42. \_\_\_\_\_ is the right of patients or participants to make decisions about their own medical care or participation.
43. \_\_\_\_\_ is an action that is done for the benefit of others.
44. \_\_\_\_\_ refers to the fair and equitable distribution of benefits and burdens.
45. \_\_\_\_\_ mediates the relationship between workers, employing entities, trade unions, and the government.
46. The \_\_\_\_\_ is the time between the notice of termination and the actual end of the employment contract.
47. \_\_\_\_\_ is the compensation paid to an employee when their employment is ended through no fault of their own.
48. \_\_\_\_\_ refers to the time worked beyond the standard 45-hour work week in Turkey.
49. \_\_\_\_\_ stands for Extract, Transform, and Load, which are the three phases of data integration.
50. \_\_\_\_\_ is the process of changing the format, structure, or values of data to make it more useful.
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1. **Engineering** is the application of scientific principles to design, build, and maintain structures and machines.
2. The **Scientific Method** is a systematic way of learning about the world through observation and experimentation.
3. A(n) **Hypothesis** is an educated guess or a proposed explanation made on the basis of limited evidence.
4. **Invention** refers to the creation of a new product or process for the first time.
5. **Innovation** occurs when someone improves on or makes a significant contribution to an existing product, process, or service.
6. The process of bringing a new product to the market is called **Commercialization**.
7. **Product Management** is an organizational function that guides every step of a product's lifecycle, from development to positioning and pricing.
8. The **Product Life Cycle** includes four main stages: introduction, growth, maturity, and decline.
9. During the **Introduction** stage, sales are usually low as the product is first launched.
10. The **Growth** stage is characterized by a rapid increase in sales and market acceptance.
11. In the **Maturity** stage, sales growth starts to slow down because the product has achieved acceptance by most potential buyers.
12. The **Decline** stage is when sales drop and profits erode, often due to technological advances or shifts in consumer taste.
13. A(n) **MVP (Minimum Viable Product)** is a version of a product with just enough features to be usable by early customers who can then provide feedback.
14. **Product-Market Fit** is the degree to which a product satisfies a strong market demand.
15. A(n) **Value Proposition** is a statement that explains why a customer should choose your product over a competitor's.
16. A(n) **User Persona** is a fictional character created to represent a user type that might use a site, brand, or product.
17. **User Stories** are short, simple descriptions of a feature told from the perspective of the person who desires the new capability.
18. The **Backlog** is a prioritized list of work for the development team that is derived from the product roadmap.
19. **Scrum** is an agile framework that helps teams work together to develop, deliver, and sustain complex products.

20. **Sprints** are fixed-length periods of time (usually 2-4 weeks) during which specific work is completed.
21. The **Product Owner** is responsible for maximizing the value of the product resulting from the work of the Scrum Team.
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23. The **Developers** are the people in the Scrum Team that are committed to creating any aspect of a usable Increment each Sprint.
24. The **Daily Scrum** is a 15-minute event for the Developers to inspect progress toward the Sprint Goal.
25. **Sprint Planning** initiates the Sprint by laying out the work to be performed for the Sprint.
26. The **Sprint Review** is held at the end of the Sprint to inspect the Increment and adapt the Product Backlog if needed.
27. The **Sprint Retrospective** is an opportunity for the Scrum Team to inspect itself and create a plan for improvements to be enacted during the next Sprint.
28. **Churn Rate** is the percentage of customers who stop using your product or service during a certain time frame.
29. **LTV (Lifetime Value)** estimates the total revenue a business can reasonably expect from a single customer account.
30. **CAC (Customer Acquisition Cost)** is the total cost of winning a customer to purchase a product or service.
31. The **North Star Metric** is the single metric that best captures the core value that your product delivers to customers.
32. **Validation** answers the question: "Are we building the right product?"
33. **Verification** answers the question: "Are we building the product right?"
34. **Unit Testing** involves testing individual components or pieces of code to ensure they work correctly.
35. **Regression Testing** is performed to confirm that a recent program or code change has not adversely affected existing features.
36. A(n) **Strategic Plan** is a document used to communicate the organization's goals and the actions needed to achieve them.
37. **SWOT Analysis** is a framework used to evaluate a company's competitive position by identifying Strengths, Weaknesses, Opportunities, and Threats.

38. **External Validity** is the extent to which the results of a study can be generalized to other situations and people.
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