Week 2 Final Quiz

LATEST SUBMISSION GRADE

20%

1. What is Scrum?　　　　　　　　　　　　　　　　　　　　　**0 / 1 point**

   ◉ The way teams do agile

   ◯ ~~An alternative to kanban~~

   ◯ A methodology commonly applied to the practice of agile.

   ◯ Part of the agile manifesto

   > **! Incorrect**
   > It's 'a' way and it's a fine way and a popular way- but it's not the only way to practice agile.

2. What is the primary benefit of using story mapping?　　　　**0 / 1 point**

   ◉ To make sure what you are building matters to the customer

   ◯ To translate ideas into actionable items

   ◯ To create a fluid interchange between people working at different levels of abstraction

   ◯ To test value propositions and create validated learning

   > **! Incorrect**
   > Agile helps to turn things into small batch iterations which helps to make sure what we are building matters to the customer. Story mapping itself does something more specific. See the "Methods and Product Managers" video to review.

3. You discover that the interface you are implementing for your product might actually be confusing for the end customer. With an approaching deadline for product release, you decide to continue down the path you are already on and NOT rethink the interface. What is this a sign of?　　**1 / 1 point**

   ◉ You have placed too much emphasis on output vs. outcome

   ◯ You are frontloading value

6/11/2020 Week 2 Final Quiz | Coursera

○ You have placed too much emphasis on outcome vs. output

○ You're applying agile and will iterate to improve the product post-launch

✓ **Correct**

That's it. A confused end customer is not a successful outcome, but you will have outputted a product. If you place more focus on outcomes, you will be more likely to deliver something desirable to the customer.

4. One of the design team leads brings up her concerns regarding a possible lack of   **0 / 1 point**
customer motivation. They are looking for insight from you, the PM. What do you
suggest?

⦿ Immediately begin user testing to determine the cause

○ ~~Go to your engineering team so they can make changes to the current product~~

○ <mark>Using Minimum Viable Products (MVP's) to test for motivation</mark>

○ <mark>Use a prototype to see what the customer thinks</mark>

! **Incorrect**

User testing is not going to test for a possible lack of motivation in your customers. User testing will show you how usable your interface is, but you're supplying the motivation in a user test, not the subject. See the "Lean Startup and Product Management" video to review.

5. You are PM for XYZ.com, a social learning community platform that allows   **0 / 1 point**
members to ask and answer questions from other expert members. If we apply
the Hook Framework to this company, what would be an "Action" a user might
take?

⦿ Facebook Post: Check out my advice on [which rabies vaccine is right for you] on XYZ.com.

○ I am going to log into XYZ.com and post a question.

○ I am becoming a valued member of this online community - and learning new things!

○ Comment on Your Answer on XYZ.Com: 'Wow - that is a great answer to my question.'

! **Incorrect**

This sentence is an example of a *external trigger*. An external trigger moves the user to action and therefore to use of the product. Remember that an action is something the user must do in order to get the reward. See both Managing Habits videos to review.

6. You are a Product Manager with three steps in your workflow sequence: Select,   **0 / 1 point**
Purchase, Watch. Your supervisor tells you that she believes you should
implement horizontally - across all phases. Which of the following best displays
your reaction?

- ⦿ I was thinking we can first conduct user testing, see which step is most important, and start there.

- ○ I think so too. Horizontal implementation will ensure our team members are communicating and not operating in silos.

- ○ I agree. Horizontal implementation will help ensure we can test something meaningful that the user can interact with.

- ○ I disagree. I think we should implement everything in the "Select" phase first before we move on.

> **!** **Incorrect**
>
> You should probably not start with user testing since it's not a great vehicle for answering this particular question. Implementing horizontally across all steps of your workflow sequence is probably the way to go. Horizontal backlog layers ensure the user will be presented with a full experience and that you'll be able to start learning about the overall interaction. See the "User Story Mapping for Product Managers" video to review.

7. Your customer is a large company and they ask you to help develop new feature   **0 / 1 point**
on the enterprise software you've sold them. They tell you they want all of the font
to always be bold. As product manager, which of the following should be your
reaction when they tell you this?

- ⦿ You should quickly create a prototype and start testing it! That way you can see how users react to this change.

- ○ You need to first ask them why they want the font to always be bold to try and understand the why and what outcome would constitute success.

- ○ You should start by giving them what they want since they are the customer. You can address issues later.

- ○ ~~You should not implement that feature because it does not seem practical to you. Your company is more of an expert in these matters and the customer should trust your judgement~~.

> **!** **Incorrect**
>
> Creating a prototype before you fully understand the customer and the need for this feature would not be the best choice. See the "Collaborating with Enterprise Customers Tips 1-4" video to review.

8. The software product you recently released already has some quantitative data   **0 / 1 point**
about click-through rates that show you have gained attention from customers.
What should be your next step with customers?

- ⦿ Take a look at the action your customer has to take to use your product and try to make it easier!

○ Start to research retention rates across cohorts.

○ Place your efforts on customer retention.

○ Focus on keeping the interest of your customers and moving them to action.

> **!** **Incorrect**
>
> It will be important for you to minimize the amount of work your customer will have to do in order to actually buy your product. However, there are more immediate actions that you should focus on before action. See the video Shaping Your Funnel Part 1 to review.

9. You are a Product Manager and you receive quantitative data which shows significant drop-offs in customer usage of your product at the six-month mark. Which of the following actions should you take?   **0 / 1 point**

◉ Lower prices to increase value

○ Increase marketing

○ ==Take a hard look at the onboarding and retention processes - what rewards does the customer have to receive in order to keep using your product==?

○ Get more quantitative data

> **!** **Incorrect**
>
> Unless you're seeing issues on price (not indicated here), you should probably focus on how the customers are onboarding and what it takes to retain them as habitual users. See the "Shaping Your Funnel Part 2" video to review.

10. You are product manager and you are not sure that your product proposition is better than the alternatives your customer considers. You have one week to do a design sprint. Which of the following design sprint types should you execute?   **1 / 1 point**

◉ Motivation Design Sprint

○ Usability Design Sprint

○ Personas and Problem Scenarios Design Sprint

○ Architecture Sprint

> ✓ **Correct**
>
> Good job. A Motivation Design Sprint is what you want to use if you need to run an MVP experiment and determine if

your proposition is better than the alternative choices your customers have.

Week 2 Final Quiz

LATEST SUBMISSION GRADE

60%

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1. As a Product Manager, what is your most critical job in agile?   **1 / 1 point**

    ◯ Create the development backlog.

    ⦿ Bring strong inputs to describe what would be valuable to users.

    ◯ Manage deadlines.

    ◯ Organize demonstrations.

    > ✓ **Correct**
    > You've got it. Sure, there are a lot of things you might do, but this is the most critical.

2. What is the primary benefit of using design thinking and conducting design   **0 / 1 point**
    research?

    ◯ Improved customer discovery

    ◯ Avoiding waste

    ◯ ~~Improve the flow of your development output~~

    ⦿ To create a fluid interchange between people working at different abstraction levels

    > ❗ **Incorrect**
    > Creating a fluid interchange between people working at different abstraction levels is a key benefit of using story
    > maps. For instance, the high abstraction level creates storyboards and the lower level interacts with user stories and
    > outputs. See the "Methods and Product Managers" video to review.

3. You discover that the interface you are implementing for your product might   **1 / 1 point**
    actually be confusing for the end customer. With an approaching deadline for
    product release, you decide to continue down the path you are already on and
    NOT rethink the interface. What is this a sign of?

    ⦿ You have placed too much emphasis on output vs. outcome

○ You are frontloading value

○ You're applying agile and will iterate to improve the product post-launch

○ You have placed too much emphasis on outcome vs. output

> ✓ **Correct**
>
> That's it. A confused end customer is not a successful outcome, but you will have outputted a product. If you place more focus on outcomes, you will be more likely to deliver something desirable to the customer.

4. You notice that your new team seems to be overly focused on product usability and your view is confirmed when potential customers show little interest in recent new features. What should you do to get back on track?   **1 / 1 point**

◉ Apply Lean Startup methods and test user motivation as well

○ Immediately go to your engineering team to see how they can change the product

○ Begin user testing to determine the cause of the lack of interest

○ Rely on the results of the prototype testing

> ✓ **Correct**
>
> That's right. Using Lean Startup will enable you to test for motivation. In general, a PM needs to know when and how to test for motivation vs. usability.

5. You are PM for XYZ.com, a social learning community platform that allows members to ask and answer questions from other expert members. If we apply the Hook Framework to this company, what would be an "Investment" the user creates by using the product?   **1 / 1 point**

○ Comment on Your Answer on XYZ.Com: 'Wow! That is a great answer to my question.'

○ I am going to log into XYZ.com and post a question.

○ Facebook Post: Check out my advice on [which rabies vaccine is right for you] on XYZ.com.

◉ I am becoming a valued member of this online community and learning new things!

> ✓ **Correct**
>
> Good job! This statement *describes* an investment in being part of a 'tribe,' that shows users are building up a preference to remain in the community.

6. You are a Product Manager with three steps in your workflow sequence: Select, Purchase, Watch. Your supervisor tells you that she believes you should implement horizontally - across all phases. Which of the following best displays your reaction? **1 / 1 point**

○ I was thinking we can first conduct user testing, see which step is most important, and start there.

○ I think so too. Horizontal implementation will ensure our team members are communicating and not operating in silos.

◉ I agree. Horizontal implementation will help ensure we can test something meaningful that the user can interact with.

○ I disagree. I think we should implement everything in the "Select" phase first before we move on.

✓ **Correct**
Great job. Implementing in just one step of the sequence at a time could cause future issues and the user may not ever be able to be presented with a product they can meaningfully interact with and you can meaningfully learn from.

7. Your customer is a large company and they ask you to help develop new feature on the enterprise software you've sold them. They tell you they want all of the font to always be bold. As product manager, which of the following should be your reaction when they tell you this? **0 / 1 point**

○ You should start by giving them what they want since they are the customer. You can address issues later.

○ You need to first ask them why they want the font to always be bold to try and understand the why and what outcome would constitute success.

◉ You should not implement that feature because it does not seem practical to you. Your company is more of an expert in these matters and the customer should trust your judgement.

○ You should quickly create a prototype and start testing it! That way you can see how users react to this change.

! **Incorrect**
Assuming you know what's best for the user without research is a common failure mode. What they want probably does somehow need attention. It is important you understand why they are asking for this feature. See the "Collaborating with Enterprise Customers Tips 1-4" video to review.

8. The software product you recently released already has some quantitative data about click-through rates that show you have gained attention from customers. Your manager suggests you shift your focus onto customer retention since customers like the product. How should you respond? **0 / 1 point**

○ ~~I completely agree since this data shows us how much the customers like our product. Let's keep them!~~

○ I was actually thinking of something different. I think we should spend more money on scaling to even more visitors.

○ Great idea. It is most important for us to focus on customer retention since we know there are so many choices for customers now.

○ I may have another idea. Why don't we now focus on driving new sign-up's since visits aren't the same as acquiring customers!

> **!** **Incorrect**
>
> Not quite. Data such as click-through rates shows you that you have gained the attention from customers, but not necessarily signed them up for anything. At this point, it's probably important to focus on conversion to purchase (interest and action). See the video "Shaping Your Funnel Part 1" to review.

9. You are a Product Manager and you receive quantitative data which shows significant drop-offs in customer usage of your product at the six-month mark. Which of the following actions should you take?   **1 / 1 point**

○ Lower prices to increase value

○ Get more quantitative data

◉ Take a hard look at the onboarding and retention processes - what rewards does the customer have to receive in order to keep using your product?

○ Increase marketing

> **✓** **Correct**
>
> Great. Since the data shows that you are losing customers at the six-month mark of using your product, it seems you have not made them into habitual users of your product. You should focus on the onboarding and (mostly) retention step.

10. You are a Product Manager and are looking for ways to create time and space and increase the focus of your teams. You already have a Validated Proposition and you have one week to do a Design Sprint. Which of the following design sprint types should you execute?   **0 / 1 point**

○ Usability Design Sprint

◉ Motivation Design Sprint

○ Personas and Problem Scenarios Design Sprint

○ Architecture Sprint

! **Incorrect**

VA Motivation Design Sprint is what you want to use if you need to run an MVP experiment. You would do this before you have a Validated Product Proposition. See the "Making Time to Do Things Right" video to review.

! **Incorrect**

Week 2 Final Quiz

LATEST SUBMISSION GRADE

50%

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1. As a Product Manager, what is your most critical job in agile?   **1 / 1 point**

   ⦿ Bring strong inputs to describe what would be valuable to users.

   ◯ Create the development backlog.

   ◯ Manage deadlines.

   ◯ Organize demonstrations.

   > ✓ **Correct**
   > You've got it. Sure, there are a lot of things you might do, but this is the most critical.

2. What is the primary benefit of using design thinking and conducting design   **1 / 1 point**
   research?

   ◯ Avoiding waste

   ⦿ Improved customer discovery

   ◯ Improve the flow of your development output

   ◯ To create a fluid interchange between people working at different abstraction levels

   > ✓ **Correct**
   > That's right. Design research (associated with 'design thinking') tightens up your clinical practice of subject interviews that helps us to explore new ideas through

3. You discover that the interface you are implementing for your product might   **1 / 1 point**
   actually be confusing for the end customer. With an approaching deadline for
   product release, you decide to continue down the path you are already on and

   NOT rethink the interface. What is this a sign of?

   ◯ You're applying agile and will iterate to improve the product post-launch

○ You have placed too much emphasis on output vs. outcome

○ You are frontloading value

○ You have placed too much emphasis on outcome vs. output

✓ **Correct**

That's it. A confused end customer is not a successful outcome, but you will have outputted a product. If you place more focus on outcomes, you will be more likely to deliver something desirable to the customer.

4. One of the design team leads brings up her concerns regarding a possible lack of customer motivation. They are looking for insight from you, the PM. What do you suggest? **0 / 1 point**

◉ Go to your engineering team so they can make changes to the current product

○ Immediately begin user testing to determine the cause

○ Using Minimum Viable Products (MVP's) to test for motivation

○ Use a prototype to see what the customer thinks

! **Incorrect**

You cannot engineer your way out of a lack of motivation. While building software can improve and change product features they don't automatically create motivation on the part of your users. See the "Lean Startup and Product Management" video to review.

5. You are PM for XYZ.com, a social learning community platform that allows members to ask and answer questions from other expert members. If we apply the Hook Framework to this company, what would be an "Investment" the user creates by using the product? **1 / 1 point**

○ I am going to log into XYZ.com and post a question.

○ Facebook Post: Check out my advice on [which rabies vaccine is right for you] on XYZ.com.

◉ I am becoming a valued member of this online community and learning new things!

○ Comment on Your Answer on XYZ.Com: 'Wow! That is a great answer to my question.'

✓ **Correct**

Good job! This statement *describes* an investment in being part of a 'tribe,' that shows users are building up a preference to remain in the community.

6.   You are a Product Manager with three steps in your workflow sequence: Select,   [1 / 1 point]
      Purchase, Watch. Your supervisor tells you that she believes you should
      implement all parts of the "Select" phase first. Which of the following is your
      reaction?

      ○   That sounds good to me since "Select" is the first step.

      ○   I was thinking we can first conduct user testing, see which step is most important, and start there.

      ◉   Actually, I was thinking we should implement horizontally across the sequence. Here's why: …

      ○   Sure, as long as we perform user testing after that step.

      ✓   **Correct**
           You're correct. Implementing horizontally across all steps of your workflow sequence is probably the way to go.
           Horizontal backlog layers ensure the user will be presented with a full experience and that you'll be able to start
           learning about the overall interaction.

7.   You develop a software product for a large corporate customer, but end up with   [0 / 1 point]
      an unhappy outcome: the product is unsuccessful. What mistake did you make?

      ◉   You designed for the variation typical with big customers.

      ○   You made sure to test appropriately and often!

      ○   You anchored your work to the problems you faced and didn't just come up with various solutions!

      ○   You gave the customer what you knew would work best.

      !   **Incorrect**
           Designing for variation is especially important with a big customer. Big customers may need to alter their use of your
           product since they are so big. Having slight variation will make your product easier to be used by them. See the
           "Collaborating with Enterprise Customers Tips 1-4" video to review.

8.   The software product you recently released already has some quantitative data   [0 / 1 point]
      about click-through rates that show you have gained attention from customers.
      Your manager suggests you shift your focus onto customer retention since
      customers like the product. How should you respond?

      ○   I may have another idea. Why don't we now focus on driving new sign-up's since visits aren't the same as acquiring
           customers!

○ Great idea. It is most important for us to focus on customer retention since we know there are so many choices for customers now.

○ I was actually thinking of something different. I think we should spend more money on scaling to even more visitors.

○ I completely agree since this data shows us how much the customers like our product. Let's keep them!

> ! **Incorrect**
>
> Not quite. Data such as click-through rates shows you that you have gained the attention from customers, but not necessarily signed them up for anything. At this point, it's probably important to focus on conversion to purchase (interest and action). See the video "Shaping Your Funnel Part 1" to review.

9. You are a Product Manager and you receive data that shows your customers are `0 / 1 point` continuing to use the product for 30 days. You are a bit unsure of what to do next. Which of the following best describes what you should do next?

○ Next you should focus on minimizing the amount of work the customer has to do to buy the product and get that reward.

○ You should begin to look at outcomes and customer retention.

● There is no next step since you have successfully used the AIDAOR framework to bring in customers and monetize them.

○ It would be best to move onto a better understanding how to get the attention of new customers.

> ! **Incorrect**
>
> Not quite. The customers are continuing to use the product for 30 days, which is good. But, are they getting the rewards they've had in mind? Are those valuable? Will they stay beyond 30 days? See the "Shaping Your Funnel Part 2" video to review.

10. You are a Product Manager and are looking for ways to create time and space `0 / 1 point` and increase the focus of your teams. You already have a Validated Proposition and you have one week to do a Design Sprint. Which of the following design sprint types should you execute?

● Architecture Sprint

○ Personas and Problem Scenarios Design Sprint

○ Motivation Design Sprint

○ Usability Design Sprint

! **Incorrect**

An Architecture Design Sprint is what you want to use if you have an important question on approach (ex: build vs buy). You would do this after you have a relatively clear view of the experience you want to implement for the user-after a Usability Sprint, for example. See the "Making Time to Do Things Right" video to review.

! **Incorrect**