Week 2 Quiz

LATEST SUBMISSION GRADE

100%

1. How do actionable personas and problem scenarios help development teams   **1 / 1 point**
    avoid waste?

    ○ They focus the team's energy on evolving problems and complex solutions

    ○ They help humanize things

    ○ They help the team focus on solutions right from the start

    ⦿ They keep the team focused on solving problems that truly matter to the user

    > ✓ **Correct**
    > By developing a deep understanding and empathy for the user, the team can develop creative solutions to user
    > problems that truly matter.

2. Which descriptor below contains elements of an effective persona?   **1 / 1 point**

    ○ 60% said they would use an app to remind them when they need to take medications

    ○ Looking forward to enjoying their golden years

    ⦿ Sally the Senior Citizen

    ○ Senior citizens ages 70-85

    > ✓ **Correct**
    > Naming a persona is a first-step toward developing a specific and fully developed sense of who this persona is and
    > what makes them tick.

3. Imagine you're exploring medical business practices for self-employed doctors   **1 / 1 point**
    and are developing the following persona: Dave the Doctor has been a general
    surgeon for 15 years. He opened his own practice right after he finished his
    residency. It was difficult at first to get referrals, but his practice is thriving now.

    Which of the following does the LEAST to enhance the persona?

○ Keeps in touch with his friends from medical school through email, Facebook, and a couple of annual conferences they try to attend together.

○ Reads the news on his phone every morning while he eats breakfast

◉ 40 - 55 years old

○ Spent $82,000 last year to manage the administrative part of his practice

> ✓ **Correct**
>
> This is too general and doesn't help bring Dave to life. Stating his exact age might help make Dave seem more real. Watch the "Demo: Drafting Personas" video to review.

4. It's often useful to go 'up' one level and 'down' one level to think about whether your target problem is at the right level of abstraction. If you did this, which of these would not be part of your work?   `1 / 1 point`

○ One or more 'child' problem scenarios that break down the problem scenario into more detailed jobs or habits you believe exist for the user

○ A defined, testable user problem

○ A higher-level problem that's the 'parent' of your current problem secnario

◉ The value proposition

> ✓ **Correct**
>
> Problem scenarios are a good place to start, but the value proposition is not part of the problem scenario. It's an idea about how you might deliver on a problem scenario.

5. Applying the Thinks, Sees, Feels, Does framework helps reveal all of the following except....   `1 / 1 point`

○ What emotions the persona's experiences around the area of interest

○ Interactions that shape the persona's thinking

○ Tension between what is and the persona's ideal

◉ The solution this persona will prefer

> ✓ **Correct**
>
> Personas (and problem scenarios) are important for establishing a foundation in who your user is and what makes them tick. It does not directly predict what they're going to buy or use. Answering that question requires a different set

up of techniques--creating a value hypothesis and running tests on motivation (all this closely related to the practice of 'Lean Startup').

Week 2 Quiz

LATEST SUBMISSION GRADE

20%

1. What do we learn from persona and problem scenario development?   `0 / 1 point`

    ⦿ General information about our users

    ◯ ~~New alternative solutions to existing problems~~

    ◯ How to create demand for an innovative product

    ◯ What our users care about

    > **!** **Incorrect**
    >
    > A good persona provides specific information and actionable details. If you want to build a team that makes great products, it's important to focus on being specifically right or wrong. See the "Designing User Stories" videos to review.

2. Which descriptor below contains elements of an effective persona?   `0 / 1 point`

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    ◯ <mark>Sally the Senior Citizen</mark>

    ◯ ~~Looking forward to enjoying their golden years~~

    ◯ 60% said they would use an app to remind them when they need to take medications

    > **!** **Incorrect**
    >
    > This is quite a broad age range and may not be the most relevant feature of this persona. We're more interest in what makes them tick as individuals. Watch the "Demo: Drafting Personas" video to review.

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>
> This type of specific detail helps bring Dave to life so that the team can discuss product and promotion ideas against our natural ability to relate to actual people, and in ways that are specific and testable. Watch the "Demo: Drafting Personas" video to review.

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○ <mark>The solution this persona will prefer</mark>

○ ~~Tension between what is and the persona's ideal~~

> **!** **Incorrect**
>
> Completing this framework reveals that tension between what is and how the persona thinks it should be. See the

"Focusing Your Persona Example: Think, See, Feel, Do" video to review.

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