Testing Demand and Experiment Patterns

LATEST SUBMISSION GRADE

90%

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 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.

    ○ The B2C product might benefit from this filtering feature.

    > ✓ **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 create this functionality in multiple languages, more schools will purchase it.

    ○ If we offer this tool for a free 30-day trial, schools will sign up for 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.

    ○ The click-through rate will tell us if we should build a 1.0.

    ◉ Sign-up rate. If true (≥30%), build a simple 1.0. If false, revise plan and test another proposition.

    ○ We'd like to see ≥20% complete sign-up.

    > ✓ **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

    ○ We want the team to make an honest effort trying Lean Startup.

    ○ Lean Startup and testing for value is at the very heart of agile development.

    ○ We need the whole team to be aligned so we can produce something really big together.

    ◉ 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?

    > ✓ **Correct**
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    > 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 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

    ○ The team will use a success metric for the next experiment so the results are more definitive.

○ There's a threshold for relevance we apply to all new features – adding marginal features crowds out future innovation.

○ Because we are relying on quantitative rather than qualitative observations, we feel confident that the results support elimination of the feature.

○ The person responsible for the failure will be removed from the team.

✓ **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.

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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 Wizard of Oz MVP

○ A Landing Page MVP

◉ A Concierge MVP

○ A Google AdWords 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.

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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

○ An Email MVP

◉ A Smoke Test MVP

✓ **Correct**

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

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8. You've generated a meditation guide persona and set of jobs-to-be done around   **1 / 1 point**
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?

○ A Demo Video MVP

● A Wizard of Oz MVP

○ A Crowdfunding MVP

○ A Concierge MVP

✓ **Correct**

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

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9. Your team is working on a website and checkout cart for a small business, and   **0 / 1 point**
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?

○ A new feature test

○ A user engagement test

○ ==A fake feature test==

● A landing page feature test

! **Incorrect**

In this scenario, you're looking for a test that would tell you if users would click or not click to access the new feature
you're thinking of building. Review "The Fake Feature Test" video.

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10. Which of the following experiments best tests motivation?   **1 / 1 point**

○ Give users a task to complete with your product and observe the results.

○ 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.

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

○ Create an interactive prototype and observe how customers interact with it.