Introduction and Customer Analytics

LATEST SUBMISSION GRADE

90%

1. Your team is getting ready to start coding a new digital product based on
   validated learning about a focal user and some key propositions. You've got a
   story map of focal user experiences with user stories. Before jumping into
   development, you think the team should take a step that would help to keep user
   outcomes top of mind. What might you recommend that the team focus on next?

   1 / 1 point

   ○ Sketch some prototype interfaces

   ● Generating a set of topline analytical questions

   ○ Building your minimum viable product to test value/demand

   ○ Organizing your backlog of tasks into a Kanban-style board

   ✓ **Correct**
   The topline questions will serve as analytics guideposts, keeping your design anchored in testability as you test new
   content across the user journey.

2. You're part of a team developing an app for a mobile car cleaning company that
   wants to improve its process for field workers to take payment from customers.
   You've identified a problem scenario/JTBD: "Technicians finalizing charges for a
   job." Which of the following would be a good metric for observing this problem
   scenario/JTBD, regardless of the particular alternative used to accomplish it?

   1 / 1 point

   ○ Bills sent by email

   ○ Bills written by hand

   ● Bills created

   ○ Bills printed at the main office

   ✓ **Correct**
   That's correct. The core engagement metric deals with how many times the problem scenario occurs.

3. You're part of a team developing an app for a mobile car cleaning company that
   wants to improve its process for field workers to take payment from customers.

   1 / 1 point

wants to improve its process for field workers to take payment from customers. You've identified a problem scenario/JTBD: "Technicians updating customer information." Which of the following would be a good engagement metric for this problem scenario/JTBD?

○ Changes to service information over the phone

○ Changes to service information on the customer receipt

○ Changes to service information on the service order sheet

◉ Updates to customer information through the app

✓ **Correct**
In this scenario, you would hope to see (and measure) the number of changes to service information the technicians make through the app your team has been hired to develop.

4. You're part of a team developing a social networking app designed to connect users with other users in their profession so they can learn from one another, recommend one another, and share job postings. Given the customer journey frameworks presented, what might you suggest as a start-of-journey focal point?   **1 / 1 point**

◉ Attention

○ Interest

○ Retention

○ Revenue

✓ **Correct**
Attention (from the AIDA[OR] framework) is a reasonable starting focal point. Acquisition (from the Pirate Metrics) framework would also be a reasonable starting focal point to suggest for your user journey.

5.   **1 / 1 point**

You're part of a team developing a social networking app designed to connect users with other users to learn from one another, recommend one another, and share job postings. You're seeing a lot of traffic coming into the funnel but with very high bounce rates (abandonment). Given the customer journey frameworks presented, what focal point might you test and observe next?

◉ Action

○ Attention

○ Referral

○ Revenue

✓ **Correct**
In this case, action is a reasonable focal point. How might you reduce the difficulty of whatever the user has to do to take the next step, and does that improve the health of the funnel?

6. You're part of a team developing a social networking app designed to connect users with other users to learn from one another, recommend one another, and share job postings. You want to think about how you're creating regular habits for the user, specifically how you make them more and more likely to come back and use the app. Given the customer journey frameworks presented, what might you suggest as a focal point?

`1 / 1 point`

○ Retention

◉ Investment

○ Action

○ Activation

✓ **Correct**
In this case, Investment is a useful focal point. It is an important part of designing habits for user retention.

7. You're part of a team developing an app designed to help users monitor blood pressure and heart rate, encouraging them to make healthy decisions such as

getting more sleep, exercising, and drinking water. You decide "Engagement" is an important focal point in your customer journey and are now working on mapping your analytics to this focal point. Which of the following is an appropriate answer to the question "What does this mean?" for Engagement?

`1 / 1 point`

○ Users are consistently using the app after 15 days.

◉ Users are consistently using the app to monitor one or more aspects of their health.

○ Users do not receive any nudges to use the app.

○ Users are logging in to the app and viewing one or more health indicators.

Correct

✓ If users are consistently using the app, they are developing a habit, which is a good signal for Engagement.

8. You're part of a team developing a healthy living app. The app is designed to help   **1 / 1 point**
   users monitor blood pressure and heart rate, and it also encourages users to
   make healthy decisions such as getting more sleep, exercising, and drinking
   water. You decide "Engagement" is an important focal point in your customer
   journey and are now working on mapping your analytics for this focal point. Which
   of the following is an appropriate answer to the question "What is the interval?"
   for Engagement?

   ○ Users receive a nudge to use the app.

   ○ Users are logging in to the app and viewing one or more health indicators.

   ⦿ Users are consistently using the app after 20 days.

   ○ Users are consistently using the app to monitor one or more aspects of their health.

   ✓ **Correct**
      You've got it. This is an example of setting an observation interval.

9. You're part of a team developing a healthy living app. The app is designed to help   **1 / 1 point**
   users monitor blood pressure and heart rate, and it also encourages users to
   make healthy decisions such as getting more sleep, exercising, and drinking

   water. You decide "Engagement" is an important focal point in your customer
   journey and are now working on mapping your analytics to this focal point. How
   might you answer "What are the metrics?" for Engagement?

   ○ Users do not receive any nudges to use the app.

   ⦿ Users are logging in to the app and viewing one or more health indicators.

   ○ Users are consistently using the app after 15 days.

   ○ Users are consistently using the app to monitor one or more aspects of their health.

   ✓ **Correct**
      That's right. To answer the question "What are the metrics?", you need to determine some way you will measure
      Engagement.

You're part of a team developing a healthy living app. The app is designed to help   **0 / 1 point**

10. You're part of a team developing a healthy living app. The app is designed to help
users monitor blood pressure and heart rate, and it also encourages users to
make health decisions such as getting more sleep, exercising, and drinking water.
You decide "Engagement" is an important focal point in your customer journey
and are now working on mapping your analytics to this focal point. How might you
answer "What independent variables should we test?" for Engagement?

○ Users are logging in to the app and viewing one or more health indicators.

○ Users are consistently using the app after 20 days.

○ Users receive a nudge to use the app.

○ Users are consistently using the app to monitor their heart rate.

> **! Incorrect**
>
> This seems like a better answer to the question "What does this mean?" Review mapping analytics in the "Mapping
> Analytics: Trent the Technician" and "Mapping Analytics: Ivan the Inside Salesperson" vid