

## Design Sprint Certification CPDSC™

### Sample Exam V012022

1. Companies need to face an increasingly competitive market, in a more efficient and agile way, in order to deliver valued products to the customer and maximize their results. Therefore, they need to use methods:
  - a) For setting the wrong product
  - b) To efficiently develop only a feature
  - c) To define the right product
  - d) To gain fame on social networks
2. What are the three stages of the Lean startup learning cycle?
  - a) Ideate, Prototype, Develop
  - b) Build, Measure, Learn
  - c) Empathize, Define, Ideate
  - d) Specify, Develop, Learn
3. The traditional way of developing solutions, where you spend several months researching, planning, specifying and developing, and then deliver the final result to the customer, has a great chance of bringing to the company:
  - a) More guarantee of having the right product
  - b) A perfect product, that is a result of a long time of work
  - c) Less cost, effort and more quality to the result
  - d) Waste, because it won't be what the customer really wants
4. Traditional, more rigid management, associated with command and control, and which punishes mistakes, has as consequence:
  - a) Inhibit experimentation and prevent innovation
  - b) No waste or rework
  - c) A lot of innovation and agility to the company
  - d) The guarantee of high profitability

5. The motto of startups and exponential organizations is:
  - a) Don't ever make mistakes and make more profit
  - b) Get it right from the first time and learn gradually
  - c) Fail Fast and Learn Faster
  - d) A bird in the hand is worth two in the bush
  
6. What are the three pillars of Design Thinking that can be adopted by teams in order to achieve better results:
  - a) Agility, Discovery and Development
  - b) Autonomy, Self-Management and Self-Control
  - c) Purpose, Collaboration and Scale
  - d) Experimentation, Collaboration and Empathy
  
7. Check the item that corresponds to three of the aspects that characterize the work environment that companies are increasingly promoting:
  - a) People orientation, horizontal leadership and emotional dominance
  - b) Greater willingness to change, Profit and Planning
  - c) Experimentation, Management and Control
  - d) Process orientation, autocratic leadership and intellectual dominance
  
8. Through iteration and collaboration, it is possible to achieve product development:
  - a) Minimally stable
  - b) Minimally viable
  - c) Minimally payable
  - d) Minimally sustainable
  
9. Check the option whose sentence is true:
  - a) Design thinking seeks to discover the customer's problem
  - b) Lean helps build the right product
  - c) Agile focuses on developing right
  - d) All of the above

- 10.** Lean is a management philosophy based on the TPS (Toyota Production System) and which focuses on business strategy to increase customer satisfaction. Therefore, it is incorrect to say that it seeks:
- Empowering People and Delivering Customer Value
  - More profit and shareholder satisfaction, at the expense of quality
  - Better flow management, more quality and continuous improvement
  - Continuously learn and adapt to changes
- 11.** Lean and Agile have been widely used in companies. About these approaches, we can state that:
- They are totally different, as Lean focuses on quick deliveries and valuable products, whereas Agile seeks to build with quality and with respect for people.
  - They are complementary, as Lean focuses on quick deliveries and valuable products, while Agile seeks to build with quality and respect for people.
  - They are equal in seeking only efficiency, with both focusing on quick deliveries, valuable products, building with quality and with respect for people.
  - They are very similar, as Lean focuses on building the right product and Agile on building the right way, but both focus on fast delivery, value products, building with quality and with respect to people.
- 12.** When talking about the approaches currently used by companies, there is Lean, which is associated with effectiveness, and Agile, associated with efficiency. By combining such approaches, the result that can be achieved is:
- More effectiveness
  - More productivity
  - More profitability
  - More traceability
- 13.** Check the alternative that contains three elements of Lean Thinking (lean thinking):
- Eliminate waste, cut costs and increase profit
  - Develop fast, execute efficiently and deliver value
  - Empowering People, Managing Flow and Delivering Value
  - Plan for the long term, in a detailed and rigid way

14. The term Design Thinking can be understood as “the designer's thinking” and refers to:
- a philosophy of life for solving simple problems through a more superficial look.
  - a step-by-step methodology for solving critical problems through a more mechanical look.
  - an agile approach to solving tricky problems through a more individual look.
  - a practical approach to solving complex problems through a more human perspective.
15. Companies have the possibility to solve problems and explore possibilities, where every action is a learning opportunity to make better decisions, building the right product and in a right way. This is a result of the joint application of which approaches?
- Interior design, architecture and engineering
  - Product design, solution architecture and requirements engineering
  - Design thinking, Lean (Startup) and Agile
  - Design, Marketing and Promotion
16. What best defines and what is the main objective of the MVP (Minimum Viable Product)?
- Product version that allows a complete loop at the learning cycle, with a very reduced effort and shortest development time, in order to validate a hypothesis about the solution to a problem
  - Version of the product that is complete and developed with all the necessary functionalities to meet the needs of the customers, ensuring the achievement of their full satisfaction
  - Project version that addresses all requirements and performs all steps of initiation, planning, execution, monitoring, control and closure, ensuring successful delivery
  - Version of the prototype that has real functionalities, without worrying about effort and time spent on development, it is important that the final result is as real as possible
17. Empathy, Collaboration and Experimentation are essential for today's companies, as they are pillars that promote:
- The best use of technology and established processes
  - Increased sales and shareholder returns
  - Innovation and focus on the human being
  - Long-term planning and a holistic view

- 18.** Design Thinking is an approach that seeks to discover problems and find possible solutions, through a process that usually takes place according to the following steps and are presented in the Double Diamond, in its various versions:
- a) Start, Plan, Run, Monitor, Control, Shutdown
  - b) Extend, Discover, Differ, Unfold, Practice, Sell
  - c) Receive, Analyze, Specify, Execute, Commit, Deploy
  - d) Understanding, Defining, Diverging, Deciding, Prototyping, Validating
- 19.** Discovery approaches such as Design Thinking, Design Sprint and Lean Inception can be used when:
- a) If you have an agile development approach
  - b) If you have a traditional development approach
  - c) If you have a hybrid development approach
  - d) In all previous alternatives
- 20.** The use of prototypes and designs resulting from a discovery approach can be estimated and translated into functionality for developers. When is the best time to use such an approach:
- a) Before or during the early stages of development
  - b) Only when determined by the stakeholder
  - c) At the end of development and entry into production
  - d) Should never be used
- 21.** When talking about the development of innovative solutions, from the company's strategy to its execution and delivery, it is correct to say that Design Thinking, Lean and Agile are characterized, respectively, by:
- a) align with purpose; evolutionary design; and ideate possible solutions
  - b) ideate possible solutions; align with purpose; and adapt to change
  - c) explore problems and opportunities; evolutionary design; and ideate possible solutions
  - d) adapt to change; align with purpose; and evolutionary design

22. Design Thinking seeks to solve problems through empathy, collaboration and experimentation, using to deliver results:
- a) the planning, execution and control
  - b) the divergence and convergence of ideas and visions
  - c) conflict resolution and sales negotiation
  - d) customer prospecting and marketing research
23. Check the correct alternative:
- a) Design Thinking has a focus on exploring problems and opportunities
  - b) Agile is concerned with defining the product to be developed
  - c) Lean pays attention to efficiency in developing the solution
  - d) All previous alternatives
24. When it comes to developing innovative solutions, the most important thing for organizations is:
- a) deliver fast and get feedback at any cost
  - b) not have product complaints and returns
  - c) define a problem and develop solutions to solve it
  - d) gain many followers and likes on social networks
25. When combining different approaches to the development of products and services that meet the needs of customers, it is more appropriate to use which logical sequence:
- a) Start with agile, go through lean (startup) and end with Design Thinking
  - b) Start with lean (startup), go through Design Thinking and finish with agile
  - c) Start with agile, go through Design Thinking and end with lean (startup)
  - d) Start with Design Thinking, go through Lean (startup) and end with Agile
26. What does Lean startup seek to bring to organizations?
- a) avoid wasting time and resources on a product by getting better quality in its final process
  - b) increase profitability and ensure operating results
  - c) enable sales to increase and ensure market leadership
  - d) increase production efficiency and reduce customer complaints

27. The Lean Startup learning cycle is one that seeks to promote validation of a hypothesis through an MVP, with the following steps:
- a) plan, execute and close
  - b) learn, build and measure
  - c) learn, unlearn and relearn
  - d) define, plan and execute
28. What are the elements that make up MVP?
- a) Project, Maximum, Valuable
  - b) Flat, Macro, Sold
  - c) Product, Minimum, Viable
  - d) Sponsor, Material, Winner
29. The MVP's main objective is:
- a) Validate a hypothesis/idea
  - b) Simulate a real product
  - c) Develop the solution
  - d) Check if the product is good
30. Anything that is developed in the product beyond MVP without getting user feedback is:
- a) bonus
  - b) scope increase
  - c) disadvantage
  - d) waste
31. When it comes to developing innovative products in an agile way, there is a great focus on delivering value to the customer. Choose the option that best describes value:
- a) when your boss perceives, in terms of results, the bonuses you will have for meeting deadlines in the delivery of your products/services
  - b) when your customer perceives, in monetary and social terms, the gains he will have with the benefits and differentials of your products/services
  - c) when your employee perceives, in social and collaborative terms, the work they will have with the development of their products/services
  - d) when your supplier perceives, in commercial and operational terms, the gains it will have from the sale of its products/services

32. MVP can be understood as a set of aspects related to:
- a) Money, operation and sale
  - b) Planning, execution and delivery
  - c) Value, feasibility and usability
  - d) Price, place and promotion
33. When building an MVP that is effective, you need to consider:
- a) that it must be done with low cost and effort
  - b) that it must deliver the full experience to the customer.
  - c) that it must validate a hypothesis
  - d) all previous alternatives
34. To focus on delivering value from the start, you need to:
- a) match a cheap value with the customer
  - b) understand the pain of the user you want to solve
  - c) plan to deliver the complete product at the end
  - d) deliver just a piece of the product
35. Early value delivery to the customer must be carried out as follows:
- a) doing detailed customer-approved planning
  - b) creating a complete product with full functionality
  - c) creating an MVP, and then with iterative and incremental deliveries
  - d) giving a discount for prepayment on purchase
36. What are the four options for making a decision about a product when validating it with users and getting feedback?
- a) Experiment (test ideas), Execute (develop), Disseminate (communicate), Support (serve users)
  - b) Plan (the activities), Execute (develop), Control (according to the plan), Close (complete the initiative)
  - c) Decompose (divide into parts), Estimate (the effort required), Emerge (detail as needed), Prioritize (according to value)
  - d) Pivot (return to hypotheses), Persevere (continue evolving the solution), Deliver (the product ready for the user), Cancel (do not follow through with the solution)



37. The development process, which starts in MVP until the delivery of a solution, can contain the following step:
- a) Learn from each experiment and start over
  - b) Identify hypotheses that need to be validated
  - c) Learn what works and what doesn't
  - d) All of the above alternatives
38. Which alternative is correct about usability in MVP?
- a) technical and financial feasibility of development
  - b) adequacy to market needs
  - c) ease of handling and use flow
  - d) perception of social and monetary gains for the customer
39. Which alternative is correct about feasibility in MVP?
- a) technical and financial feasibility of development
  - b) adequacy to market needs
  - c) ease of handling and use flow
  - d) perception of social and monetary gains for the customer
40. What phrase best describes an MVP?
- a) Ready, tested and complete product
  - b) Done is better than perfect
  - c) Made, perfect and flawless
  - d) One that maximizes shareholder value

## Answers

- |       |       |
|-------|-------|
| 1. C  | 21. B |
| 2. B  | 22. B |
| 3. D  | 23. A |
| 4. A  | 24. C |
| 5. C  | 25. D |
| 6. D  | 26. A |
| 7. A  | 27. B |
| 8. B  | 28. C |
| 9. D  | 29. A |
| 10. B | 30. D |
| 11. D | 31. B |
| 12. A | 32. C |
| 13. C | 33. D |
| 14. D | 34. B |
| 15. C | 35. C |
| 16. A | 36. D |
| 17. C | 37. D |
| 18. D | 38. C |
| 19. D | 39. A |
| 20. A | 40. B |