Lean Product Discovery Professional Certification

Supporting questions V072023

1.   A stakeholder insists on a feature that you believe will not be valuable to users. Which tool from the Lean Product Discovery Framework would you use to validate your point?

   a. The Visionary Game.
   b. The MVP Pyramid Pivot.
   c. Concentric Impact Mapping.
   d. The User Story Map.

2.   In the context of the Triple Bottom Line Objectives, an identified internal capability to minimize waste during production would be classified as an:

   a. Strength
   b. Weakness
   c. Opportunity
   d. Threat

3.   Would your company's lack of brand recognition in a particular market be a _____ in your SWOT analysis?

   a. Strength
   b. Weakness
   c. Opportunity
   d. Threat

4.   A growing trend in environmentally conscious consumer behaviors would be classified as a _____ in a SWOT analysis when defining Triple Bottom Line Objectives.

   a. Strength
   b. Weakness
   c. Opportunity
   d. Threat

5.   If a new regulation is on the horizon that could negatively impact your product's environmental objective, it should be identified as an _____ in your SWOT analysis.

   a. Strength
   b. Weakness
   c. Opportunity
   d. Threat

6.   In the context of the Lean Product Discovery Framework, what is the primary purpose of stakeholder mapping when defining Triple Bottom Line Objectives?

   a. To identify potential investors for the product.
   b. To identify individuals or groups that have an interest in the financial, social or environmental outcomes of the product.
   c. Create a diagram of the organizational hierarchy.
   d. Map potential customers or user groups for the product.

7. How does stakeholder mapping help to achieve Triple Bottom Line Objectives?

   a. It does not; stakeholder mapping is only used in traditional business models.
   b. It identifies who will be impacted by the product and how, allowing for more informed decision making.
   c. Provides a model for product design.
   d. Shows who will be responsible for achieving each of the Triple Bottom Line Objectives.

8. Which of the following is NOT a key stakeholder category normally considered in stakeholder mapping?

   a. Investors
   b. Suppliers
   c. Competitors
   d. Professional sports teams

9. How does a Materiality Assessment contribute to the Triple Bottom Line Objectives?

   a. It does not; the Materiality Assessment is used only in traditional business models.
   b. It identifies critical sustainability issues to address that contribute to financial, social and environmental impacts.
   c. Provides a blueprint for product design.
   d. Shows who will be responsible for achieving each of the Triple Botton Line Objectives.

10. In a Materiality Assessment, who should be involved in the process of determining materiality?

    a. Only the CEO and CFO of the company.
    b. Only the customers of the product.
    c. A wide range of stakeholders, including internal and external parties.
    d. Only the company's shareholders.

11. How should the results of a Materiality Assessment be communicated to stakeholders?

    a. The results should be kept confidential within the company.
    b. The results should be shared openly with all interested parties.
    c. Only negative results should be communicated to avoid raising expectations.
    d. Only positive results should be communicated in order to promote the product.

12. What is a good practice when formulating a hypothesis?

    a. Make the hypothesis as broad as possible.
    b. Make sure the hypothesis cannot be tested or falsified.
    c. Ensure that the hypothesis is specific, testable, and relates to user needs and business objectives.
    d. Formulate the hypothesis in a way that confirms our existing beliefs.

13.   You have a hypothesis that says: "Increasing the size of the 'Add to Cart' button will increase conversions on our e-commerce site". How would you test this hypothesis?

   a.   Do a survey and ask users if they would like the button to be larger.
   b.   Change the size of the button and observe if there is a change in conversion rates.
   c.   Change the size of the button and ask team members if they think this will increase conversions.
   d.   Accept the hypothesis as true without doing any experimentation.

14.   What should you do if your experiments show that your hypothesis is incorrect?

   a.   Ignore the results and go ahead with implementing the idea.
   b.   Attempt to change the results of the experiment to match your hypothesis.
   c.   View it as a failure.
   d.   Learn from it and adapt your product or hypothesis based on the new learnings.

15.   How should hypotheses be prioritized for testing?

   a.   In the order in which they were generated.
   b.   Based on relevance to user needs and business objectives, as well as their feasibility to be tested and their potential to provide valuable learnings.
   c.   Based on the complexity of testing: the most difficult hypotheses to test should be prioritized.
   d.   All hypotheses should be tested at the same time to make sure that all practical and easy to implement ideas are considered.

16.   How should you deal with a hypothesis that does not align with your initial beliefs about the product?

   a.   Ignore it since it is probably incorrect.
   b.   Test it along with other hypotheses: your goal is to learn, not to confirm your own biases.
   c.   Consider it a threat to your product vision.
   d.   Make sure it never gets to decision makers or stakeholders.

17.   When should you set your product objective?

   a.   After the product is designed.
   b.   After the product has been launched.
   c.   Before the product development process begins.
   d.   There is no need to establish a product objective.

18.   What is the potential consequence of not having a clear vision of the product?

   a.   Lack of strategic direction for the product.
   b.   Decreased sales of the product.
   c.   Conflict within the product development team.
   d.   All of the above.

19.   A good product vision is:

   a.   Vague and abstract.
   b.   Highly detailed and restrictive.
   c.   Broad, inspirational and guides decision making.
   d.   Constantly changing.

20. How often should the product target be reviewed?

   a.   Only at the beginning of the product development process.
   b.   Every day.
   c.   At regular intervals to ensure that it remains relevant.
   d.   Never, once it is established, it should not be changed.

21. The problems discovered in the Problem Space should be:

   a.   Relevant, valuable and actionable.
   b.   Difficult, costly, and time consuming.
   c.   Simple, cheap and quick.
   d.   Technical, financial and regulatory

22. When should you move from the Problem Space to the Solution Space?

   a.   When you have a good idea for a product.
   b.   When you understand the problem well enough to define it clearly.
   c.   When you have completed your market analysis.
   d.   When you have developed a marketing plan.

23. What does SMART mean in SMART Objectives?

   a. Sales, Marketing, Accounting, Retail, Trade.
   b. Simple, Measurable, Attainable, Relevant, Timely.
   c. Specific, Measurable, Achievable, Relevant, Time-bound.

24. What is the main purpose of OKRs?

   a.   To define the organizational hierarchy.
   b.   Establish and track objectives and key results.
   c.   Calculate company revenues.

25. What is a common mistake when setting up an OKR?

a. Setting too many objectives.
b. Ignoring key results.
c. Both a and b.
d. None of the above.

26. True or False: OKRs must be disconnected from the company's vision and strategy.

a. True
b. False

27. Who should you invite to a Lean Product Discovery session?

a. Only the product manager and engineers.
b. The entire company.
c. To relevant stakeholders, including final users.
d. To the design team only.
e. Only to senior management.

28. In preparing for a Lean Product Discovery Process, you should...

a. Jump right into the process.
b. Carefully plan the agenda for the session.
c. Strictly stick to the session agenda.
d. Focus only on product features.
e. Overlook team dynamics.

29. A Lean Product Discovery Process is...

a. Linear and rigid.
b. Iterative and flexible.
c. Strict and definitive.
d. Singular and independent.
e. Repetitive and redundant.

30.   Which of these is NOT part of the Triple Bottom Line in the Triple Bottom Line Elevator Pitch?

    a.   Social impact.
    b.   Environmental impact.
    c.   Celebrity endorsement.

31.   In a Triple Bottom Line Elevator Pitch, who are the 'users' of your product or solution being referred to?

    a.   The stakeholders who invested in the product.
    b.   The team members who helped create the product.
    c.   The people who will use or benefit from the product.

32.   What does 'Triple' refer to in Triple Bottom Line Elevator Pitch?

    a.   Social, environmental and economic impacts.
    b.   Product, Price and Place.
    c.   Customers, Competitors and Company.

33.   In a User Story Map, what are "stories"?

    a.   The stages of product development.
    b.   The technical requirements of the product.
    c.   The tasks that users want to accomplish with the product.
    d.   The steps in the user's interaction with the product.

34.   During the Lean Product Discovery process, your team discovers that the target market already has several similar products.

    a.   Proceed with the product as planned, ignoring the competition.
    b.   Stop the process and abandon the product idea.
    c.   Refocus on a different market with less competition.
    d.   Revise the product concept to offer a unique value compared to the competition.

35. During a Lean Product Discovery session, a team member proposes an idea for a completely different product.

    a. Ignore the idea and stay focused on the current product.
    b. Immediately shift focus to the new product idea.
    c. Note the idea to explore in the future but stay focused on the current product.
    d. Abandon the current product and change to the new idea.

36. You discover during the process that the technology required for the product does not yet exist.

    a. Completely abandon the product idea.
    b. Continue the process, assuming the technology will be available.
    c. Attempt to develop the necessary technology yourselves.
    d. Adapt the product idea to work with the existing technology.

37. Your team experiences significant conflicts during the Lean Product Discovery process.

    a. Continue the process as usual, ignoring the conflicts.
    b. Stop the process and focus on resolving the conflicts.
    c. Divide the team into smaller groups to reduce conflicts.
    d. Dismiss and replace team members causing the conflicts.

38. You discover that one of your key assumptions about the product was incorrect.

    a. Ignore the information and continue with the current plan.
    b. Abandon the entire product idea.
    c. Update your assumptions and adjust the product concept accordingly.
    d. Attempting to make the facts fit the assumption.

39. Which of these is not a key factor in Lean Product Discovery?

   a. Focus on the customer.
   b. Minimizing waste.
   c. Experimentation.
   d. Discovering a solution to the company's oldest problem.

40. Which of these is not a critical question to answer during the Lean Product Discovery process?

   a. Will the user buy the product (or choose to use it)?
   b. Can the user figure out how to use the product?
   c. What are the management risks in building the product?
   d. Can our engineers build the product?

41. Which of these hypotheses cannot be tested?

   a. Adding a live chat to our website will reduce the time to resolve customer issues by 17%.
   b. A personalized recommendation system will increase the average order value by 15%.
   c. By increasing the font size of our product descriptions, the bounce rate on our product pages will decrease by 10%.
   d. Our product will radically change the industry.

42. With the Lean Product Discovery Framework it is possible to test all the hypotheses generated during the process...

   a. Without increasing the time of the product discovery process.
   b. Getting a budget approval to be able to test all of them.
   c. Dividing the experimentation work into different groups to do it faster.
   d. It is not possible to do so. Hypotheses should be prioritized.

43. Which of these techniques or practices can be used during a Lean Product Discovery process?

   a.   Design Sprint.
   b.   Data science and predictive analytics.
   c.   Lean UX Canvas.
   d.   Design Thinking Workshops.
   e.   All of the above.

44. Which of these is not a principle of the Lean Product Discovery Framework?

   a.   Digital fluency and remote collaboration.
   b.   Refinement and perfection.
   c.   Inclusiveness and diversity.
   d.   People and Well-Being.
   e.   Experimentation and Learning.

45. Build a real product quality deliverable to learn, even if that deliverable has minimal functionality...

   a.   Leads to a substantial waste of time and money.
   b.   Allows you to then build the cheapest possible product.
   c.   Increases customer happiness.
   d.   Motivates customers to use the product *en masse*.
   e.   None of the above.

46. The Product Time Capsule Technique...

   a.   It is only viable for long-term products (more than 10 years).
   b.   It serves to clearly define the vision and objective of the product.
   c.   Takes too much time and does not encourage communication and collaboration.
   d.   Does not motivate people's creativity.

47. Understanding customer needs, weaknesses and desired outcomes is done during:

   a. When generating Solution ideas.
   b. Before starting the Lean Product Discovery process.
   c. At the beginning of the Lean Product Discovery process and improving that understanding as we acquire new information during the process.
   d. When the product is being built.

48. In a situation where your product development team is stuck on which features to prioritize in the next update, which technique within the Lean Product Discovery Framework may be most beneficial?

   a. Ideate and Generate Hypotheses.
   b. Materiality Assessment.
   c. Triple Bottom Line Objectives.
   d. Product Vision and Objective.

49. When using the Triple Bottom Line Goals method, what aspects of your organization should you consider?

   a. Financial Impact Only.
   b. Social and Environmental Impact only.
   c. Social, Environmental and Financial Impact.
   d. Stakeholder impact only.
   e. Impact on competitors.

50. What types of questions are typically addressed in the Problem Space section of the Lean Product Discovery Framework?

   a. Questions about user needs and challenges.
   b. Questions about the company's financial situation.
   c. Questions about product specifications and design.
   d. Questions about the manufacturing process.
   e. Questions about the marketing strategy.

51. During a Lean Product Discovery process, a team member proposes a solution before understanding the problem. What should be the appropriate action?

    a. Proceed with the proposed solution immediately.
    b. Reject the proposed solution.
    c. Encourage the team member to think through the problem before proposing a solution.
    d. Assign the team member to another task.
    e. Ignore the proposed solution.

52. When conducting a Materiality Assessment for a new product, what is the primary objective?

    a. Prioritize features according to user needs.
    b. Identify and evaluate potential environmental, social, and governance (ESG) issues that could affect the product.
    c. Evaluate the cost-effectiveness of the product.
    d. Evaluate the product's market competition.
    e. Evaluate the usability of the product.

53. The SMART Goals method is used in the Lean Product Discovery Framework to:

    a. Identify user needs.
    b. Establish specific and achievable goals for the product.
    c. Design the product.
    d. Evaluate the impact of the product on the environment.
    e. Determine the market for the product.

54. The Product Vision and Objective section of the Lean Product Discovery Framework aims to:

   a.   Identify user needs.
   b.   Assess potential ESG issues.
   c.   Establish a clear and inspiring vision and set strategic goals for the product.
   d.   Design product features.
   e.   Conduct a SWOT analysis.

55. A team member suggests skipping the Triple Bottom Line Goals method to save time during the Product Discovery process. What is the best response to this suggestion?

   a.   Accept and skip the method.
   b.   Disagree and explain the importance of considering financial, social, and environmental impact.
   c.   Agree, but shorten the method.
   d.   Ignore the suggestion.
   e.   Suggest skipping another method instead.

56. The Problem Space section of the Lean Product Discovery Framework focuses primarily on understanding:

   a.   The financial objectives of the product.
   b.   The user needs, problems and the context in which these problems exist.
   c.   The competitive market for the product.
   d.   The ESG problems that the product could cause.
   e.   The possible features and design of the product.

57.	During a brainstorming session, the team comes up with a multitude of possible solutions but cannot agree on which one to pursue.

a.	The facilitator makes an executive decision and chooses a solution for the team.
b.	The team votes on the solutions, and the one with the most votes is pursued.
c.	The facilitator encourages the team to use the Lean Product Discovery process to evaluate and prioritize solutions based on their potential value, feasibility, and alignment with the product vision.
d.	All solutions are implemented without further discussion.

58.	The team rushes to develop and launch the product, neglecting the Problem Space step of the Lean Product Discovery process.

a.	Proceed as is and launch the product.
b.	Pause and review the Problem Space, understanding user needs and challenges before proceeding.
c.	Conduct a quick survey to get customer feedback and then proceed with development.
d.	Engage an external consultant to manage the Problem Space.

59.	The team has conducted user interviews but is unsure how to interpret and use the results.

a.	Ignore the results of the interviews and proceed based on the team's assumptions.
b.	Randomly select some results and make decisions based on them.
c.	Synthesize the results into clear insights and align them with the Problem Space and Solution Space.
d.	Conduct more interviews until the results become clear.

60. The team realizes that their vision and product objectives do not align with the Triple Bottom Line Objectives they initially set.

   a. Change the vision and product objectives to align with the Triple Bottom Line Objectives.
   b. Change the Triple Bottom Line Objectives to align with the product vision and objectives.
   c. Ignore the Triple Bottom Line Objectives and focus solely on the vision and product objectives.
   d. Conduct a review session to discuss the lack of alignment and adjust the vision and product objectives or Triple Bottom Line Objectives for better alignment.

61. After product implementation, the team receives feedback from users that contradicts the assumptions made during the Product Discovery process.

   a. Ignore user feedback since the product has already been implemented.
   b. Acknowledge the feedback and make iterations on the product, using the Lean Product Discovery process for continuous improvement.
   c. Change user feedback to match assumptions.
   d. Conduct another round of user interviews to validate received feedback.

62. The agenda of the Lean Product Discovery process is always the same.

   a. For consistency.
   b. No. It depends on the context and timing of the product discovery process.
   c. Definitely.
   d. For the same types of product, e.g., software.

63. What would be the best way to define the customer for your Product Vision Board?

    a.   Define the customer based on your personal opinions.
    b.   Define the customer based on stereotypes or assumptions.
    c.   Define the customer based on market research data, customer interviews and user behavior.
    d.   Defining the customer based on current sales volume.

64. In a scenario where your product needs have evolved since the last time you created a Product Vision Board, what should you do?

    a.   Ignore the changes and stick to the old vision.
    b.   Update the Product Vision Board to reflect the new needs and vision.
    c.   Create a new product to meet the evolved needs.
    d.   Change only the customer segment on the board.

65. The User Story Map is a critical tool for defining:

    a.   The customer(s) problem.
    b.   The customer's needs.
    c.   The vision of the product.
    d.   The required solution.
    e.   None of the above.

66. The Ripple Impact Matrix, the Empathy Map, the Future Customer Letter and the Lean UX Canvas are instruments that help to:

    a.   Get to know the company's stakeholders better.
    b.   Establish what the technical requirements of the product are.
    c.   To know more about the customer, consumer or user of the product.
    d.   Engage in open conversations about the future of the company.
    e.   None of the above

67.   On a customer empathy map, "concerns about potential cyber threats and transaction security" is something that goes in the quadrant of:

    a.   Think and Feel
    b.   See
    c.   Listening
    d.   Weaknesses (Pains)

68.   In a Lean UX Canvas, the following, "we believe that providing a complete, easy-to-use and secure virtual bank branch will lead to a 25% increase in online banking transactions and a 15% improvement in customer satisfaction", is something that goes in the quadrant of:

    a.   Users.
    b.   Business Results.
    c.   Assumptions.
    d.   Business Problem.
    e.   Solutions.

69.   Which of the following practices or tools is not used during the solution space in the Lean Product Discovery process:

    a.   Objectives and Key Results (OKR).
    b.   Product Vision Board.
    c.   User Story Map.
    d.   Minimum Viable Product.
    e.   The Kano Model.

70. Secure online transactions, access to account information and transaction history, and the ability to transfer funds between accounts are all features of a banking application. How are these features best classified?

    a.   Indifferent Attributes.
    b.   Inverse Attributes.
    c.   Treshold Attributes.
    d.   Performance Attributes.
    e.   Excitement Attributes.

71. What is the primary purpose of the Product Time Capsule in the Lean Product Discovery Framework?

    a.   To track the progress of product development over time.
    b.   Preserve the original vision and intent of the product.
    c.   Gather customer feedback on the product.
    d.   Document the technical specifications of the product.

72. What is the primary focus of empathy mapping in the Lean Product Discovery Framework?

    a.   The needs of the business.
    b.   The technical challenges of developing the product.
    c.   Customer experiences and emotions.
    d.   The financial costs of creating the product.

73. What helps to achieve a Future Customer Letter in the Lean Product Discovery Framework?

    a.   It establishes a legal contract with the customer.
    b.   It details the financial projections for the product.
    c.   Visualizes the impact and desired outcome for the end user.
    d.   Describes the timeline of the product development.

74.   What is the main purpose of a Lean UX Canvas in the Lean Product Discovery Framework?

   a.   To create a visual summary of the product's branding and design elements.
   b.   To describe user experiences and hypotheses for testing.
   c.   Document the technical requirements of the product.
   d.   Formalize legal agreements for the product.

75.   What is the focus of the "Jobs to be Done" concept in the Lean Product Discovery Framework?

   a.   The tasks to be completed by the product team.
   b.   The roles of the different team members in the product development process.
   c.   The functionality that customers need or want from a product.
   d.   The professional skills required to develop the product.

76.   What is the main purpose of using Objectives and Key Results (OKRs) in the Lean Product Discovery Framework?

   a.   To set strategic goals and track progress toward them.
   b.   Document the technical specifications of the product.
   c.   Describe the marketing strategy for the product.
   d.   Create job descriptions for the product team.

77.   What if you discover during empathy mapping that users are overwhelmed by the number of features in your product? What should you do?

   a.   Ignore the comments since users often complain.
   b.   Increase marketing efforts to better explain the features.
   c.   Reevaluate product design to simplify and improve user experience.
   d.   Add more features to overshadow those that are causing confusion.

78. You have written a Future Customer Letter that describes significant positive changes in the life of your user. However, your team is not sure if it is achievable. What should you do?

    a.   Ignore the concerns and continue as planned.
    b.   Validate the described impact with user research and feedback.
    c.   Discard the entire product idea.
    d.   Write a new letter with more modest ambitions.

79. You are using a Lean UX Canvas and realize that there is a strong divergence between user needs and product features. What is your next step?

    a.   Initiate a marketing campaign to change the user needs.
    b.   Ignore it and continue with the current features.
    c.   Reevaluate and realign product features with user needs.
    d.   Change the user base to match the product features.

80. You have established OKR for your product, but after a month, you realize that you are not progressing as expected. What should you do?

    a.   Ignore the lack of progress and continue as planned.
    b.   Abandon the OKR approach altogether.
    c.   Refine your strategy, investigate the reasons for slow progress, and adjust your OKRs if necessary.
    d.   Set lower OKRs so that they are easier to achieve.

81. In the context of the Lean Product Discovery Framework, why is the Product Time Capsule considered essential?

    a.   To preserve the original product objectives and vision.
    b.   To secure legal rights to the product design.
    c.   To document the technical specifications of the product.
    d.   To store customer comments.

82.   In Empathy Mapping, what does the 'Thinking and Feeling' section represent?

   a.   The user's general cognitive abilities.
   b.   The user's emotional and cognitive processes when interacting with the product.
   c.   The user's thoughts about the company.
   d.   The feelings of the product development team.

83.   What is the primary purpose of a Future Customer Letter in the Lean Product Discovery Framework?

   a.   To establish a contractual obligation.
   b.   To provide a user manual for the future product.
   c.   Detail future financial projections.
   d.   Visualize the desired outcome and impact of the product for the end users.

84.   What is the key objective of the Lean UX Canvas in the Lean Product Discovery Framework?

   a.   Map the stakeholders to the product.
   b.   Document the technical aspects of the product.
   c.   Outline user experiences, problems, and solutions to test hypotheses.
   d.   Establish the marketing strategy for the product.

85.   What is the primary focus of 'Jobs To Be Done' in the Lean Product Discovery Framework?

   a.   The tasks that need to be completed by the development team.
   b.   The desired user outcome when using a product.
   c.   The technical requirements of the product.
   d.   The marketing objectives for the product.

Answers

1. D	30. C	59. C
2. A	31. C	60. D
3. B	32. A	61. B
4. C	33. C	62. B
5. D	34. C	63. C
6. B	35. C	64. B
7. B	36. D	65. D
8. D	37. B	66. C
9. B	38. C	67. D
10. C	39. D	68. C
11. B	40. C	69. A
12. C	41. D	70. C
13. B	42. D	71. B
14. D	43. E	72. C
15. B	44. B	73. C
16. B	45. A	74. B
17. C	46. B	75. C
18. A	47. C	76. A
19. C	48. A	77. C
20. C	49. C	78. B
21. A	50. A	79. C
22. B	51. C	80. C
23. C	52. B	81. A
24. B	53. B	82. B
25. C	54. C	83. D
26. B	55. B	84. C
27. C	56. B	85. B
28. B	57. C	
29. B	58. B	