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Question 1

Question Type: MultipleChoice

The environment must facilitate collaboration and encourage risk taking with a 'fail early & fail of tern' mentality.

Note: There are 1 correct answers to this question.

Options:

A- Process

B- People

C- Client

D- Place

Answer:

D

Question 2

Question Type: MultipleChoice

During the _____ phase, ideas generated through the ideation process are transformed into concrete ideas.

Note: There are 1 correct answers to this question.

Options:

A- Implementation

B- Persona

C- Multiplication

D- Remember the Future

Answer:

A

Question 3

Question Type: MultipleChoice

Take risks. Be gritty. Learn from failure and adjust. Do it fast, and do it with an encouraging smile. Pessimism paralyzes, but belief in what could be propels us forward.

Note: There are 1 correct answers to this question.

Options:

A- Collaboration

B- Potential

C- Empathy

D- Optimism

Answer:

D

Question 4

Question Type: MultipleChoice

What are the 3 steps to interviewing?

Note: There are 3 correct answers to this question.

Options:

- A- Draft an introduction to the interview that lays out your intentions and the purpose of the interview
- B- Think about whom you want to interview
- C- challenging questions to bring the interviewee to make creative suggestions
- D- Prepare your interview questions

Answer:

A, B, D

Question 5

Question Type: MultipleChoice

What is one of the biggest obstacles in trying new things or generating new ideas?

Note: There are 1 correct answers to this question.

Options:

- A- Fail early to succeed sooner
- B- Funky prototyping
- C- Fear of Failure
- D- Iterate ideation phase

Answer:

C

Question 6

Question Type: MultipleChoice

Of the 3 main criteria for a successful idea - feasibility, viability, and desirability - which is the starting point?

Note: There are 1 correct answers to this question.

Options:

A- Viability

B- Desirability

C- Differentiability

D- Feasibility

Answer:

B

Question 7

Question Type: MultipleChoice

A useful interview technique that gives a way to delve into a problem one layer at a time. (Starts with the challenges they are facing and ends up at what emotions are driving their actions)

Note: There are 1 correct answers to this question.

Options:

A- Phone interviews

B- 'Peel the Onion'

C- Onsite interviews

D- Panel interviews

Answer:

B

Question 8

Question Type: MultipleChoice

_____ can be an alternative or a complement to observation.

Note: There are 1 correct answers to this question.

Options:

A- Persona

B- Interviewing

C- Multiplication

D- Remember the Future

Answer:

B

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