



# Poll Questions

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**Question 1: Which of the following statements best encapsulates Design Thinking?**

- a) The user is at the heart of the development process
- b) Testing is important to adjust and refine the project
- c) Customer feedback is integrated in the process
- d) All of the above

**Question 2: What is the first step in the Design Thinking process?**

- a) Ideation
- b) Prototyping
- c) Empathize
- d) Testing

**Question 3: What does it mean to create a unique value proposition?**

- a) Offering the lowest prices in the market
- b) Providing products or services tailored to specific user needs
- c) Listening to customer feedback
- d) Following industry standards

**Question 4: Which of the following statements is not true?**

- a) Total Addressable Market (TAM) is all the potential customers of that market
- b) Serviceable Addressable Market (SAM) is a portion of the TAM that the company can realistically serve
- c) Total Addressable Market (TAM) is the overall revenue opportunity available for a product or service within a specific market
- d) Serviceable Addressable Market (SAM) is the portion of the market that the company actually captures

**Question 5: How can innovation help in staying competitive?**

- a) By collecting user feedback
- b) By benchmarking different competitors
- c) By developing strong teams
- d) By creating unique value propositions





# Answers

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## **Answers**

**Question 1: d) All of the above**

**Question 2: c) Empathize**

**Question 3: b) Providing products or services tailored to specific user needs**

**Question 4: d) Serviceable Addressable Market (SAM) is the portion of the market that the company actually captures**

**Question 5: d) By creating unique value propositions**