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Certified Innovation Professional (CInP)

QUESTION & ANSWERS

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GInI Certified Innovation Professional (CInP) Sample Questions (Q74-Q79):

NEW QUESTION # 74

Design Research focuses on the interactions between people and things so that we can better understand the interfaces between them and how they are used, and thus design our offerings to optimize the user experience.

Select one correct answer from the list:

- **A. The interactions between people and things**
- B. The interactions between different things
- C. The interactions between different people
- D. How things that people never see operate in the background

Answer: A

Explanation:

GInI's Certified Innovation Professional (CInP) Handbook defines Design Research as a critical component of needfinding and Design Thinking, focusing on "the interactions between people and things" to uncover insights about user behavior, needs, and experiences. This involves observing how individuals engage with products, services, or systems (the "things")-their touchpoints, pain points, and usage patterns-to inform user-centered design. The goal is to optimize the user experience by understanding these interfaces, a principle rooted in human-centered design methodologies that GInI adopts. Option B, "interactions between different things," shifts focus to system mechanics, not user-centricity. Option C, "interactions between different people," emphasizes social dynamics, missing the product/service context. Option D, "things people never see," like backend processes, is irrelevant to user experience design. Option A aligns with GInI's explicit wording and intent, matching the original answer, reflecting a disciplined approach to empathizing with users and translating observations into actionable design improvements-a cornerstone of GInI's Front End innovation process.

NEW QUESTION # 75

A cardinal rule for Project Leaders leading their teams in needfinding is to never pursue innovation for the sake of being innovative. Why is this?

Select one correct answer from the list:

- A. It may raise different stakeholders' expectations too high beyond what the business can safely deliver
- B. Because being innovative is now looked down upon by most customers
- C. They must also combine the innovation with effective marketing if they really want to look innovative
- **D. Without a clear understanding of the deeper market need involved, it usually just results in another "me too" offering**

Answer: D

Explanation:

GInI's CInP Handbook underscores that innovation must address a genuine market need, particularly during needfinding in the Front End. Pursuing innovation merely to appear innovative-without grounding it in a deep understanding of customer or market needs-often leads to uninspired, incremental "me too" offerings that fail to differentiate or deliver value. Option B, raising stakeholder expectations, is a potential risk but not the core reason GInI highlights. Option C, combining with marketing, shifts focus to execution rather than the root issue of needfinding. Option D, suggesting innovation is undesirable, contradicts GInI's entire philosophy. A aligns with GInI's principle that innovation must solve real problems, not chase novelty for its own sake, confirming the original answer.

Reference: GInI CInP Handbook, Section on Needfinding Principles.

NEW QUESTION # 76

One of the Program Leader's jobs in relation to Engagement is to select and deploy the engagement mechanisms most suited to special needs that arise from different functional groups and/or business units in the business.

Select one correct answer from the list:

- **A. different functional groups and/or business units**
- B. anyone, working anywhere
- C. surprising new opportunities
- D. deep deficiencies

Answer: A

Explanation:

GInI's CInP Handbook tasks Program Leaders with tailoring engagement mechanisms to the specific needs of various parts of the organization, such as "different functional groups and/or business units." This ensures relevance and effectiveness across diverse teams like R&D, marketing, or operations. "Anyone, working anywhere" (A) is too vague, "deep deficiencies" (B) implies problems rather than needs, and "surprising new opportunities" (C) shifts focus to outcomes rather than organizational structure. D directly reflects GInI's emphasis on customization by group.

Reference: GInI CInP Handbook, Section on Role of Program Leaders.

NEW QUESTION # 77

As a Program Leader, you would be charged primarily with what?

Select one correct answer from the list:

- A. Helping the business apply Design Methods to its challenges.
- B. Setting the business' Innovation Strategy.
- **C. Helping to drive the business' Innovation Program.**
- D. Leading individual Innovation Projects for the business.

Answer: C

NEW QUESTION # 78

Build to Empathize is one of the 12 Purposes of Prototyping in which we build prototypes to develop a deeper understanding of the customer and of their world / situation / problem.

Select one correct answer from the list:

- A. Build to Think
- B. Build to Clarify
- **C. Build to Empathize**
- D. Build to Learn

Answer: C

Explanation:

GInI's CInP Handbook lists 12 Purposes of Prototyping, including "Build to Empathize," where prototypes are created not to test solutions but to deepen empathy-e.g., simulating a user's experience to understand their context, struggles, or needs. This aligns with the Empathize phase, using tangible models to bridge observation and insight. "Build to Learn" (A) tests functionality or feasibility, not empathy. "Build to Think" (B) aids ideation, not user understanding. "Build to Clarify" (C) refines concepts for communication, not customer insight. Option D matches GInI's definition, aligning with the original answer, showcasing GInI's nuanced prototyping philosophy-leveraging physicality to enhance human connection, a subtle yet powerful Front End tool.

NEW QUESTION # 79

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