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## GInI Certified Innovation Professional (CInP) Sample Questions (Q72-Q77):

### NEW QUESTION # 72

Qualitative studies are generally conducted in one of two ways—either online or as fieldwork. The latter involves going out into the field and talking to certain types of people, often when they are engaged in a particular experience of interest.

Select one correct answer from the list:

- A. Going door-to-door to conduct user surveys
- B. Setting up kiosks that ask people to answer a survey on the spot
- C. Going out into the field and taking pictures of random subjects doing random things

- D. Going out into the field and talking to certain types of people, often when they are engaged in a particular experience of interest

**Answer: D**

Explanation:

TheCInP Handbookexplains that qualitative studies in innovation research, particularly within Design Research, are conducted either online (e.g., virtual interviews) or through fieldwork. Fieldwork, as GInI describes, entails "going out into the field and talking to certain types of people," often in situ-while they're engaged in a specific experience (e.g., using a product, navigating a service)-to capture contextual insights.

This ethnographic approach allows researchers to observe authentic behaviors and ask targeted questions, yielding rich, nuanced data for needfinding. Option B, "taking pictures of random subjects," lacks purpose and depth, contradicting GInI's focus on intentionality. Option C, "door-to-door surveys," is structured and less contextual, missing the experiential focus. Option D, "kiosks," is a quantitative tactic, not qualitative fieldwork. Option A matches GInI's methodology, aligning with the original answer, embodying a rigorous, user-focused process that informs empathetic design-a key differentiator in GInI's innovation toolkit.

Reference:GInICInP Handbook, Section on Qualitative Research Methods.

### NEW QUESTION # 73

A key use of research in Needfinding work is for market segmentation, where an overall population of prospective customers is segmented according to the particular outcome each segment seeks.

Select one correct answer from the list:

- A. Their lifestyles
- B. The particular outcome each segment seeks
- C. Various demographic factors
- D. Their tastes-what they like and dislike

**Answer: B**

Explanation:

GInI'sCInP Handbookhighlights Needfinding as a Front End activity where research, including market segmentation, identifies customer needs. GInI advocates segmenting based on "the particular outcome each segment seeks" (e.g., convenience, performance)-a jobs-to-be-done approach-rather than traditional metrics. This focuses on why customers buy, revealing actionable innovation opportunities. Option B,

"demographic factors" (age, income), is conventional but less need-centric. Option C, "lifestyles," and Option D, "tastes," are behavioral but miss the outcome focus GInI prioritizes. Option A aligns with GInI's methodology, matching the original answer, embodying a sophisticated, outcome-driven segmentation that drives targeted innovation-a nuanced evolution of market research.

Reference:GInICInP Handbook, Section on Needfinding and Market Segmentation.

### NEW QUESTION # 74

The third step in the GInI Breakthrough Innovation Method-Oblique Examination-involves both divergent and convergent processes.

Select one correct answer from the list:

- A. Internal / external
- B. Problem / solution
- C. Fast / slow
- D. Divergent / convergent

**Answer: D**

Explanation:

In the GInI Breakthrough Innovation Method, "Oblique Examination" is the third step, following Context and Exploration. TheCInP Handbookdescribes it as a dual-process phase where teams first use "divergent" thinking to generate a wide array of ideas and perspectives (expanding possibilities), then apply "convergent" thinking to synthesize and narrow these into actionable insights. This mirrors classic creativity models (e.g., Guilford's divergent-convergent framework) adapted by GInI for innovation. "Oblique" suggests lateral, unconventional angles, but the process remains structured: diverge to explore, converge to refine. Option A, "fast/slow," refers to pace, not process type. Option C, "problem/solution," oversimplifies without capturing the thinking dynamics. Option D, "internal/external," might relate to sourcing but isn't the focus here. Option B directly reflects GInI's methodology, where divergent-convergent interplay drives breakthrough thinking.

The original answer (B) is correct, embodying GInI's balance of creativity and discipline, a hallmark of its systematic yet flexible approach to innovation.

Reference:GInICInP Handbook, Section on Breakthrough Innovation Method, Step 3: Oblique Examination.

#### NEW QUESTION # 75

Since each Mechanism of Engagement will resonate with a different audience in the business, a portfolio approach to their use allows a program to maximize its overall engagement, while also benefiting from what?

Select one correct answer from the list:

- **A. A diversity of personalities, styles, perspectives, and capabilities**
- B. A breadth of different demographics
- C. A range of intellectual capacities
- D. A variety of languages

**Answer: A**

Explanation:

GInI emphasizes that a portfolio approach to engagement mechanisms-such as Innovation Kits, Tournaments, or Panels-enhances participation by appealing to varied groups within an organization. The CInP Handbooknotes that this approach leverages "a diversity of personalities, styles, perspectives, and capabilities" to ensure broad and effective engagement. This diversity allows the innovation program to tap into different ways of thinking and working, maximizing creativity and involvement. "A variety of languages" (A) is too narrow and not a focus of GInI's framework. "A breadth of different demographics" (C) and "A range of intellectual capacities" (D) are less specific and not directly cited as the primary benefit in GInI documentation.

Reference:GInICInP Handbook, Section on Portfolio Approach to Engagement.

#### NEW QUESTION # 76

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

**Answer: C**

Explanation:

GInI'sCertified Innovation Professional (CInP) Handbookdefines 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.

Reference:GInICInP Handbook, Section on Design Research and Needfinding.

#### NEW QUESTION # 77

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