# Creativity and Innovation Practice

Use this key to check answers and read the explanations.

1. A school team is deciding how to reduce noise during group work. Its goal for the next ten minutes is to widen the range of ideas before judging them. Which activity fits?

A. Generate several different approaches and save evaluation for later.
B. Vote on the first suggestion and begin making it.
C. Score each suggestion as soon as it is proposed.
D. Ask everyone to improve the same proposed sign.

Correct answer: A. Generate several different approaches and save evaluation for later.
Divergent thinking expands the set of possible approaches. Delaying evaluation leaves time to generate different kinds of ideas.

2. A workplace team has eight sign designs. It must shortlist designs readable from two meters that fit the printing budget. Which action narrows the list using both criteria?

A. Keep the two designs with the lowest printing cost without checking readability.
B. Add more sign ideas in different styles.
C. Check readability at two meters and printing cost, then keep only designs that pass both checks.
D. Keep one design from each teammate before running any checks.

Correct answer: C. Check readability at two meters and printing cost, then keep only designs that pass both checks.
The team is converging on usable choices. Applying both checks keeps the shortlist tied to the stated requirements.

3. A print shop is tracking business innovations under the Oslo Manual. Which update reports a significantly new or improved product or process that has actually entered use or reached customers?

A. Staff have drawn a concept for a new order-routing process.
B. Staff now use a substantially redesigned order-routing process on regular customer jobs.
C. The team has made a sample booklet for a possible new product it has yet to offer.
D. A manager has approved a budget to explore alternatives next month.

Correct answer: B. Staff now use a substantially redesigned order-routing process on regular customer jobs.
The redesigned process is already being used in the shop. Plans, samples, and budgets can support innovation activity before a resulting change is implemented.

4. A stationery shop wants to record an implemented business process innovation. It is looking for a substantial change to how staff do their work. Which example fits?

A. The shop keeps the same stock-counting workflow and renames its checklist.
B. The shop begins selling a substantially redesigned cardholder.
C. Staff propose a new inventory workflow for next year's planning cycle.
D. Staff use a substantially new stock-counting workflow on every shift.

Correct answer: D. Staff use a substantially new stock-counting workflow on every shift.
The stock-counting workflow changes how staff carry out an existing business function, and it is already in use. The redesigned cardholder changes what the shop sells.

5. First-time workshop participants miss room changes. The design question must focus on helping them find the new room while leaving the choice of tool open. Which question fits?

A. How might we make everyone download a room-alert app?
B. How might we help first-time participants find the room after a schedule change?
C. How might we redesign the workshop sign-up fees?
D. How might we prove our existing signs work?

Correct answer: B. How might we help first-time participants find the room after a schedule change?
The question names the people and the outcome. The team can explore signs, alerts, staff support, or other ways to meet it.

6. A team wants to identify the exact step where first-time visitors hesitate during check-in. Which evidence would show that step directly?

A. Observe willing first-time visitors completing check-in and note where each pauses.
B. Ask experienced staff which step they remember finding difficult.
C. Read the order of steps in the check-in manual.
D. Compare total attendance at two events.

Correct answer: A. Observe willing first-time visitors completing check-in and note where each pauses.
Watching people use the process shows where hesitation occurs. The manual describes the intended sequence, and attendance totals give no step-by-step record.

7. A school office wants to learn whether the order of fields on a new request form makes sense. It needs the quickest mockup that lets users attempt the full sequence. Which prototype serves that purpose?

A. A finished database with the form screens still missing
B. A polished title page that leaves out the fields
C. A collage of colors intended for the eventual form
D. A plain paper form in the proposed order, with spaces for users to fill in

Correct answer: D. A plain paper form in the proposed order, with spaces for users to fill in
The paper form lets participants try the sequence being tested. It can be changed quickly if they encounter a field in an unexpected place.

8. A team needs to know whether a new returns-desk symbol communicates its meaning on its own. Which test matches that goal?

A. Explain the symbol's meaning, then ask participants to repeat it.
B. Show the symbol next to the words Returns Desk and ask where to go.
C. Show the symbol by itself and ask each participant what it means before offering hints.
D. Ask participants which of two finished signs they find more attractive.

Correct answer: C. Show the symbol by itself and ask each participant what it means before offering hints.
Showing the symbol alone makes it the only cue. The answers show what people understood before being told the intended meaning.

9. In a mockup test, most participants first tap the upper-right corner when looking for Continue, which is at the bottom. The team wants a revision that responds to that pattern and a retest that records first taps. Which plan meets both criteria?

A. Move Continue to the upper-right corner and record where new participants first tap during the same task.
B. Keep Continue at the bottom and ask participants to rate its color.
C. Move Continue to the lower-left corner and record first taps.
D. Move Continue to the upper-right corner and count completed tasks without recording taps.

Correct answer: A. Move Continue to the upper-right corner and record where new participants first tap during the same task.
The revision places Continue where participants looked. Recording first taps in the retest shows whether people find the button on their first try.

10. A fictional test defines success as finishing without hints. Of 20 participants, 15 finish without a hint, 3 finish after a hint, and 2 stop. Which entry belongs in the unassisted-success column?

A. 3 of 20
B. 18 of 20
C. 15 of 18
D. 15 of 20

Correct answer: D. 15 of 20
Only the 15 unassisted completions meet the success criterion. All 20 attempted the task, including the people who received hints or stopped.

11. Two prototype screens differ in both the help icon and the typeface. The team wants to learn which icon leads more people to find help. Which comparison best isolates the icon under test?

A. Use the same icon but compare the two different typefaces.
B. Keep the different typefaces and let both groups try the same task.
C. Use identical screens apart from the icon and give both groups the same task.
D. Give one group a demonstration of its icon before the task.

Correct answer: C. Use identical screens apart from the icon and give both groups the same task.
Matching the screens and task leaves the icon as the intended design difference. A typeface change or a demonstration would add another explanation for any difference.

12. In a fictional pilot, 14 of 20 participants finish with prototype A and 18 of 30 finish with prototype B. Both versions use the same success rule. Which comparison correctly describes the observed rates?

A. B's rate is higher by 10 percentage points.
B. A's rate is higher by 10 percentage points.
C. B's rate is higher by 4 percentage points.
D. Both rates are equal after accounting for the group sizes.

Correct answer: B. A's rate is higher by 10 percentage points.
A's rate is 14 ÷ 20 = 70%. B's rate is 18 ÷ 30 = 60%. The observed rate for A is higher by 10 percentage points.

13. A fictional test defines typical time as the median. The old design's five times in seconds are 130, 35, 41, 32, 45. The revised design's are 39, 35, 40, 36, 38. How did the median change?

A. It stayed the same.
B. It fell by 19 seconds.
C. It rose by 3 seconds.
D. It fell by 3 seconds.

Correct answer: D. It fell by 3 seconds.
Sorting each group puts 41 in the middle for the old design and 38 in the middle for the revised design. The median fell by 3 seconds.

14. A fictional team requires at least 18 unassisted completions out of 20 and a cost of at most $100. Among eligible prototypes, it picks the lowest median time. Each entry gives unassisted completions, cost, and median seconds. A (19, $115, 42), B (18, $95, 51), C (17, $85, 39), D (18, $98, 48). Which qualifies and ranks first?

A. D
B. A
C. B
D. C

Correct answer: A. D

A is over budget and C has too few unassisted completions. B and D pass both requirements. D has the lower median time, 48 seconds versus 51.

15. A fictional help desk changes its signs and assigns an extra staff member to direct visitors on the same day. Successful routing rises from 12 of 20 visitors before the changes to 18 of 20 afterward. Which statement fits these records?

A. The guide alone raised the success rate by 6 percentage points.
B. The signs alone raised the success rate by 30 percentage points.
C. The observed rate rose by 30 percentage points, and the records cannot isolate the signs' effect.
D. The two changes contributed exactly 15 percentage points each.

Correct answer: C. The observed rate rose by 30 percentage points, and the records cannot isolate the signs' effect.

The observed rate rose from 60% to 90%. Since the signs and staffing changed together, that comparison leaves their separate effects unresolved.