

**How to succeed at a whiteboard challenge and get that dream job you have always wanted.**

# What's the point?

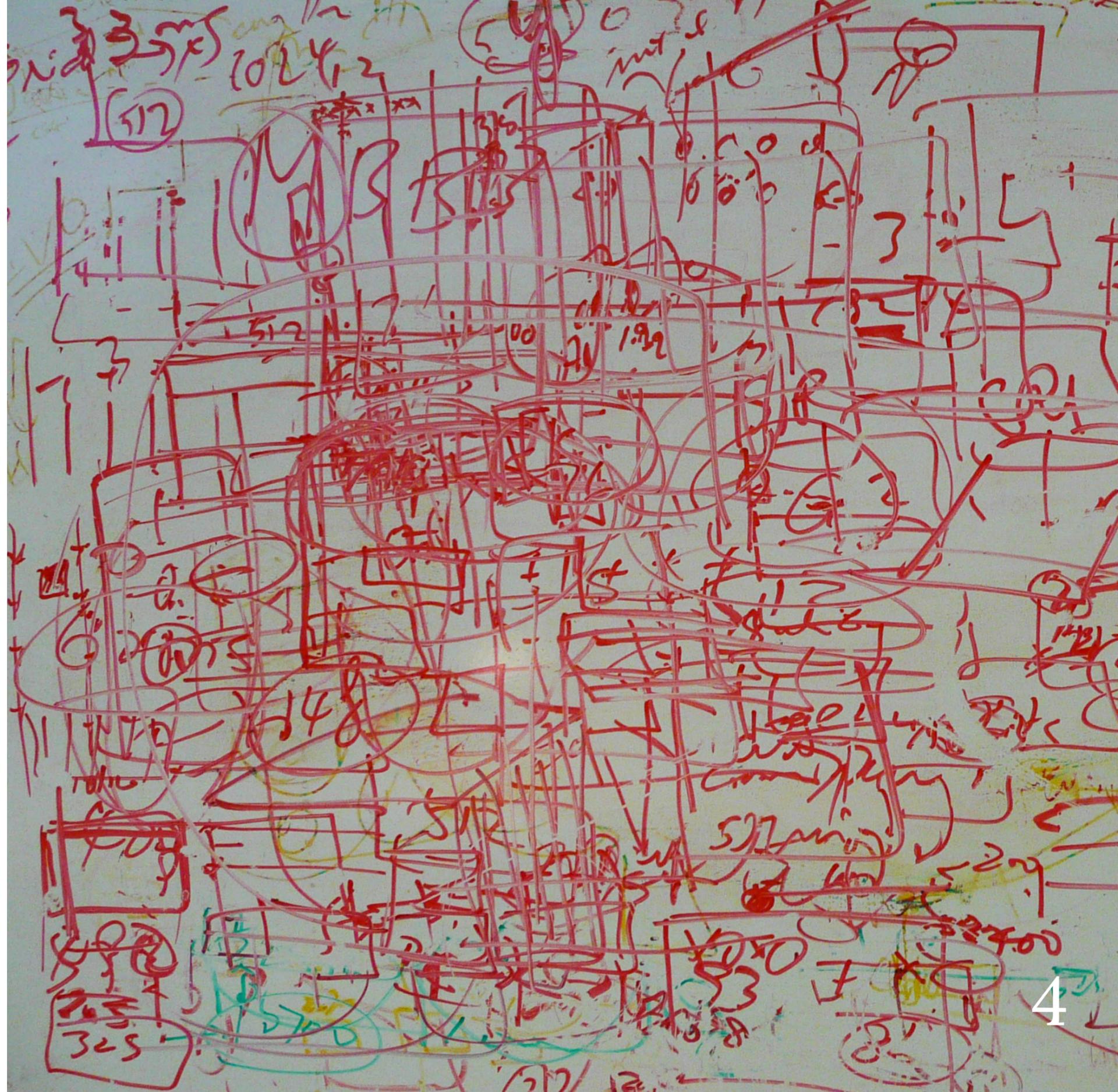
A whiteboard challenge is more about how you work with a team than what you create on the spot.

# Can you define problems?

- Do you **ask questions** to **get clarity on the goal**?
- Do you **focus on the users** and their contexts?
- Do you **make valid assumptions** and ask the right questions?
- Do you go beyond UI and **think holistically** about the whole scenario?
- Do you understand basic design principles and patterns?
- Do you mention weaknesses and improvements in your solution?

# Pitfalls

**Sloppy whiteboards** are impossible to read and make you look like you're panicking.



# Pitfalls

**Communicate as you draw.**  
Thinking aloud and asking questions while you draw shows that you now how to work in a team.



# Pitfalls

**Write down what you are told.** It's important to capture the context you're gathering, especially key decisions.



# Pitfalls

**Don't be defensive.**

Questions being asked are to get to know you and to push you to think. They are gold!

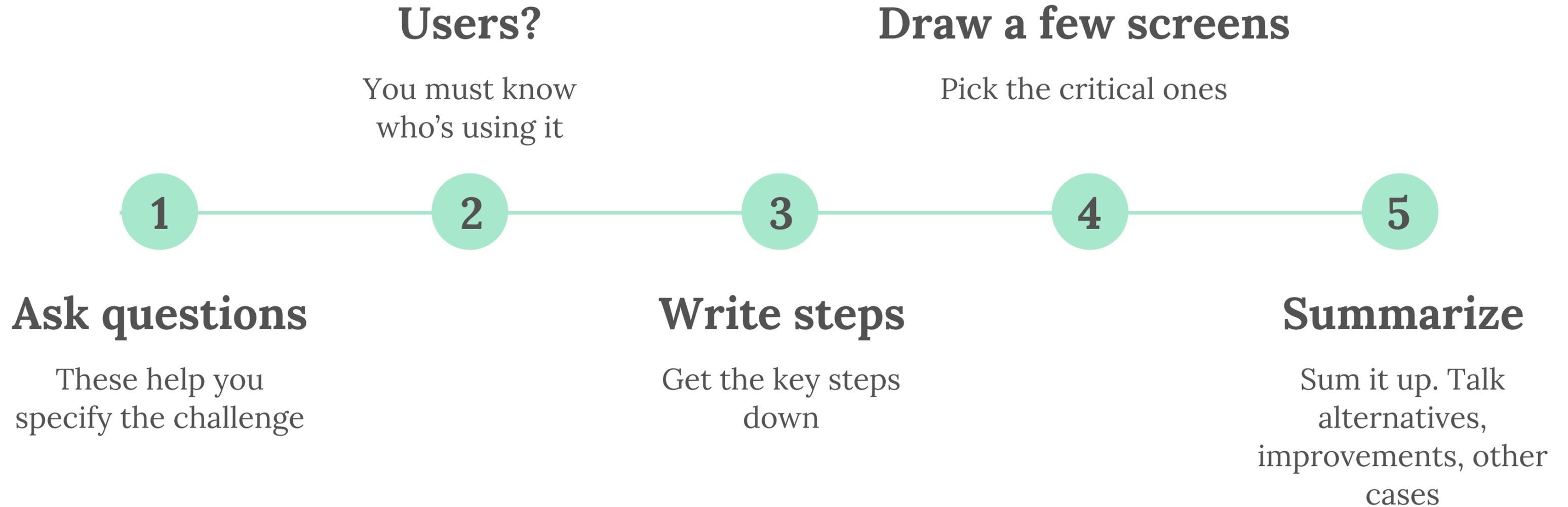


# Pitfalls

**Have a focus.** This isn't about coming up with a bunch of ideas, but one that is fairly thought out.



# 5-Step approach



# Ask questions

1

2

3

4

5

**Don't start designing until you understand the problem**

What is the goal of the design?

What are some details and context of the challenge?

What is the timeline, device or other constraints?



# Users?

1

2

3

4

5

**Ensure you understand the user and their context**

What types of users?

What are behavioural assumptions and problems?

What are common cases?

What benefits should you prove?



# Write steps

1

2

3

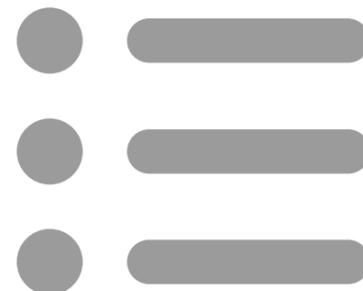
4

5

## Write out steps to create a user story

Designing from a user story offers:

- A clear direction
- A way say what you expect to design to get sign off
- A reference at all stages of the designs



# Draw a few screens

1

2

3

4

5

## Draw a few critical screens

- Draw clearly
- Label properly
- Don't resort to squiggly lines



# Summarize

1

2

3

4

5

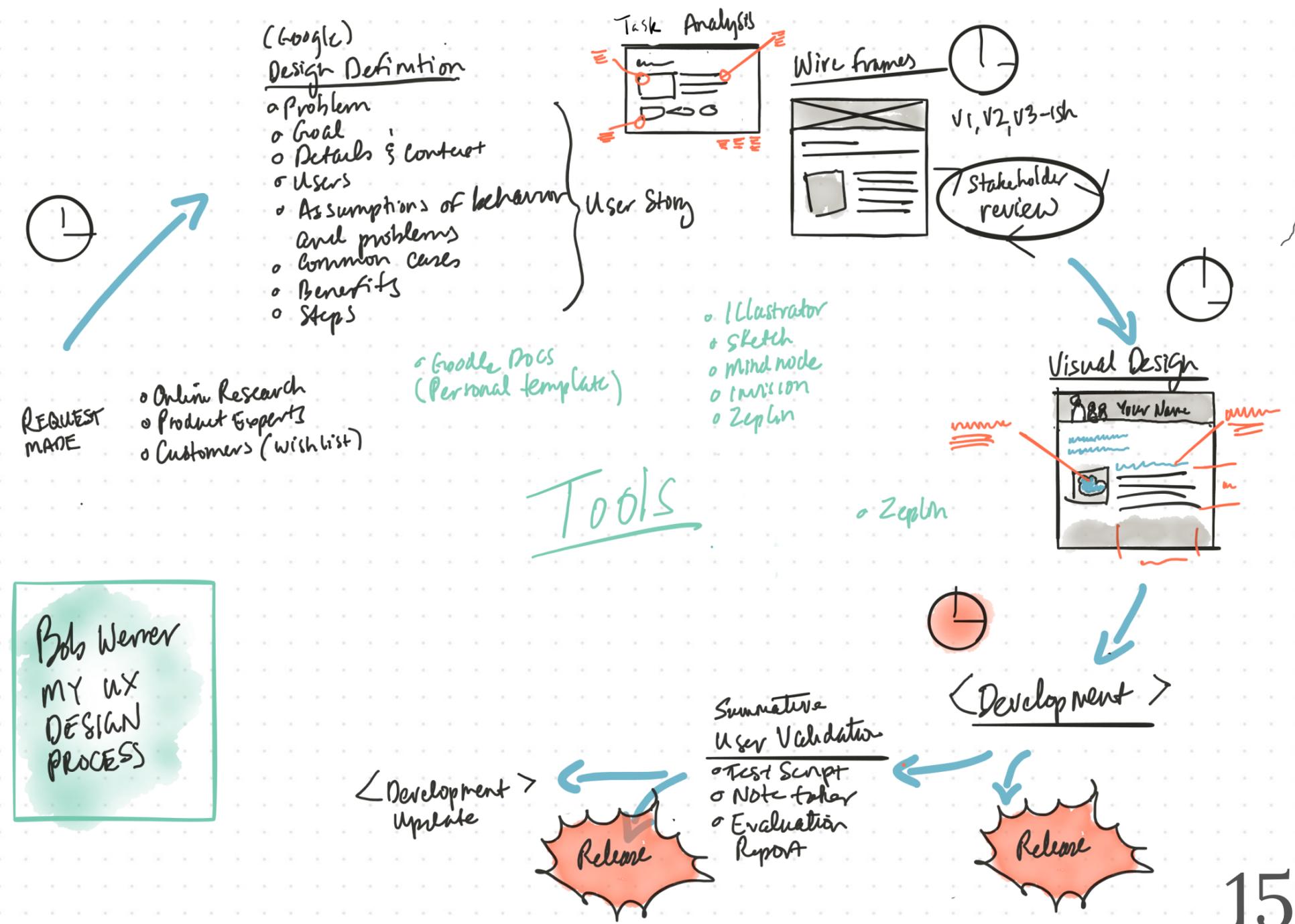
## Summarize and explore alternatives

- Review your concept in summary
- Think of alternative scenarios
- Are there any areas you would explore if you had time?



# How are you going to remember this?

- **Daily use:** Incorporate into your process. Create a template.
- **Cheat sheet:** Bring a drawing with you of your process that has these steps in them, then wow them by using them and proving your process.



Bob Werner  
MY UX  
DESIGN  
PROCESS

# Context

## Goal

Ensure that students have the tools necessary to perform a whiteboard challenge, while also providing a framework for all future design work.

## Details & context

- Challenges can be spontaneous
- Incorporating the principles into the design process prepares one for the spontaneous challenge
- Facilitate small group challenges

## Types of users

- Interviewee
- Interviewer

## Assumptions of user's behaviours and problems

- Interviewees are don't ask enough questions
- Interviewees get defensive
- Applicants aren't prepared

## Common cases

- Pitfalls
- Follow 5 steps
- Context gathering: Ask open-ended questions; Confirm there is nothing else to know?
- Write down answers
- Draw solution
- Practice a challenge, then swap

## Benefits

- Prepare for future interviews
- Present a new way to attack a problem

# Cheat sheet

## **1 Ask questions first**

What is the goal of the design?

What are some details and context of the challenge?

What is the timeline, device or other constraints?

## **2 Understand the user**

What types of users?

What are behavioural assumptions and problems?

What are common cases?

What benefits should you prove?

## **3 Write out the steps**

## **4 Draw out a few key screens**

## **5 Summarize & consider alternatives**