CASE STUDY: BYTEBOARD: REINVENTING THE TECHNICAL INTERVIEW (A)

BASICS

- Idea conception by two women of colour – Nikke Hardson-Hurley & Sargun Kaur, former Google employees, joined Google's the Area 120 incubator program.
- Motivation – personal experiences with technical interviews; moreover an inclination towards addressing 'diversity in tech'.

- User needs – identify the following:
  - ‘who’ are the intended users & user personas
  - ‘what’ are their pain points
- Identify the steps/process followed by the founders in discovering and defining the problem(s).
  - What were the sources of information for them to understand and identify problems?
- Do you find design thinking principles being applied in problem identification and definition? Explain.

- ‘How’ did they ‘gather’ and ‘organize’ information collected from various users/stakeholders?

- How will you derive hypothesis for each of the problems that the founders want to test?

BYTEBOARD EXAMPLE

Broad Problems/needs

Ineffective assessment

Benefits

Effective assessment of the candidate

Core value proposition

A more effective screening interview

Stakeholders

- Recruiting managers
- Engg. teams

Feature set

- Revised Q's
- Project-based interview
- Scoring algorithms for candidate differentiation
- Reports

MVP – metrics to improve

- Higher correlation between candidate's interview score and offer extension or job performance

BYTEBOARD EXAMPLE (CONTD.)

Broad Problems/needs	Benefits	Core value proposition	Stakeholders
Ineffective assessment	Effective assessment of the candidate	A more effective screening interview	• Recruiting managers • Engg. teams
Interview bias and stress	Inequitable interview process	Increase diversity of engg. teams	• Candidates (underrepresented & highly-qualified) • Recruiting managers • Engg teams
Inefficiencies	Efficient processes	Reduce operational complexity and optimize resources	Recruiting managers

Core value proposition	Stakeholders	MVP – metrics to improve	Feature set
A more effective screening interview	• Recruiting managers • Engg. teams	• Higher correlation between candidate's interview score and offer extension or job performance	• Revised Q's • Project-based interview • Scoring algorithms for candidate differentiation • Reports
Increase diversity of engg. teams	• Candidates (underrepresented & highly-qualified) • Recruiting managers • Engg teams	• Increase job offers to high-quality candidates from under-represented backgrounds • Increased process standardization • Candidate experience (stress/bias experienced)	• Anonymizing candidates • Control for biases • Process (better process) standardization
Reduce operational complexity and optimize resources	• Recruiting managers • Human resource VPs • Engineers involved in recruiting process	• Improve process metrics (various)	