Retro Time
A SOFTWARE PODCAST
RETROTIMEPODCAST.COM

Get Hired: Episode 04.

Demystifying the
UX Whiteboard Challenge

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Agenda

- What is a whiteboard challenge?
- Why are they important?
- How to prepare
- Understand the process
- Common Mistakes
- Tips & Tricks

02

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The Whiteboard Challenge

A simple prompt that gives the interviewer an insight into your abilities as a UX designer.

Don't Overthink It

This is simply the process you already follow, just compressed into an hour.

A straightforward process

Contextualize   **Define**   **Ideate**   **Refine**   **Summarize**

?

Contextualize the environment
about 10 min

List out the facts from the problem statement. Make assumptions and declare those assumptions.

Who are the users? What are the constraints? Do we have any budgetary limitations?
Is this for a particular platform? Who are the competitors? What are they doing?

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Define the problem

about 10 min

List out the potential problems that this application will attempt to solve.

Maybe we focus on only one or two. Choose the biggest problems and state that.
Make assumptions about problems and state them out loud.

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07

⟳ **Ideate through solutions**

about 10 min

Start to list out potential solutions. How might we...

HMW solve this... or HMW solve that? Start to list out the potential solutions you want to dive deeper into and explore via simple sketches in the next phase.

08

Refine your best idea

about 25 min

We put the marker to whiteboard.

Start some simple, high-level designs on the whiteboard. These should be low fidelity to get some simple ideas across. Don't get too far into the weeds.

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Summarize your solution

about 5 min

Choose one or two items from the whiteboard and talk through it.

Why did we make the decisions we made? Restate some assumptions and how you think your solutions would have solved the problem statement. How do you plan on validating this? How would you work with the engineering team to get it built?

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Interviewers are looking for...

- Collaboration skills
- Ability to ask the right questions
- Problem solving skills
- Personality fit for their team

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Common Mistakes

- Not asking enough questions
- Not including the interviewers in the process
- Not talking through your process
- Getting stuck on one step
- Getting too detailed in your solutions
- Focusing on perfection

Don't forget...

This whole process is terrifying.
Don't sweat it.
Practice. Practice. Practice.

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Let's take a crack at it

A new hotel is looking for a way to give their guests more information.

A new hotel in a historic district of Brussels is having trouble getting guests the information they need.
They are looking for a way to create a better guest experience.

Help this hotel provide their guests with the information they need for a great stay.

from sharpen.design

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But wait. There's more!

Check out the rest of the *Get Hired Series* at retrotimepodcast.com/get-hired

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about 10 min

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Summarize your solution

about 5 min

Why did we make the decisions we made? Restate some assumptions and how you think your solutions would have solved the problem statement. How do you plan on validating this? How would you work with the engineering team to get it built?