

Problem Statement:

Top 3 problems to work on interview bit to increase daily active users.

Scope Definition:

DAU = Number of Users * % of users visiting per day

- To increase the DAU, we could either increase the user base or
- Increase the % of users visiting per day

Approach:

Increasing the DAU is the goal we have set for ourselves and let's solve this by:

- Identifying user groups
- Choosing one of among these user groups based on impact
- Identifying the needs/pain points
- Figuring out the most impactful pain points/needs
- Ideating solutions for these pain points
- Choosing one of these solutions based on costs and benefits

Users:

The [platform](#) helps the students and working professionals to learn & polish skills to get ready for the jobs and crack them. Hence, the users are

- Students
- Working Professionals

Let's target the Students for now as these guys are more available throughout the week when compared to the working Professionals. After identifying the needs and solving them if we find that the solution can be implemented for the whole audience, we can launch it for the entire user base

User Needs:

Let's understand the primary need of the user and break it down further

Primary Need:

To crack the job interview

Breaking down the Primary Need:

To accomplish the primary need, the following are the microscopic needs that came out as a result of primary research :

- Understand the skills required to crack the job
- Understand if they are skilled enough with their current skills
- If not, upskill themselves
- Practice the previously asked questions at the company
- Stay updated on the company
 1. About companies latest questions
 2. About the company itself
- Practice regularly
- Work on relevant projects
- Discuss with peer
- Do Mock interviews
- Get a chance to interact with someone from the targeted company
- Apply for the job
- Show the company their work and that they are skilled enough

Identifying Gaps in needs:

Now let's look at among the needs that we've listed above and understand what out of these are addressed by interview bit and its competitors

S.No	Needs	Addressed	Competitor's stand	Comments
1	Understand the skills required to crack the job	No	<ul style="list-style-type: none">• Hacker Rank: No• Code Chef: No• Leet Code: No• Geek for Geeks: No	Opportunity
2	Understand if they are skilled enough with their current skills	Yes	Ignoring as this is already addressed	Skill specific mock interviews solve the problem
3	Upskill themselves	Yes	Ignoring competitors as this is already addressed	Wide variety of skills to choose from but new skills can be added

4	Practice the previously asked questions at the company	Yes	Ignoring competitors as this is already addressed	Entire Archive and also company-specific search
5	Stay updated on the companies latest asked problems	Yes	Ignoring competitors as this is already addressed	The user has to manually sort and look
6	Stay updated about the company	Yes	Ignoring competitors as this is already addressed	A lot of articles are being posted but difficult to catch up
7	Practice regularly	Yes	Ignoring competitors as this is already addressed	Lack of new content or Not finding value in coins can be an issue
8	Work on relevant projects	No	<ul style="list-style-type: none"> • Hacker Rank: No • Code Chef: No • Leet Code: No • Geek for Geeks: Yes 	Opportunity
9	Participate in Mock interviews	Yes	Ignoring competitors as this is already addressed	Not being able to interview with someone who isn't good enough
10	Apply for the job	Yes	Ignoring competitors as this is already addressed	No dedicated section might be a strategic decision to not compromise on quality
11	Show the company their work and that they are skilled enough	Yes	Ignoring competitors as this is already addressed	Candidates profile serves as a portfolio and can be shared with recruiters

Prioritizing Gaps:

We have identified two opportunities and four problems let dig deeper and understand the problems and if solving these will help us improve our metric

S.No	Needs	Core Problem	Metric Impacted	Comment
1	Helping the user to understand the skills required to crack the job	Personalization	% of users visiting per day	Great to way to help the user to prepare for companies
2	Not enough skills for upskilling	New Content offering	No of Users	Including more skills will increase the user base
3	Having to manually search companies latest asked problems	Personalization	% of users visiting per day	Will drive the metric if we can update the user effectively
4	Not finding interesting content to practice regularly	Personalization	% of users visiting per day	Will drive stickiness if we can provide interesting problems to solve
5	Not finding value for coins earned	Reward Utilisation	% of users visiting per day	Will drive motivation if we can come up with interesting ways to utilize rewards
6	Providing users projects to work on	New Content offering	No of Users	Including Projects will open the platform to a user base
7	Get to do a mock interview with an expert	Expert Validation	No of Users	The Quality of mock interviews will go up and no other competitors are offering

By experience, I feel that 'New Content Offerings' take a lot of time to implement so for now, let's go ahead with the other three categories of problems. Final to-do list

- Helping the user to understand the skills required to crack the job
- Preventing the user to have to manually search for companies latest asked problems
- Helping the user to find interesting content to practice regularly
- Helping the user to use the rewards earned
- Getting the user to do a mock interview with an expert

Solutions:

S.no	Task	Solutions	Impact	Cost
1	Helping the user to understand the skills required to crack the job	List the skills required for the job	Medium	Low
		Integrate the skill list shown with the skills offered on the platform	High	Low
2	Preventing the user to have to manually search for companies latest asked problems	Sending a notification to the user whenever a new problem gets added	Low Too many notifications will irritate the user	Low
		Allowing the users to target companies and letting them know when a new question is added	High Only notifying the user for their targeted companies	Medium New flow
3	Helping the user to find interesting content to practice regularly	Allowing friends to refer interesting questions to friends	Medium Might be already doing this	Low
		Create a question of the day section	High A good way to drive traffic	Medium The effort to get a new question daily
4	Getting the user to do a mock interview with an expert	A paid expert interview section by collaborating with experts	High Users feel more confident now	Medium Implementing cost is low but getting people onboard can take time
		Creates tags for users based on their time at the platform and matching higher rank users (Recruit, Officer, Major, Colonel, Specialist, Veteran)	Medium Both of the parties should feel like they are talking to an expert instead of a student. Hence interaction with a third party is necessary	Low Just have to change the ranking logic

5	Helping the user to use the rewards earned	Offer paid courses and use coins as payment for them or as scholarship on scaler academy	High Will help realize the benefit of rewards	Medium Integrating the two platforms
		Use this as a payment method for expert interviews	High	Low

The final list of solutions:

- Integrate the recommended skills list shown with the skills offered on the platform
- Allowing the users to target companies and letting them know when a new question is added
- Create a question of the day section
- A paid expert interview section by collaborating with experts
- Use the coins earned as an alternate payment method for expert interviews

Wireframes:

<https://www.figma.com/proto/p8E32oDI29XAChCDIE765T/Interview-Bit?node-id=2%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=2%3A2>

Problems:

Updates about companies:

- **Notification overload:** Even if it's about their targeted company the user might get irritated. Instead, display app badges whenever new skills get added

Expert Interviews:

- **Adoption:** Start with free trials or just with coins for users
- **Onboarding:** Getting people can be a problem so first start with Interviewbit's trusted Alums
- **Availability:** Release for a small group of users to test the results

- **No Shows:** There is a very less probability that the student is not coming and because we are starting with trusted Alums no show of teachers will also be less. But, just to make sure:
 1. Take attendance
 2. Provide a report concern button to the user
 3. Ask the interviewers to record and upload the meeting.

Metrics:

Let's divide the metrics into two categories

P0 Metric:

- DAU

P1 Metrics:

- Avg number of users completing the recommended skills
- Avg number of users targeting a company
- Avg number of users solving the question of the day
- Avg number of expert interviews getting completed per day
- Avg number of users using the coins to pay

Go-to-Market Strategy:

- Launching the MVP
- Making the users aware of the new features using coach marks
- Communicating the value to add to the Users - 'Crack Nail your Interviews'
- Collaborating with Scaler/Interview bit alumni and onboarding them as Expert Interviewers
- Validating the feature's impact on DAU with an A/B test

Next Steps:

If the MVP is successful. The following can be built on top of it

- Offering role-specific skills for targeted companies and also partnering with other platforms to offer premium courses
- Partnering with industry experts and making it a marketplace for interviews
- Include Projects tab in the company view