

## Key Information

1. **Preparation Time:** Please do not spend more than 3 hours preparing this presentation.
2. **Presentation Timing:** You will have approximately 30 minutes to give your presentation on the day of your interview. This will be followed by approximately 15 minutes of a Q&A session with the team to provide feedback and collaborate on your ideas.
3. **Presentation Length:** Your presentation materials should not exceed 20 slides.
4. **Presentation Format & Deadline:** Prepare your presentation materials in a slide deck format of your choice (e.g. PowerPoint, Google Slides, Keynote) You will be expected to present your deck using screen share during the presentation portion of your interview.

## Presentation Instructions

This exercise entails approximately a 30-minute presentation with approximately 15 minute Q&A session, which will establish shared context and relevant content before your one-on-ones. While the focus should be on **communicating effectively and engagingly under time constraint, there is also a focus on providing a data-driven narrative, visualization, and business impact.**

Interviewers will be assessing the following areas:

- Clarity in communication and time management.
- Informative data visualization.
- Relevance of content, specifically research and impact.
- Compelling storytelling.
- Ability to engage the audience.

### What should you present?

Think about a familiar **non-Meta product** (e.g., a familiar hardware device, app). Let's say you are a researcher who works at the company that makes that product, and you have identified some **potential shortcomings within the product. Prepare a presentation on how you would define and inform your team of the hypothesized business problem, why it matters to the business to address, your proposed research design to test your hypothesis and/or potential solutions to address the business problem.**

Your presentation, *at a minimum*, should include the following:

- A well-defined business problem translated into a research question and design, making sure that the problem is mapped back to the business and practical need.
- A brief technical summary of your research design, methodology, and analytic approach, such as the selection of, and details on, the qualitative and quantitative methodologies applied to solve the problem.
- A demonstration of how your research output (i.e., data visualization) would inform a theoretical solution to the identified business problem.

You can also discuss any potential **constraints, stakeholders, teammates, roadblocks that may occur and how you would react to them.** Your presentation should demonstrate how your research makes an impact on the product, experience, or the subject at hand. Within your technical summary of your research design, please dedicate no more than 5-10 minutes (this is included in your 30-minute presentation time-frame) addressing how you would set up your research design to conduct research on this product.

**When preparing your presentation, make sure you keep the following in mind:**

- Identify a business problem that is different from your previous interview
- Design your research as if you have: **six weeks (30 business days), unlimited technology and financial resources, and you are the only researcher.**
- While you are encouraged to provide sufficient detail so that your mastery of relevant research method(s) is clear, ***please note that research methodology should not be the primary emphasis of your presentation.***
- Provide details on your research approach
- Data Visualization: **Create data visualization utilizing hypothetical, anonymized repurposed, or open source data.** Share insights you derived from trends, outliers, and patterns in the data. **No data analyses are expected.**
  - Provide Informative and accurate data visualization, that you can clearly explain the significance and relevance of.
  - **For Quant we would expect candidates who show hypothetical data about a sample to have error bars.**
  - Qualitative visualizations can take on many forms, but hypothetical quotes or paraphrased quotes with the necessary detail and contextualization would be one version.
- **Identify how your research would ultimately impact the problems you identified/the business.** Make additional assumptions as needed - be prepared to discuss them.
- Your content should be relevant and highlight the research approach and methods you would use. Include the rationale behind your choices.
- Demonstrate your storytelling skills. Are you synthesizing complex, technical information and are you sharing it in a meaningful way to a cross functional audience? Think of it like you are a Meta UXR presenting to XFN partners and that you are generally presenting to a broader audience.

### Acknowledgement

Please note that by submitting your responses, you acknowledge (a) content you create for this assignment will only be used by Meta for purposes connected to your candidacy (b) the work in each response is from your own independent effort, and (c) you have not, and will not, share these questions or your responses with anyone other than an authorized representative of Meta. Failure to comply with these requirements will result in the termination of your candidacy.

If you experience any difficulties or reasons for delay in your ability to complete this exercise, please contact your recruiter immediately.

Good luck!