



# Truora's Product Designer Challenge

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## Before you start remember

Don't use the Truora name anywhere (or logo). Especially if you are going to publish this online. You will be handed a real live situation for our company, and any material you submit or present becomes intellectual property of Truora.

Our goal: This challenge aims to measure your ability to learn, make educated guesses and deliver results for different audiences.

**Time: 1 week**

## What to expect?

As a product designer we want you to be able to interact with multiple stakeholders and make prompt decisions based on the information collected. You will be working with UX and Product teams alike, and be responsible for defining, designing and launching MVPs.

Truora is an international tech startup with SaaS solutions. Therefore, our most important tools are our products. They can always be improved, optimized and re-defined and this is where you come in. Constant research on market trends, user interviews and rigorous metrics will help you take your ideas into a next level, and bring the product team a tested MVP so they can bring it down to their tech teams.

## How do you know if you are fit for this challenge?

- You are analytical
- You are critical
- You are practical
- You are proactive and a problem solver
- You pay attention to details
- You listen to others, but know how to make decisions with few inputs
- You have some design skill and are able to use it on a digital platform (figma, sketch, others.)
- You understand the importance of working in teams, and are looking forward to leading and guiding others

## What core skills do you need?

- Manage metrics systems (google analytics, tableau, or similar)
- Manage design softwares (figma, sketch, or similar)
- Manage wireframe or prototyping tools
- Manage PowerPoint or Google slides



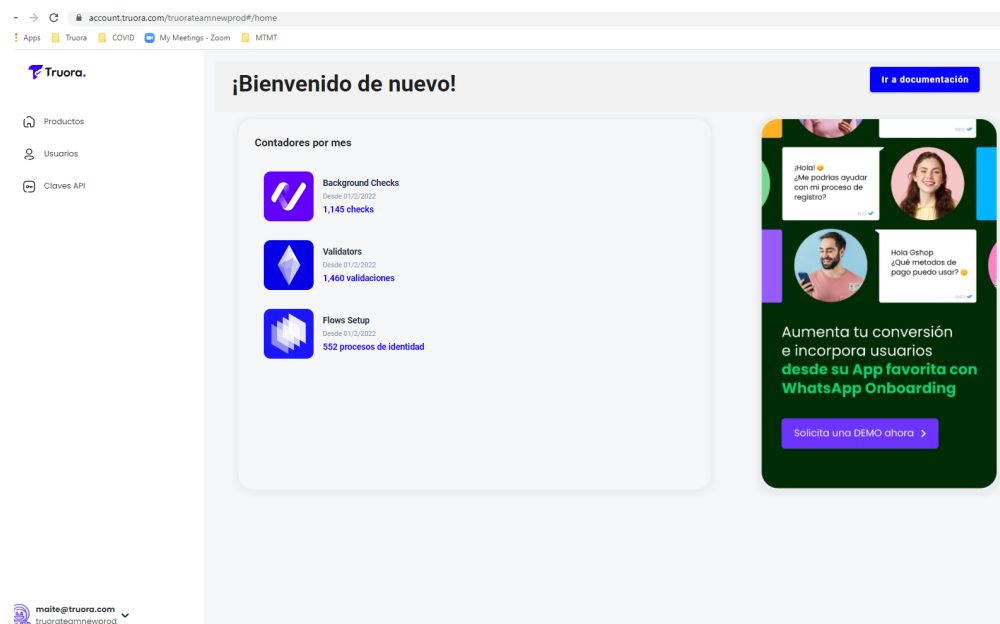
- User experience understanding
- Experience conducting user research
- Client management skills

## What is the challenge?

We want to test your user understanding skills and how you reflect them on the best user experience. A good user experience has to be lean, simple to understand (with the fewest user guides possible), and attractive to use.

The challenge you will be presented with is a real one.

**What to do?** Redesign Truora's first customer interaction after they gain access to our front-end product. The front has multiple functions, but we want you to optimize 1. Today, as you will see, there is not a clear path on how to interact with the product. We want you to design an optimized experience for it.



*Main screen from which you will start your path.*

## What experience will you optimize? [choose 1]

- (1) Create a background check for your National ID, and one with your Name as input.
- (2) Create a flow to onboard users in Whatsapp with Document Validation + Face Recognition (at least)

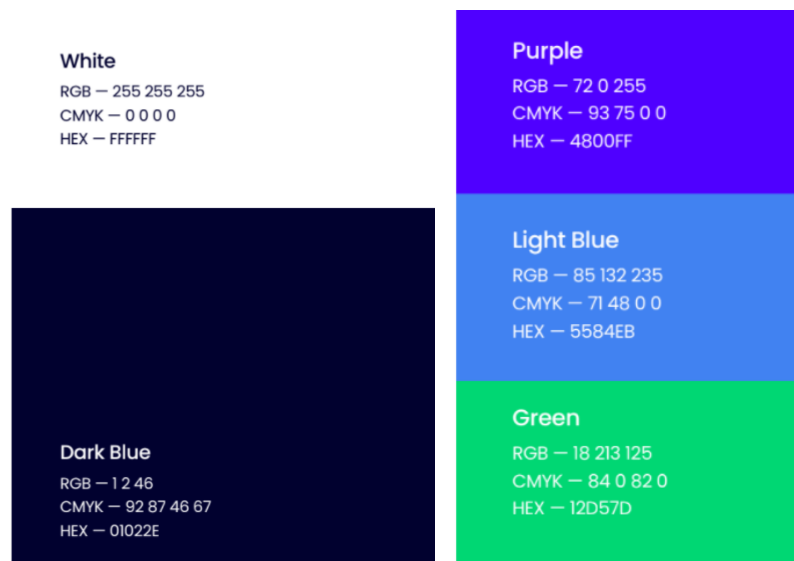
**Key things we want you to share:**



- User flow
- Any benchmarks
- Any interview or conversations
- Low fidelity wireframes
- Final proposal

## Deliverables

- (1) Deliver a full analysis on how good/bad is the current flow to create the flow (or check). Along the way you may find that the path to do so is not linear, please map it all and provide your professional feedback.
  - **How do you see the product?** You will need user access to test (aka. Gain access to our current product). Ask Catalina from our HR team and she will provide you with the credentials to access. You can then log in directly from our website ([www.truora.com](http://www.truora.com))
- (2) Design a new account creation experience.
  - Based on that first experience, design a new flow. Imagine [for now] that you can do anything you want, following our color scheme. The UX flows and actual paths are more important than the UI.
  - Collecting user feedback on your prototype is encouraged



*Primary and Secondary color palette*



### Format of delivery

- Up to you. We encourage documenting the insights you gather from interviews as well.
- Language: English or Spanish

**Get blocked?** Ask!! We receive questions along the way, you don't have to do this alone. Feel free to reach out.

### How to send the challenge

**Did you finish?** Please send it to [hiring@truora.com](mailto:hiring@truora.com) as follows: Product Designer Challenge - Your full name.

In the meanwhile, check out our [PODCAST](#) "El universo de Truora: Historia de un Startup " so you can learn more about our story, founders, team and values. 🚀

**¡Bonne chance!**

