PLEASE MAKE A COPY OF THIS DOC AND ANSWER THE QUESTIONS ON YOUR COPY

Candidate:

Date Sent:

Date Returned:

This take-home interview is a way for us to learn more about how you would respond to situations that regularly occur within the role and an opportunity for you to understand a snapshot of the work you would be performing on a daily basis. We recognize you don’t necessarily have all the data, people, and resources you’d expect to have access to in order to effectively tackle these scenarios. We’ll be looking at your responses for insight into your approach, especially the thought behind your work.

Please add your responses directly in the document and return them to kolby.dayley@vivint.com via email within 5 days of receipt. We understand that life happens, so if you anticipate a delay, please reach out.

Thank you,

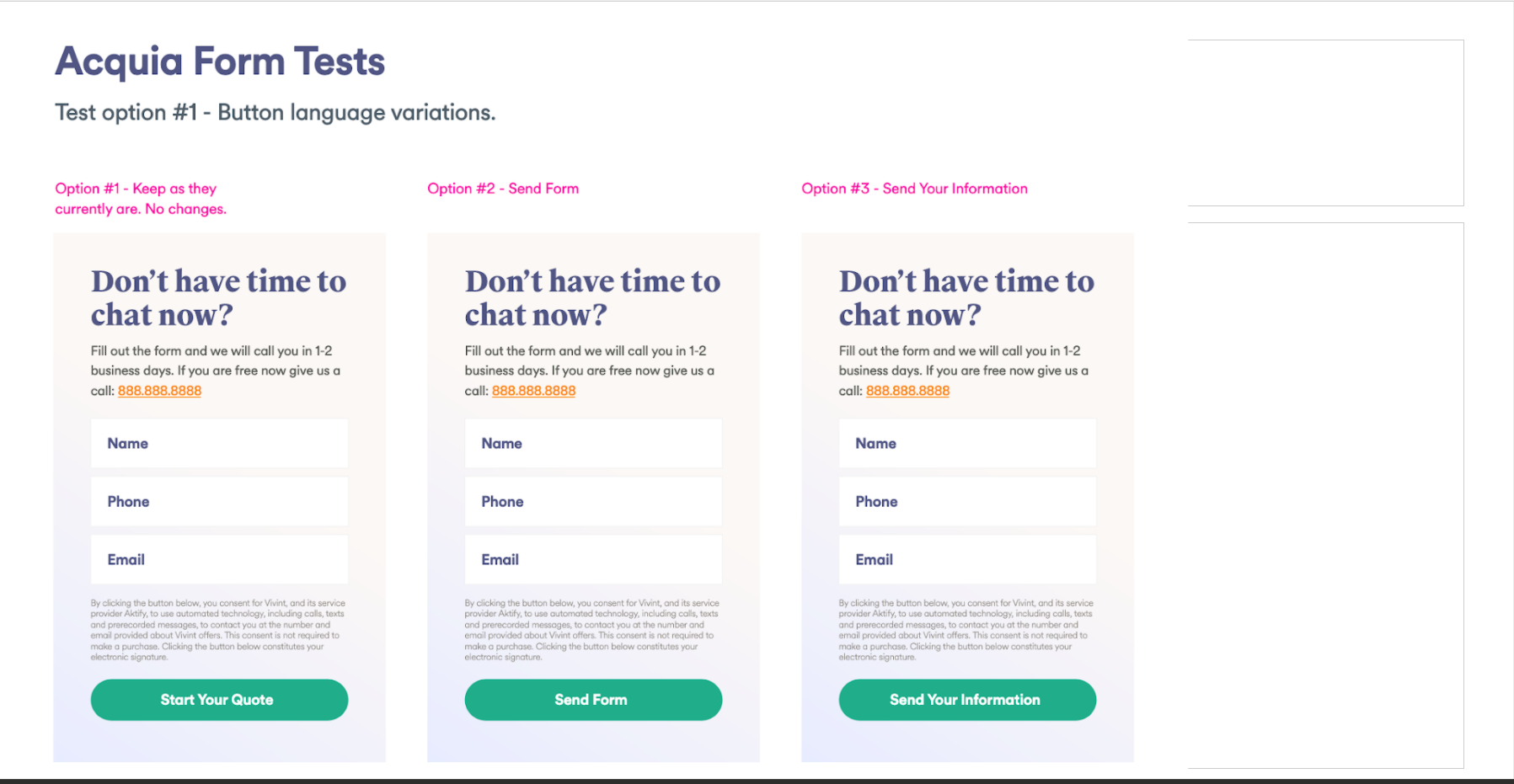
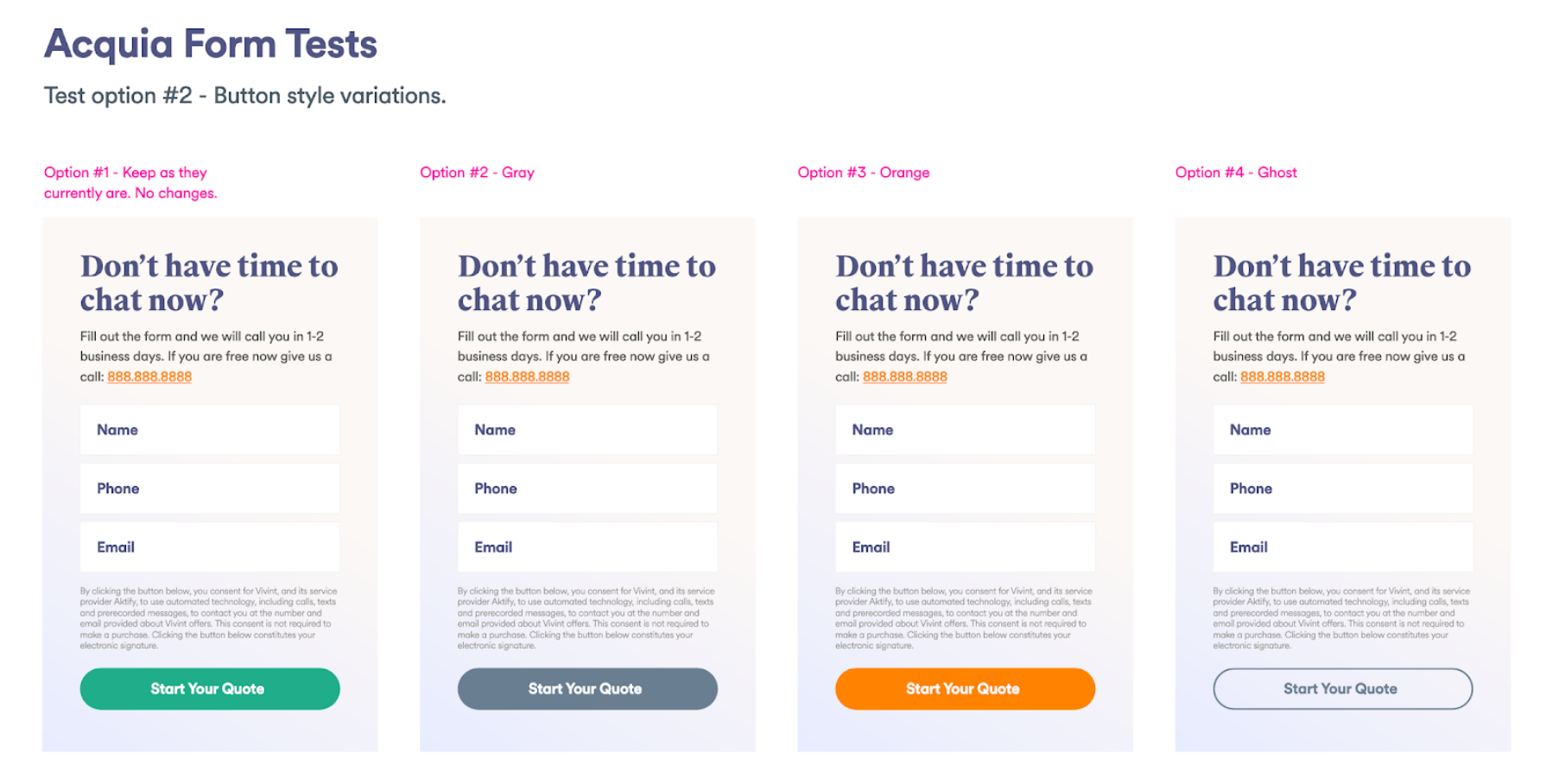
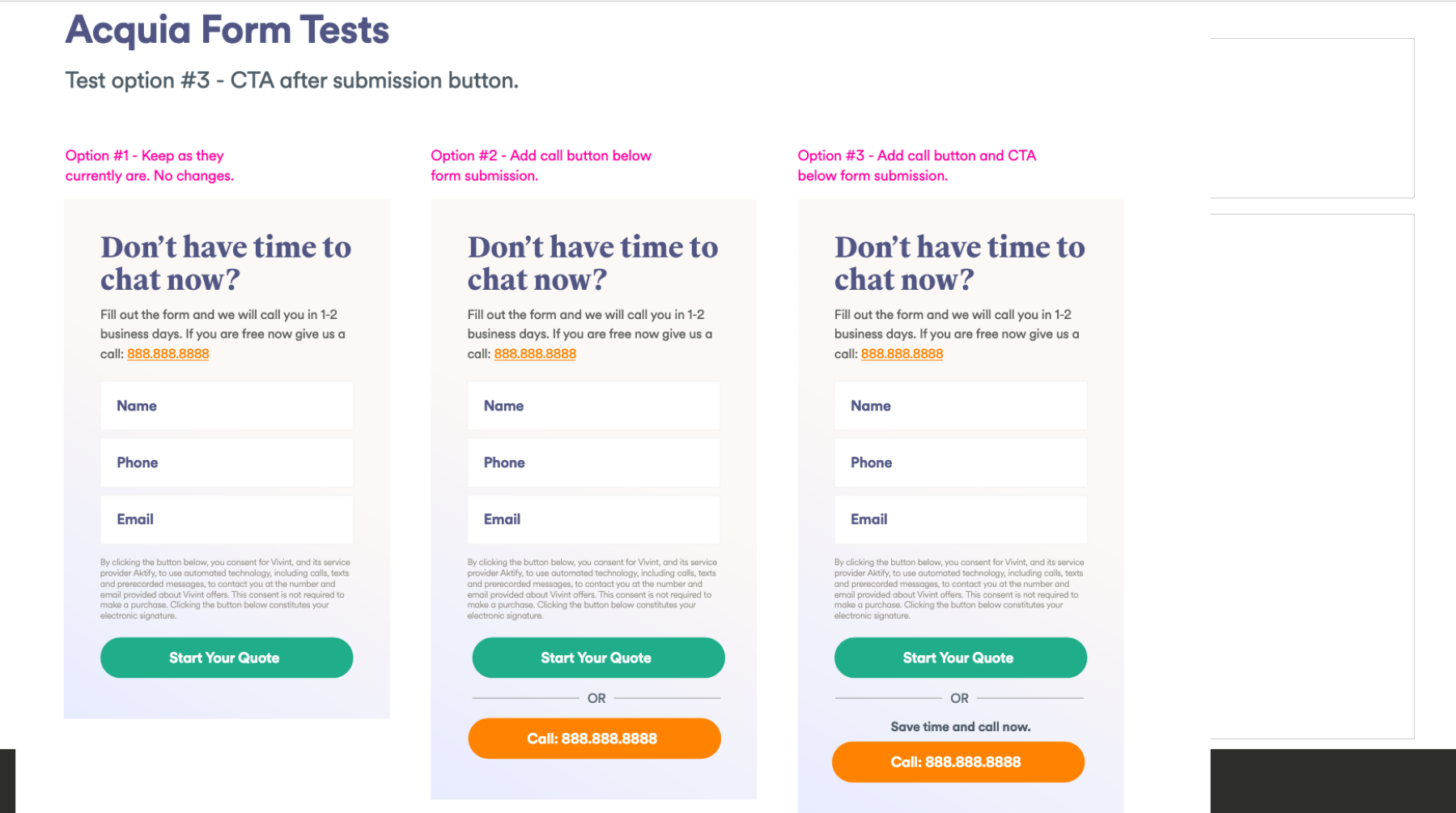
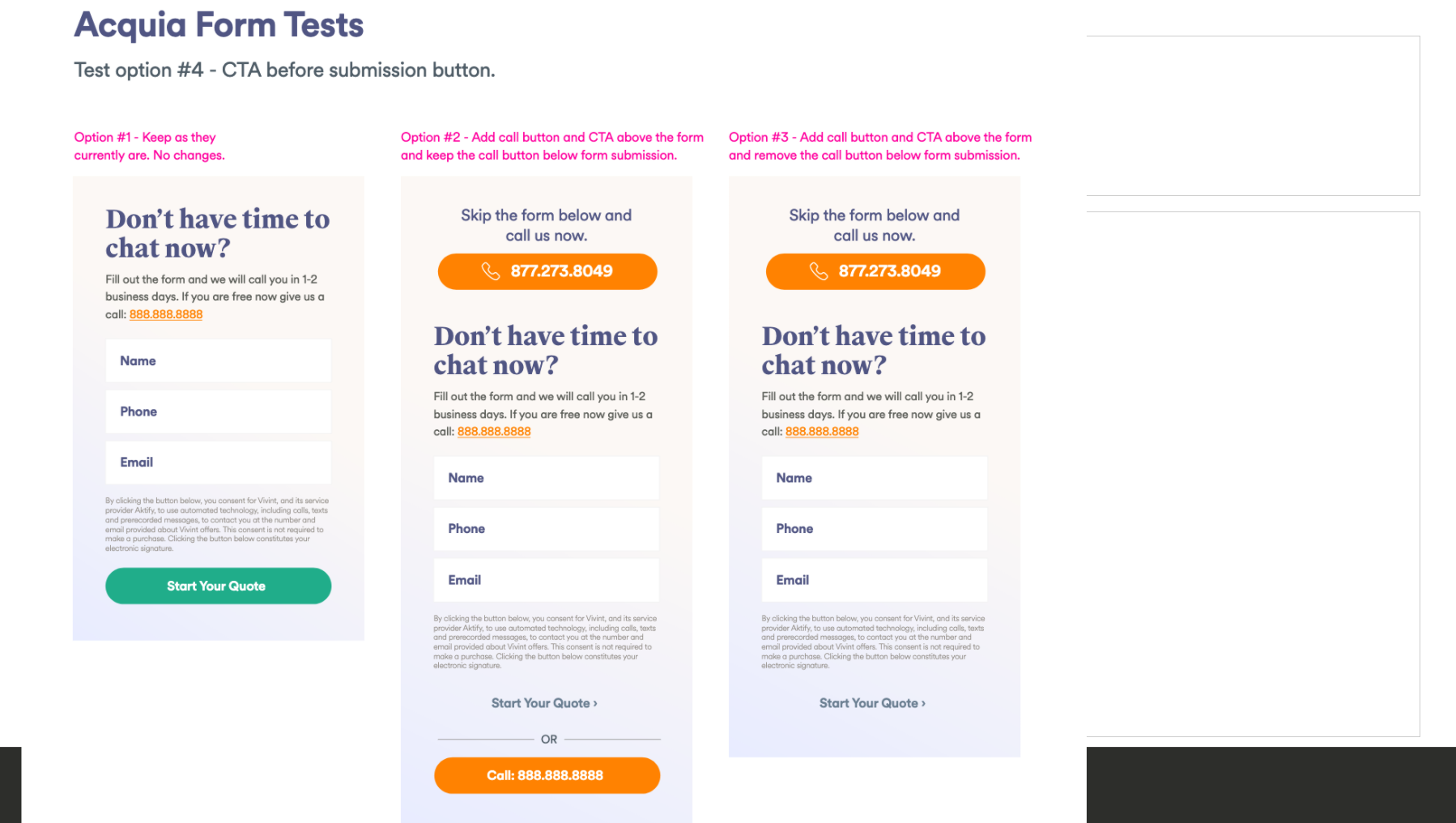
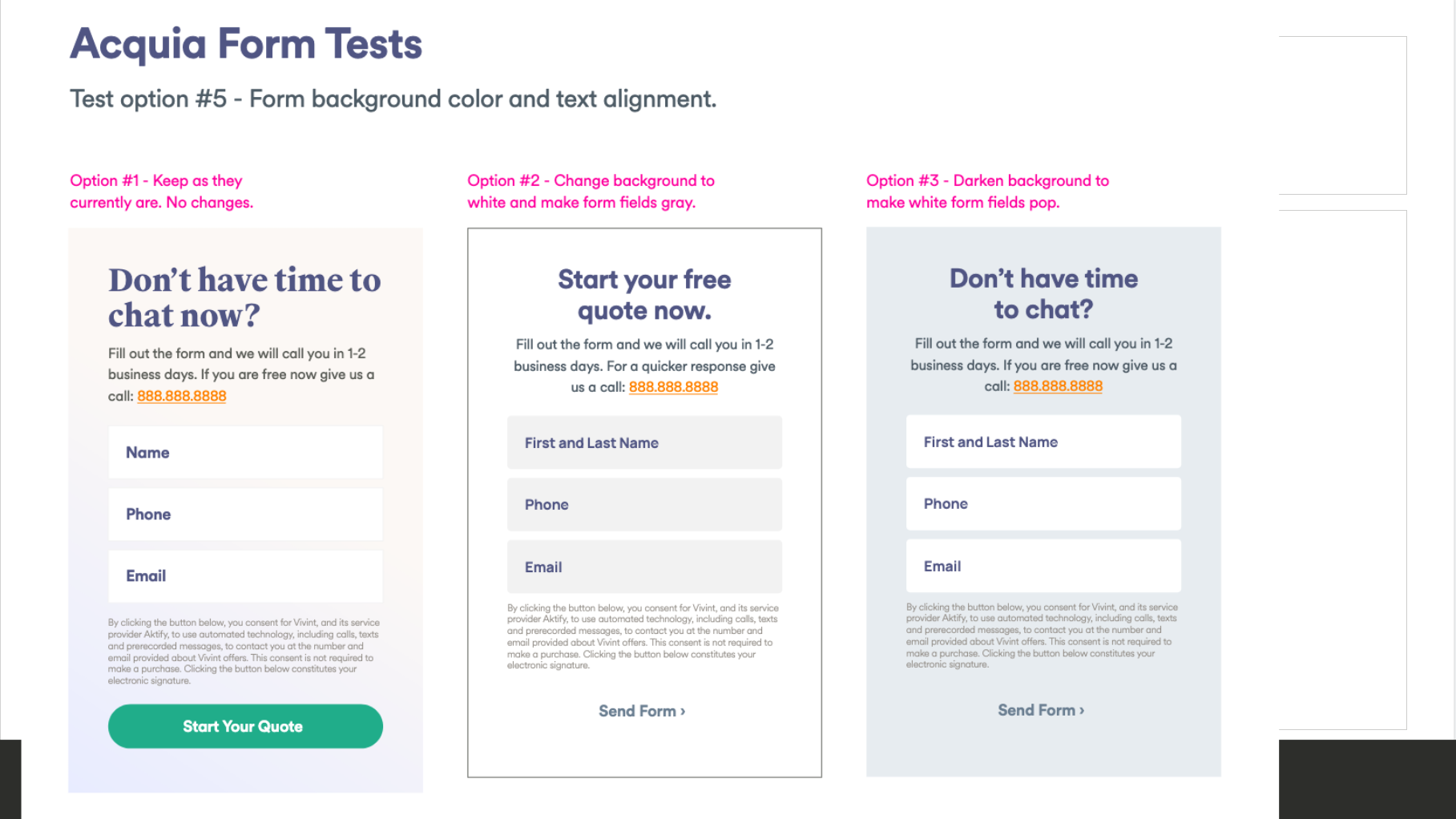
Kolby Dayley

In developing your response to the first problem, the following observations might be useful:

* More than 80% of our traffic is mobile.
* Leads that submit forms convert about 10 percent (100 leads = 10 sales).
* Inbound leads (calls) convert about 30% (100 leads = 30 sales).

Problem #1

You are asked to increase sales from the website by increasing the form submission rate while also maintaining current call volume or by increasing the number of people who call into the call center from the home page of [vivint.com](https://www.vivint.com/). In looking at user recordings and looking at the data flow through the site, you put together the following 5 hypotheses and experiments to run:

1. **Hypothesis:** By changing the form CTA, we will change the way that the user interprets the form process and therefore make it easier for them to submit a form. 
2. **Hypothesis:** By changing the color of the form CTA’s we will draw the proper level of attention to the form and therefore achieve a higher volume of people who notice and fill out the form.
3. **Hypothesis:** By adding a call button under the form CTA, we will persuade people to call instead of filling out a form and therefore gain a higher number of overall sales. 
4. **Hypothesis:** By even more emphasis on the call button and placing it in the context of the form, we will persuade people to call instead of filling out a form and therefore gain a higher number of overall sales. 
5. **Hypothesis:** By simplifying the form, we will promote calling in, while still allowing those who are looking for the form to be able to find it and therefore have more people call in, resulting in more sales. 

**Question:**

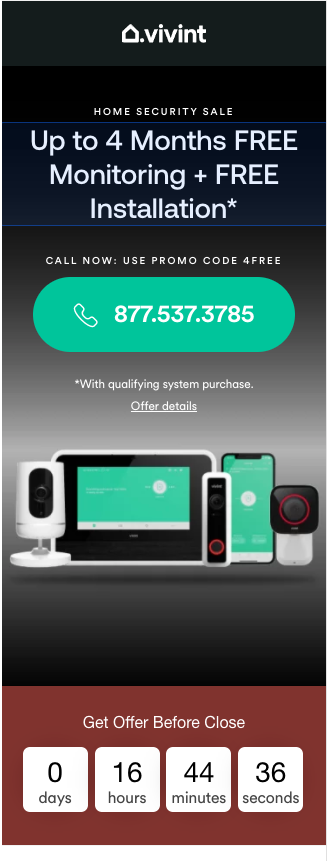
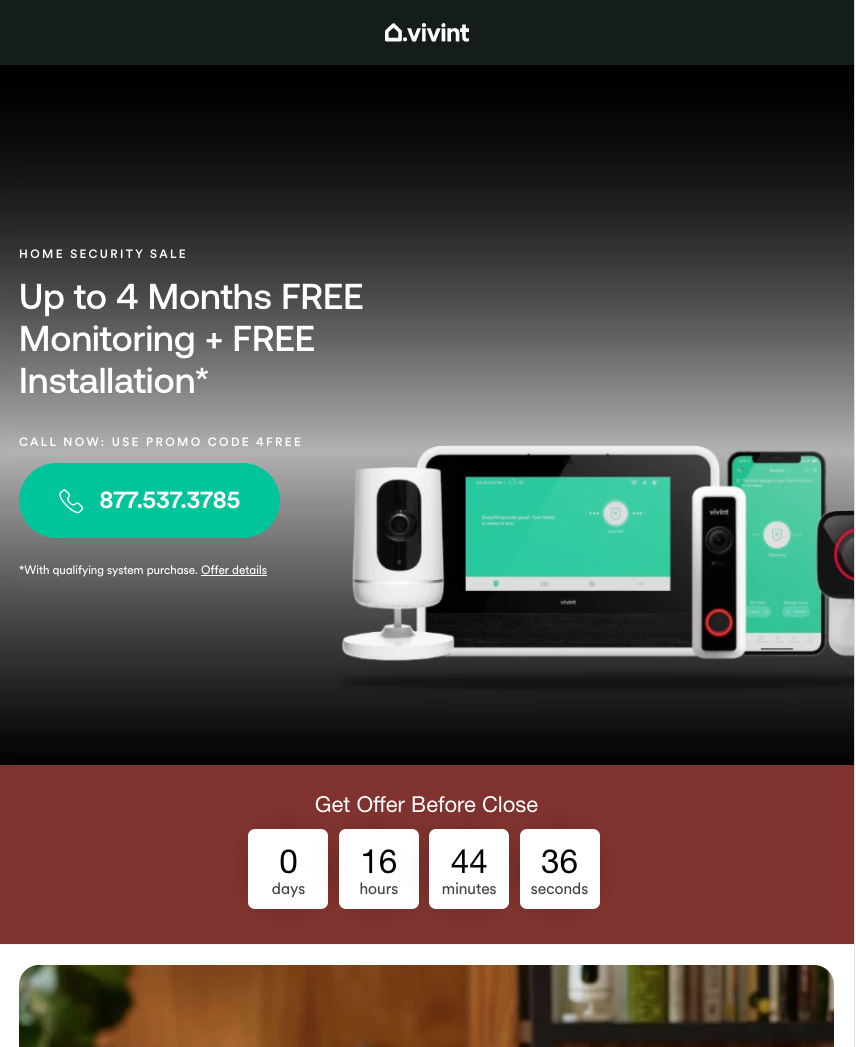
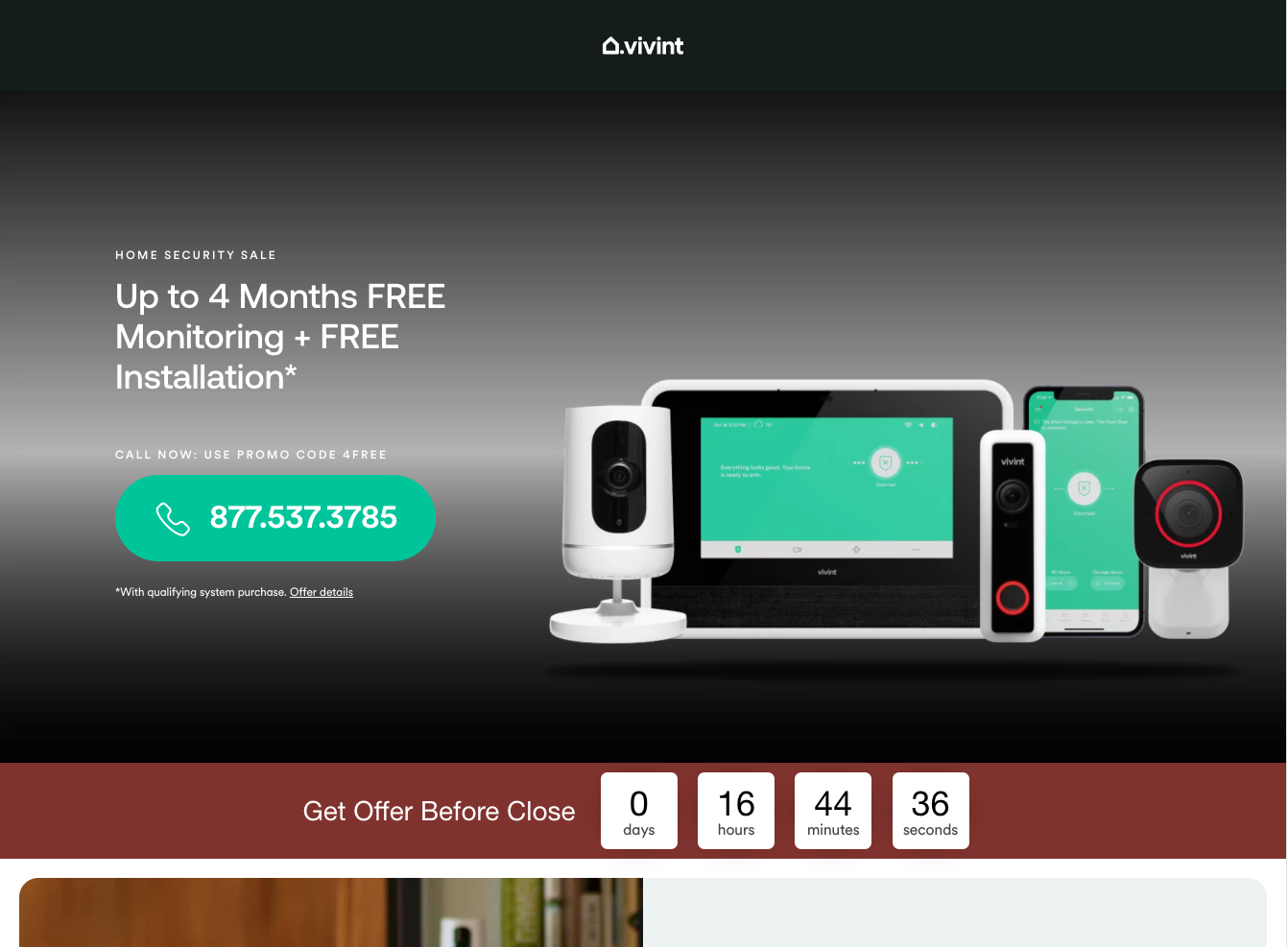
How would you prioritize these five tests? In what order would you test these concepts? Explain your reasoning behind the placement of each test.

What other ideas might you offer?

**Answer:**

Problem #2

Code a new component onto [Vivint.com](https://www.vivint.com/), under the hero image, using your browser console. The new component is to be a countdown timer which shows a countdown to the end of the day (11:59 PM) in mountain standard time using only vanilla JavaScript (no JQuery or other libraries). This is to be responsive down to a 360px screen width. Copy and paste your JavaScript and CSS into this document ready for me to add it to my own browser’s console to test. Please reach out with any questions that you have or if you get stuck. Please design your component to match the countdown timer in the screenshots below as closely as possible–ignore the hero image as this may be different when you view the site. Please use your own code. If you have a question or get stuck, you can reach out to me and I can send you over a resource that can help you, there is no shame in not knowing, I am a heavy stack-overflow subscriber myself. This, however, is so that I can get to know your coding skill.

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