Covered in this lecture:

Increase your chances of getting the job by creating a project

► **TIP: Do a demonstration project for the company that you're applying to and send it to the hiring manager and the recruiter**

● **1. Ask them some questions during your first interview with them**

 - why they are hiring
 - which features this product position would work on
 - information on what they are building, the markets they target, and the clients they seek

● **2. Research the company's current product, the industry, the technology, and the competition**

● **3. Develop a comprehensive overview on how you would approach the problem if you were to be hired**

The final project will include:
- descriptions of your research
- your approach
- technical limitations
- wireframes of potential solutions
- A/B tests
- competitive overviews
- customer feedback

● **4. Email the completed document to them, thanking them for the interview**

► Doing this project will increase your chances to get the job, and if not, to get the next job

► You can put this project on your blog or website and talk about it in your other interviews

► Don't just wait for them to call you. Everybody else does this. Show them that you really want this position and you have the right skills to do it