Pitching Your Solution

Let's talk about Pixar.

Story first,
technology later.

Elements of a Pixar Story
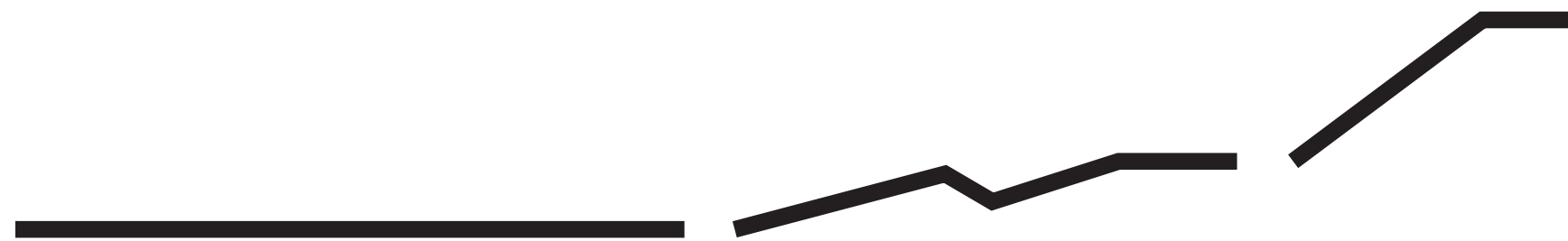
introduce the main characters

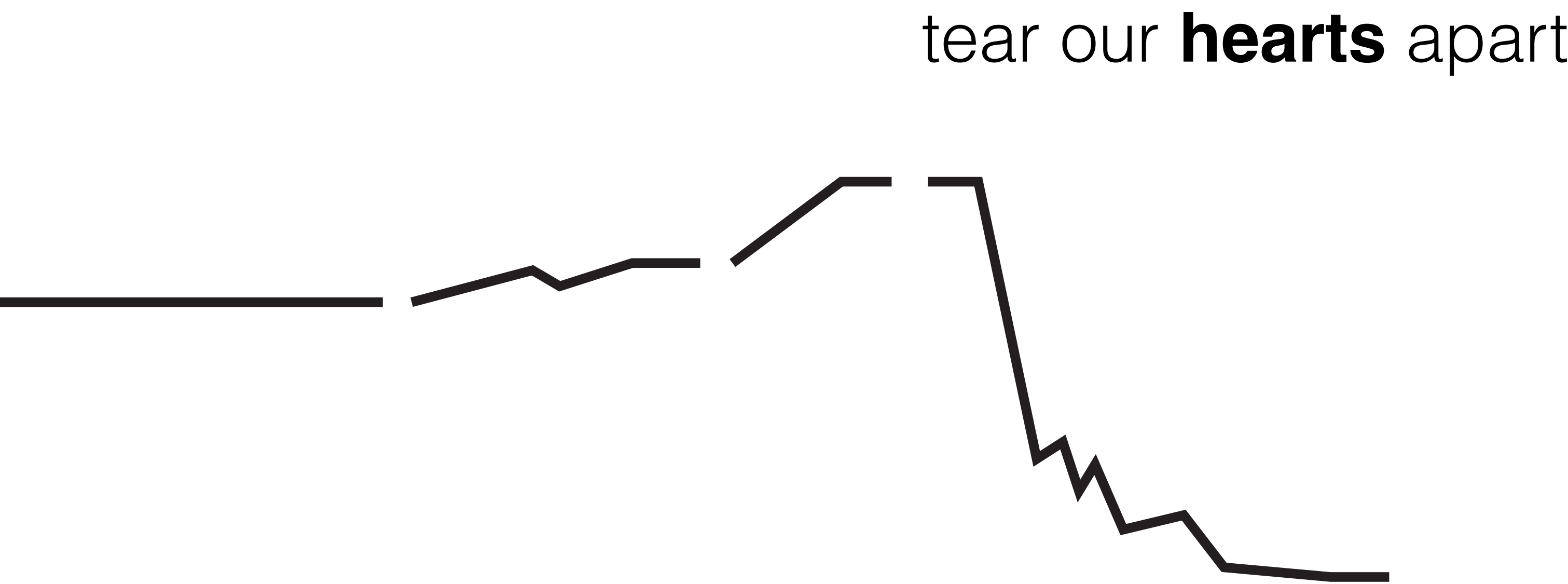# Elements of a Pixar Story

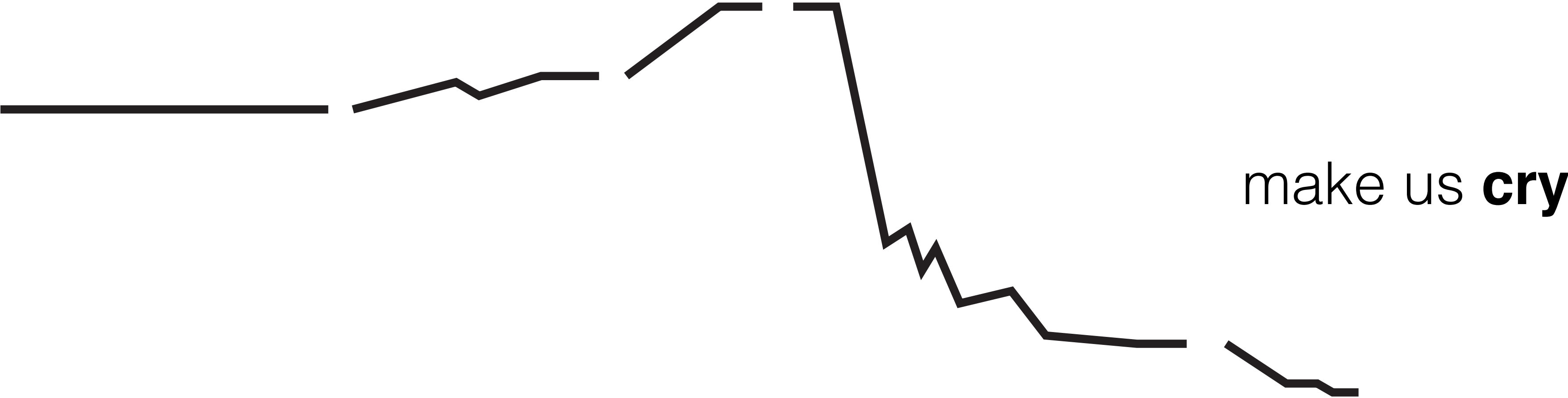help us gain **empathy**

Elements of a Pixar Story

make us laugh and **fall in love** with the characters

Elements of a Pixar Story

tear our **hearts** apart

Elements of a Pixar Story

make us **cry**
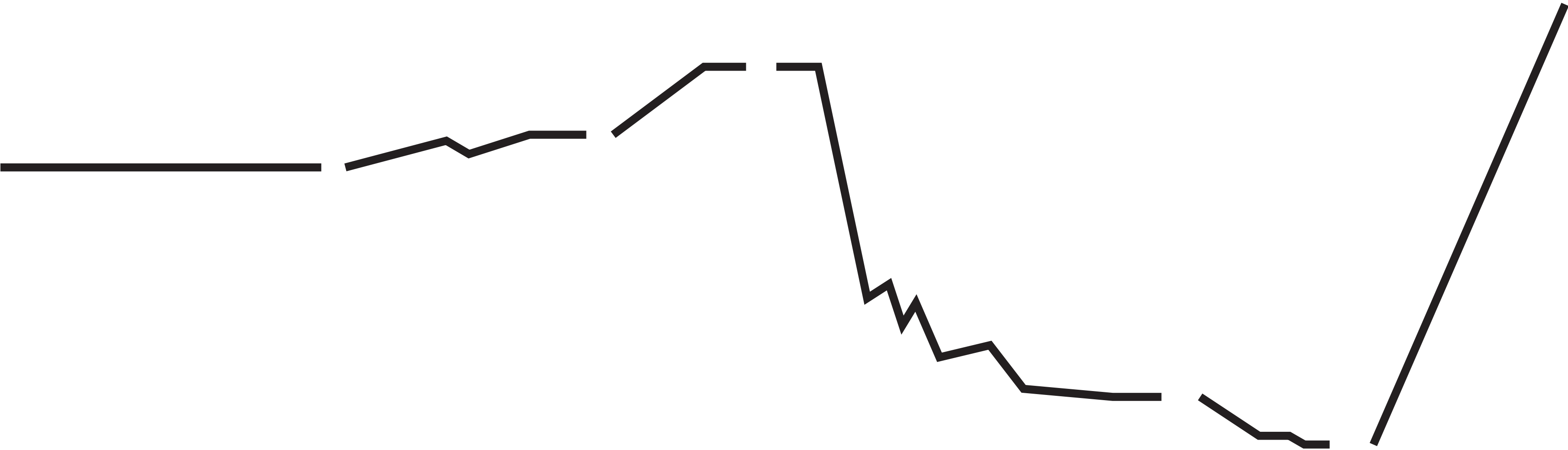
Elements of a Pixar Story

help us **believe** again!
bring us out of the darkness!

Elements of a Pixar Story

soar in **happiness** and **awe**

Crafting Your Pitch

Part 1:
Start with a Human Perspective

Create a Persona

- A persona is fictional person that a represents a real user of the product you're creating/improving

- For this hackathon, it should be a RBC customer/vendor/employee/etc.

- Due to the time constraints of a hackathon, you want to create a persona that is pretty specific.

- Example…..

Tyler

Domestic Business Traveler - Elite Status

"Get me where I'm going quickly and without any hassle. The less interactions the better. I want an upgrade too."

Personal Background
- Undergrad at USC, MBA at Stanford, management consultant, uses phone for everything

Motivations
- Challenging problems, happy customers, utilization at work, recognition, power, traveling, status, money, women, cars, relaxing weekends, nice restaurants

Environment
- High-rise condo home (weekends), customers' offices, various cities in US every week, airplanes, airports, airport lounges, business hotels, nice restaurants

Scenarios
- Booking trip (economy seats) through corporate travel agency, packing efficiently, car service to/from airport, using airline app for everything he can, going through security, drink in airport lounge, waiting at gate, early boarding, working on plane, deplaning, finding rental car facility, hotel checkin, etc…

Concerns
- Missing a meeting, long line at security, not getting an upgrade, never seeing girlfriend/friends back home,

Tasks
- Book trip, packing, getting an Uber, check in/boarding pass, check flight status, check upgrade status,

Pain Points
- Constant travel is exhausting, delays, sitting in coach, middle seats, checking bags, slow wifi on plane,

Part 2:
Document Their As-is Experience

As-is Scenario

- An 'As-is' scenario documents your persona's current experience with the problem you are trying to solve.

- You want to document their as-is scenario so that a non-familiar user with your persona's experience will not be left in the dark.

- You want to create **empathy** with your audience by sharing your persona's as-is scenario.

- Point out the pain point(s) that your hackathon solution will solve.

- **DO NOT** talk about technology unless it is directly related to their experience

Part 3:
How will you save the day?

To-Be Scenario

- The 'To-Be' scenario describes the new, improved, awesome experience that brings your user out of the dumps and into the promised land

- It needs to focus on the new **experience** you create, not necessarily the technology (yet)

- When compared with your persona's as-is scenario, there should be a clear **WOW** factor

Part 4:
Show off the goods

Solution Time

- Demonstrate the new **experience** your team created to solve your persona's problem

- Intermingle technology (how your technically achieved your solution) alongside the experience this technology creates.

Example

Talent Hotspot

Meet
Ivy

Talent Manager
at Barbarian Group

"Our company is growing so fast! I've got to bring on brilliant people and keep my existing employees happy. #latenights"

Ivy is
Very results driven, likes to work on meaningful things, enjoys placing people in the roles that suit them best

Her current frustrations are
Seeing a lot of interest in her company but candidate quality is low, worried about attrition due to low employee morale

Her primary motivation is
Growing the company with a set of brilliant people that also have a great culture fit

Ivy Needs
To be able to quickly sift through thousands of potential candidates and narrow the list down to a set of people she's confident are worthy of an interview

Currently…

Ivy has an enormous challenge in front of her. She has hundreds of potential candidates for few open positions and doesn't have the time to sort through them manually, nor anyone to delegate this task to.

Past candidates have not worked out and she needs a better way to find the long term fits for open positions, or else she will be finding a new job herself.

What if…..

Ivy could compare hundreds of candidates against currently successful Barbarian employees, ranking them by both skills and personality match?

At just the click of a mouse?

Ivy's Solution

Ivy has been asked by the mobile app dev team to send over some **resumes for developer leads**. Since resources are tight, this person will need to be well versed in both **Python and C#** development.

This person needs **great leadership skills** as well. Ivy knows from her experience with this department, that **Gloria Sutter** has been very successful as a dev lead.

Talent Hotspot

Emory Wren's Profile

Emory Wren's Skills
D
Javascript
PHP
Ruby
C

Emory Wren's Personality

Openness: 82%

Adventurousness: 65%

Artistic interests: 4%

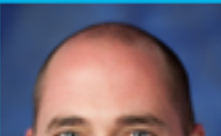Emotionality: 19%

Imagination: 86%

More

Skills you are looking for in candidates:

Add Skills

People like Emory Wren

Lashonda Kopp — Dev at Baidu	100%	⊕
Brooke Laster — Dev at Toshiba	96%	⊕
Annmarie Carney — Dev at IBM	78%	⊕
Israel Vigil — Dev at Toshiba	77%	⊕
Tanisha Bruno — Dev at Baidu	76%	⊕
Gerardo Darby — Dev at Kodak	71%	⊕
Vickie Ginn — Dev at Amazon.com	66%	⊕
Antony Chapin — Dev at Toshiba	66%	⊕
Meagan Kovach — Dev at Verizon	64%	⊕

Let's see it

Talent Hotspot: A new take on recruiting

What if you could "**clone**" your best employee? For today's recruiters, a **good culture fit** is increasingly as important as a skill match. Talent Hotspot, combined with the cognitive power of **IBM Watson,** enables recruiters to **hone in on that perfect candidate** - with both a culture fit and a skill match - **without having to first screen a culture fit over the phone**.

Frontend

Built for

Desktop browser

Technologies Used

AngularJS
Bootstrap
JQuery
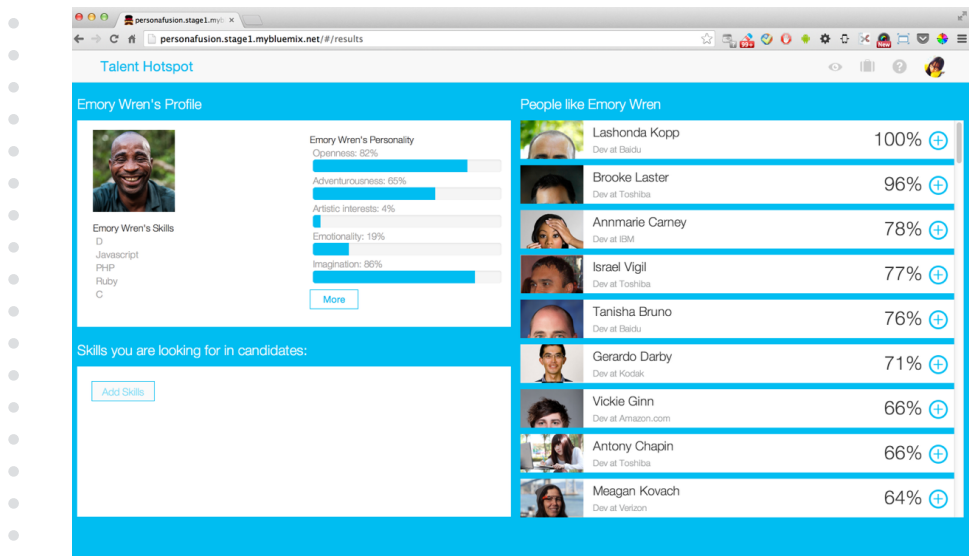
Backend

Language Runtime

Java
Liberty

Key Services / AddOns

Cloudant
NoSql Database

Watson
Personality Insights

How it works

- **Cloudant DB** houses employee & candidate answers to free-response questions
- **User** picks a current employee to start comparison (browser)
- **Watson API** receives **answers to questions**
- **Watson API** responds with **personality traits**
- **Java** algorithm **compares and ranks** candidates accordingly
- **User** views results (HTML) served up to browser by Java app - AngularJS used

Talent Hotspot: Complimentary smart-recruiter

The best thing about this service? It is **100% free**. Our application is a SaaS offering that collects anonymized **recruiting metrics data** and how they compare to personality profiles. With follow-up data collection, we will be able to **correlate personality types with success metrics** in certain job roles

Business Model

Target

Enterprises

Details

SaaS
100% Free
Mine recruiting data

Meet
Ivy

Talent Manager
at Barbarian Group

"A culture fit only goes so far. I need to make sure my candidates' technical skills are up to par."

UNDER CONSTRUCTION

TO BE

Integrate with enterprise calendar to facilitate scheduling of qualified interviewers

Pull up candidate's past work without having to manually search the internet

Recap

Don't Forget…

- Focus on the **human experience**, not just technology.

- Follow this flow:

    1. Tell us about your persona (simple picture/description will do)

    2. Share their as-is experience so we **empathize/care** about their problem

    3. **Show us** how your solved their problem (actual app + other artifacts)

- 10 minute time slots: 7 minute presentations, 3 minutes Q/A

- Judges have to listen to ~10 of these presentations. Make their job enjoyable :)