

each para here is a separate scenario, could you apply STAR patter for interview with one short phrase for S T A and R for each of these scenarios , very short phrases/ lines

#### ALCHEMY - Wayback Machine

- DIGI REBOOT: full redesign without rewriting the backend under budget, backedn intact,

React SPA, 40% reduced effort

INCREASED ACCESSIBILITY, NOMINATED FOR AWARD  
givign CMS control to POs/content producers

- VDO/DMO (pressure). Dependencies were delayed SF + accenture. Feature flaged this

- ON TIME

- UX IMPROVEMENT (2 Step Journey)

reduced friction, reduced drop off rate (had a high drop off rate), intuitive, use of exsiting info from their linked account, MAJOR INCREASE IN CONVERSION

- PROUD ENGINEERING

ENHANCED CREDIT CHECK - poor credit checks and customer EX

New API with equifax, LOW OPERATIONAL COST

- PERFORMANCE OPTIMISATION

- page insights, lighthouse had poor scores

- marketing teams

- 20/100 4/100 to 80/100 to 54/100

code splitting, lazy loading, react suspense, skeleton states, optmized images and scripts

- Direct Debit / Payment Flow (API topic)

- Usage Visualization

Customers just data, then CHARTS (HIGHCHARTS) -  
Broader adoption for C&I customers

Here's the STAR breakdown for each scenario:

## 1. ALCHEMY - Wayback Machine / DIGI REBOOT

- **S:** Rebuild the frontend without changing backend, under budget, with React SPA.
- **T:** Design and implement a full redesign with minimal effort.
- **A:** Introduced React SPA, enhanced accessibility, and empowered POs with CMS

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~~- R: Reduced effort by 40%, nominated for an award, and improved accessibility.~~

## 2. VDO/DMO (Pressure)

- **S:** Delayed dependencies from SF and Accenture caused pressure.
- **T:** Deliver the project on time despite the delays.
- **A:** Feature flagged to manage dependency delays.
- **R:** Delivered the project on time.

## 3. UX IMPROVEMENT (2-Step Journey)

- **S:** High drop-off rate in a 2-step journey process.
- **T:** Improve UX to reduce friction and improve conversion.
- **A:** Simplified the process, used existing linked account info, and made it more intuitive.
- **R:** Major increase in conversion, reduced drop-off rate.

## 4. PROUD ENGINEERING - Enhanced Credit Check

- **S:** Poor credit checks and customer experience.
- **T:** Improve the credit check process.
- **A:** Implemented a new API with Equifax for better results.
- **R:** Reduced operational costs and enhanced customer experience.

## 5. PERFORMANCE OPTIMIZATION

- **S:** Poor page performance and low Lighthouse scores.
- **T:** Improve page speed and performance.
- **A:** Implemented code splitting, lazy loading, optimized images/scripts, and React Suspense.
- **R:** Improved Lighthouse scores from 20/100 to 80/100 and 4/100 to 54/100.

## 6. Direct Debit / Payment Flow (API topic)

- **S:** Need to streamline direct debit and payment flow.
- **T:** Create a seamless API for payments.
- **A:** Optimized and integrated payment flows.

- **R:** Enhanced the user experience for direct debit transactions.

## 7. Usage Visualization

- **S:** Customers only had raw data, no clear visualization.
- **T:** Provide a better way to visualize customer data.
- **A:** Implemented charts using Highcharts for improved data representation.
- **R:** Achieved broader adoption among C&I customers.



what are some star questions, pressure, conflict.. and what else?

In interviews, STAR questions are commonly used to assess how you've handled different work situations in the past. These questions often focus on specific competencies, challenges, and skills. Here's a list of categories with example STAR questions for each:

### 1. Pressure

- **Question:** "Tell me about a time you worked under pressure. How did you manage it?"
- **Example:** "Describe a situation where you were under tight deadlines. How did you prioritize your tasks?"

### 2. Conflict / Disagreement

- **Question:** "Give me an example of a time you had a conflict with a colleague. How did you resolve it?"
- **Example:** "Tell me about a time you disagreed with your manager's approach. What did you do?"

### 3. Problem Solving

- **Question:** "Tell me about a time when you solved a difficult problem. What was the situation, and how did you handle it?"
- **Example:** "Describe a challenging issue you encountered on a project. How did you approach solving it?"

### 4. Teamwork / Collaboration

- **Question:** "Give me an example of a time you worked as part of a team. How did you contribute?"

- **Example:** "Tell me about a time when you had to collaborate with a team to meet a goal."

## 5. Leadership

- **Question:** "Describe a time you had to lead a team through a challenge. How did you motivate your team?"
- **Example:** "Give an example of a time when you took charge of a situation. How did you manage the team's performance?"

## 6. Innovation / Creativity

- **Question:** "Tell me about a time when you had to come up with a creative solution to a problem."
- **Example:** "Describe a situation where you had to innovate to meet a business objective."

## 7. Failure / Setbacks

- **Question:** "Tell me about a time you failed to meet a goal. What did you learn from it?"
- **Example:** "Give me an example of a project that didn't go as planned. How did you handle the outcome?"

## 8. Decision Making

- **Question:** "Describe a time you had to make a difficult decision. What factors did you consider?"
- **Example:** "Tell me about a time you had to make an important decision with limited information."

## 9. Adaptability / Change

- **Question:** "Tell me about a time you had to adapt to a significant change at work."
- **Example:** "Describe a situation where you had to quickly adjust to a change in a project. How did you handle it?"

## 10. Achievements / Successes

- **Question:** "Tell me about a time when you achieved something significant at work. What steps did you take?"
- **Example:** "Describe a project or accomplishment that you're particularly proud of. What was your role in it?"

## 11. Time Management / Prioritization

- **Question:** "Give me an example of a time when you had multiple competing priorities. How did you manage your time?"
- **Example:** "Tell me about a situation where you had to juggle several tasks. How did you prioritize your work?"

## 12. Handling Ambiguity

- **Question:** "Describe a time when you had to work with incomplete or ambiguous information. How did you proceed?"
- **Example:** "Tell me about a situation where the outcome wasn't clear. How did you manage the ambiguity?"

## 13. Communication

- **Question:** "Tell me about a time when you had to communicate complex information. How did you ensure your message was clear?"
- **Example:** "Describe a time when you had to present an idea to a non-technical audience. How did you tailor your communication?"

## 14. Customer Service / Client Management

- **Question:** "Give me an example of a time you went above and beyond for a customer or client."
- **Example:** "Tell me about a time when you had to manage a difficult client. How did you handle it?"

## 15. Initiative

- **Question:** "Tell me about a time you took the initiative to improve a process or project."
- **Example:** "Describe a situation where you identified an opportunity for improvement without being asked."

## 16. Conflict Resolution (Team)

- **Question:** "Tell me about a time when you had to resolve a disagreement within your team."
- **Example:** "Describe a situation where there was a misunderstanding between team members. How did you address it?"

## 17. Negotiation

- **Question:** "Tell me about a time when you had to negotiate with someone. How did you reach a resolution?"

- **Example:** "Describe a situation where you had to negotiate project timelines or deliverables with a client."

By framing your answers using the STAR method (Situation, Task, Action, and Result), you can provide clear, structured, and impactful responses that highlight your skills and experience.

