QTMA

INNOVATE. BUILD. LAUNCH.

March Hiring 2023-2024

Join QTMA, Canada's leading undergraduate product development and entrepreneurship launchpad.

About QTMA

The Queen's Technology and Media Association (QTMA) is the flagship product development launchpad and incubation platform for student technology products. We are pillared on technological education, and cultivating a strong network of alumni professionals across an array of technological fields. QTMA provides the opportunity for students to build and launch a product from ideation to delivery, allowering team members to develop a variety of practical business and technical skills.

💡 IDEATION 📈 BUSINESS PLANNING 🧑‍💻 DEVELOPMENT 🚀 PRODUCT LAUNCH 🏆 PITCH COMPETITION

QTMA Placements

CONNECT. LEARN. EXPERIENCE.

BUSINESS

BCG EVERCORE inovia CAPITAL

McKinsey & Company BAIN & COMPANY D E Shaw & Co

EY Building a better Deloitte. CLEARBANC

Fidelity OLIVER WYMAN CPP INVESTMENT BOARD

KPMG P&G TREND MICRO

TECH

Uber Microsoft

f shopify

SIDE WALK LABS TESLA
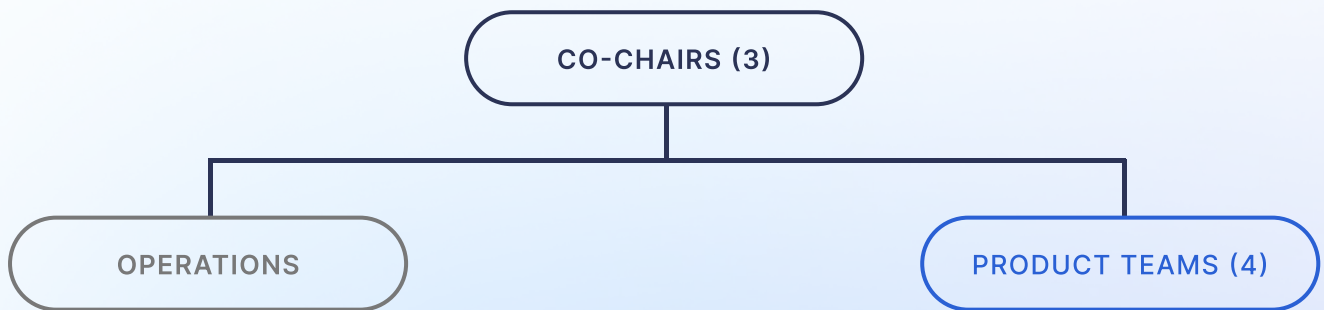
amazon Dropbox TESLA

Palantir Google

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Club Structure

The Co-Chairs will overlook 2 umbrellas:
- **the internal operations team** working to educate the Queen's community on careers in business and technology
- **4 product teams** working towards a year-long competition to develop the overall best product

CO-CHAIRS (3)

OPERATIONS

PRODUCT TEAMS (4)

OPERATIONS

DIRECTORS (2-4)

MEMBERSHIP & WORKSHOPS (1)

PRODUCT MANAGER

SR. DEVELOPER

SR. BUSINESS ANALYST

UI/UX DESIGNER

DEVELOPER (3)

BUSINESS ANALYST (2)

PRODUCT TEAMS (4)

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Operations

DIRECTOR (DEVELOPER / BUSINESS ANALYST / UI/UX DESIGNER) (2-4)

The director provides recommendations on how to improve the product teams, external-facing initiatives, and educate members on relevant topics. They will be the go-to executives if any internal members have questions regarding development, business, or design. Having prior history on QTMA and technical knowledge in their respective field is an asset.

MEMBERSHIP & WORKSHOPS (1)

The QTMA Product Series (QPS) is QTMA's flagship membership program that works to educate the Queen's community about QTMA, the tech industry, and product development. The program will consist of frequent workshops and a product sprint. Aside from the membership program, QTMA plans to revamp its educational resources on the team. **The Membership & Workshop Director must:**
- Work closely with the Co-Chairs to develop the training program roadmap and educational materials
- Develop workshops and invite guest speakers and corporate sponsors when needed (alongside Sponsorship & Events team)
- Solicit feedback from general members and QTMA team to consistently improve workshops and educational materials
- Lead the creation of short guides, presentation slide decks, etc. when needed
- Have the opportunity to learn with product teams

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PLAN. STRATEGIZE. ADVISE.

Product Streams

The product manager leads the product team, and works closely with all members (BA, Dev, UI/UX) in team and individual settings. **The PM must:**
- Lead the vision and overall strategy of the product
- Frequently meet with Sr. BA, Sr. Dev, and UI/UX to manage and oversee functions of business, development, and design
- Maintain working schedule with product team and delegate tasks accordingly
- Be willing to train/teach members concepts they may be unfamiliar with alongside the Sr. BA or Sr. Dev
- Lead product team updates at meetings and cultivate an inclusive and educational team culture
- Lead product pitch at fall and winter demo day
- Be extremely proactive in maintaining team culture and motivating team members to accomplish goals

NOTE: Having both business and technical knowledge is highly recommended but not necessary

You will be working as a member of a product team consisting of 1 PM, 4 Developers, and 3 Business Analysts to collaboratively create user-centred design solutions on a software product throughout the year. **The UI/UX designer must:**
- Attend meetings as defined by your PM with design updates
- Work with the PM and BAs on defining product requirements, user groups, lead usability testing and user research
- Communicate with developers to build your product's core functionalities and discuss technical feasibility of your designs
- Own design concepts end-to-end, from initial conceptualization to development hand-off
- Create and present prototypes, wireframes and design assets to the team and communicate your design decisions
- Collaborate with the development team to hand-off designs in a timely and effective manner

IDEATE. CREATE. ITERATE.

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SR. DEVELOPER (4)   SOFTWARE DEVELOPER (12)

As a developer you will work within respective product teams, contributing to ideation, design, development, and launch of a new software product. You will work with the other developers to create an MVP during the first school term and further iterate and improve it for launch during the second term. As a senior developer you will manage your team's developers as well as spearhead the development of the product. **The developer must:**

- Evaluate the technical feasibility of initial product ideas
- Work closely with the UI/UX designer to plan the functionality of the product
- Help educate your team on the technical side of the product
- Utilize various technologies to design and develop the product
- Contribute to the development of the product as a front-end, back-end, or full-stack developer
- Properly test and assess the product before launch in second semester

NOTE: Sr. Dev will be responsible for managing and delegating tasks to the devs regarding tasks described above

SR. BUSINESS ANALYST (4)   BUSINESS ANALYST (8)

The Business Analyst wears many hats on the product team (analytics, growth, marketing, finance). As a BA, you will work alongside one other Business Analyst and the Sr. BA to manage the business development of the product. **The BA must:**

- Create the vision, strategy, and overall business model of the product
- Research problem spaces and market trends deeply. Use design thinking principles to ideate solutions
- Conduct user surveys and interviews regarding the identified problem space
- Identify target market segments and develop strategic channels
- Develop a monetization strategy and financial model using given budget and projection of revenues and costs
- Implement the marketing strategy through ad words, social media, business partnerships, and more
- Define core product requirements and conduct user testing with the UI/UX designer and identify pain points in the user journey
- Develop recommendations to mitigate pain points and iterate & improve the product
- Forecast user acquisition through modelling
- Help lead the pitch for fall and winter demo day

NOTE: Sr. Business Analyst will be responsible for managing and delegating tasks to the business analysts

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Interview Prep

Along with the sample questions provided, we recommend:

- "Cracking the PM Interview" by Gayle Laakmann McDowell and Jackie Bavaro; this book is integral to many technology and case-based interviews and is applicable to all interview streams
- "The Lean Startup" by Eric Ries; reviews the phenomenon of lean teams and startup environments
- Thinking deeply about your interest in technology and team experiences (both tech and non-tech related)
- Speaking with current QTMA members about their roles within the club
- Practising mock interviews with others, especially in framing technical problems
- Building a portfolio of past projects, if applicable

QTMA's hiring process consists of 2 rounds of interviews with a mix of behavioural and technical questions to gauge your ability, passion, and fit. We are seeking highly motivated individuals interested in tech and entrepreneurship who can bring a positive energy to the team.

For all roles, we are looking for the following:
- *Creativity*: An ideal QTMA member is comfortable thinking 'outside the box', as every product journey is unique and requires a different approach
- *Critical thinking*: Throughout the year, all roles are often tasked with complex issues and it is therefore imperative for each one to possess strong problem-solving & analysis abilities
- *Genuine passion for technology & product building*: The very core of QTMA is technology, and to excel each member must possess a significant amount of internal motivation stemming from genuine interest in the space

PREPARE. REFLECT. SMILE.

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BUSINESS ANALYST

FIRST ROUND

The first round will primarily consist of a mix of behavioural questions split between personal & industry related topics.

Example of personal behavioural questions:
- Why would you like to join QTMA?
- Tell us a bit more about yourself.
- What is an example of a time you've had to overcome a significant obstacle in your life and how were you able to do it?

Example of tech related behavioural questions:
- What is a recent trend within the tech industry you've been following, describe its implications on one industry of your choice.
- What is your favourite software product and why?
- Tell us about an industry of your choice in which tech is currently underutilised and how use of technology could benefit it.

SECOND ROUND

The second round will be a 20-30 minute continuation of behavioural questions with an emphasis on brain-teasers & creativity along with a simple, interviewer-led, analysis of an existing tech start-up through a case study.

Example of brain-teaser & creativity questions:
- How would you go about determining the height of a giraffe without any measuring instruments?
- Describe all of the possible things you can do with a paper-clip.
- Why are most water bottles vertical and not horizontal / diagonal?

Example case-related questions:
- Identify the core value-proposition components of a start-up.
- What are some potential areas of growth for the start-up and the risks associated with pursuing them?
- What pricing strategy (e.g one-time, recurring, freemium model, etc) would you recommend the start-up to pursue and why?

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DEVELOPER

FIRST ROUND

The first round will primarily consist of a mix of behavioural questions and personal topics with some questions inquiring on past technical software development experience.

Example of personal behavioural questions:
- Why would you like to join QTMA?
- Tell us a bit more about yourself
- What are you passionate about?
- What are you hoping to get from QTMA and what are you hoping to contribute to QTMA?

Example of tech related behavioural questions:
- From a technical standpoint what is your favourite software product and why?
- Tell us about an industry of your choice in which tech is currently under-utilized and how use of technology could benefit it.
- What is your favourite project you've built/worked on and why?
- In your opinion, what are the most important aspects of a successful software development team?

SECOND ROUND

The second round will be a 20-30 minute continuation of behavioural questions along with a short coding assessment. This can either be concisely explaining a development framework, algorithm, best practices, etc. or can involve a short live coding session where the interviewee will complete a short section of code or find errors in the given code.

Example of short coding related questions:
- Concisely explain a software development framework, algorithm, best practices, etc.
- Live coding session where the interviewee completes a short chunk of code for a given problem.
- The interviewee is supplied with errors in a code chunk and is asked to fix them.

PREPARE. REFLECT. SMILE.

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DESIGNER

FIRST ROUND

The first round will primarily consist of a mix of behavioural questions split between personal questions and demonstration of interest in UI/UX design.

Example of personal behavioral questions:
- Why would you like to join QTMA?
- Tell me about three of your strengths and three of your weaknesses.

Example of design-related behavioural questions:
- Describe a past design project you have worked on.
- What tools have you used and/or are experienced with?
- What are some things you'd consider if you were building an app for teachers?

SECOND ROUND

The second round will be a 20-30 minute continuation of behavioural and design-related questions along with a short sample case study you will prepare between rounds. Please be ready to answer questions regarding your case study; more information will be provided to those to advance to the second round of interviews.

Example case-related questions:
- Walk me through the user's perspective in this case.
- How did you incorporate accessibility features into your app?
- What elements did you consider when catering for your audience?

PREPARE. REFLECT. SMILE.

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Next Steps

- **Written Apps Open**
  Sunday, March 12th at 11:59pm

- **Written Apps Due**
  Sunday, March 19th at 11:59pm

- **First Round Interviews**
  March 20th - 21st

- **Second Round Interviews**
  March 23rd - 24th

- **Decisions Released**
  March 27th

ACCOMMODATIONS

QTMA believes in having a team of diverse backgrounds and voices to drive innovation for everyone. We understand the importance of providing equal opportunity for all applicants. If you require any accommodations throughout the application process, please reach out to the co-chairs.

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INNOVATE WITH US.

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