



**10 Design Briefs to  
Prepare You For  
Whiteboard Challenge  
Domination**

# How to use this book

This book contains 10 Whiteboard Challenge briefs that can be used to practice for UX job interviews.

These briefs are based on extensive research of different companies and their interview process.

The best way to use this guide is with a partner who can act as the interviewer, though it can be used for solo practice.

Pick a challenge, set your timer, and go!

# With a Partner



One person is the  
**Interviewer**



The other is the  
**Interviewee**  
(doing the challenge)

Interviewer: Read the prompt to your interviewee, and begin the challenge



Then:  
Use these facts to answer any questions from the interviewee



**Challenge #1** 🕒 30 Minutes

**Design a way for people to find local pick-up sports games.**

**Details**  
(Do not read these unless asked by the interviewee)

✅ **Scenario**  
It's Wednesday night, and John is looking for a game of pick-up basketball he can join in on for a few hours.

🚫 **Pain-Points**  
There are lots of people organizing informal games, but it's not easy to find out about them, as they are usually promoted by word of mouth.

👉 **Preferences**  
John wants to find the right sport - sometimes he might want to find a local basketball game, while other times he may want to find a local running club.  
John wants to know some specific logistical details - when does it start and end? What should he bring? Where is it located?  
John wants to know the level of competition. Is it competitive, or just for fun and beginner-friendly?

## Challenge #1

 30 Minutes

# Design a way for people to find local pick-up sports games.

## Details

(Do not read these unless asked by the interviewee)

### Scenario

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### Pain-Points

There are lots of people organizing informal games, but it's not easy to find out about them, as they are usually promoted by word of mouth.

### Preferences

John wants to find the right sport - sometimes he might want to find a local basketball game, while other times he may want to find a local running club.

John wants to know some specific logistical details - when does it start and end? What should he bring? Where is it located?

John wants to know the level of competition. Is it competitive, or just for fun and beginner-friendly?

### Business Goals

This app will make money from users like John who will pay a monthly membership fee to have access to local games

### Device

This should be designed as a Native Mobile app (iOS or Android)

# Design a screen that helps a user take care of their house plant

## Details

(Do not read these unless asked by the interviewee)

### Scenario

Andrea just bought a cute new plant for her apartment. The salesperson at the store told her how to care for it, but she doesn't remember the details.

### Pain-Points

Andrea googles plant-care instructions, but they are mostly long articles with wayyyy too much information. She just wants the most important instructions, in a way she can easily refer back to.

Since Andrea has a few plants, she often forgets when she last watered them, and if they need care.

### Preferences

Andrea wants to know how often to water her plant, and how much water it needs each time.

Andrea wants to know any other environmental factors that will help her plant, like temperature, humidity, and sunlight.

### Business Goals

This app offers a "freemium" model, where users can add their first plant for free, but pay a one-time fee for additional plants.

### Device

This should be designed as a Native Mobile app (iOS or Android)

# Design a dashboard for restaurant managers to create schedules for employees

## Details

(Do not read these unless asked by the interviewee)

### Scenario

Tim is the manager of a small restaurant, with about 14 part-time employees (waiters, hosts, kitchen staff.) Every week, he creates a schedule of shifts for each employee.

### Pain-Points

Tim tries to keep the schedule as consistent as possible, but it changes every week, as staff members have different availability.

It's difficult to see if the schedule gives a fair allocation of shifts to each employee. Did they get enough time? Did they get an equal number of busy shifts, when tips are better?

Creating, and moving shifts around is time consuming!

### Preferences and Goals

Tim wants all of his staff to be happy with their shifts for the week. He wants to easily be able to update shifts, and notify employees immediately so they can plan accordingly. He wants to quickly and easily see that his employees have enough hours scheduled, along with enough days off.

### Device

Device and platform are up to the interviewee!

## Challenge #4

 30 Minutes

# Design a recipe screen that can adjust to food allergies and preferences.

## Details

(Do not read these unless asked by the interviewee)

### Scenario

Nina is lactose-intolerant. She found an amazing recipe for a Butternut Squash soup, but unfortunately, it has some dairy in it.

### Pain-Points

Nina usually just leaves out the dairy in a recipe, but it doesn't always come out tasting as she expected. The same happens when she substitutes it with a non-dairy option. She's a beginner cook, and usually ends up guessing what a good substitute would be - which doesn't always turn out well either.

### Preferences and Goals

Nina wants to swap out dairy ingredients for the best possible non-dairy option.

She, and other users also want to see if there are multiple ingredients they could use as a substitute.

### Product Goals

Your solution should also consider other dietary restrictions, like vegetarian, gluten-free, nut allergies, etc.

### Device

This should be designed as a mobile website.

# Design a feature that helps users find the best hiking trails

## Details

(Do not read these unless asked by the interviewee)

### Scenario

Andrew takes a day trip to a local state park to spend some time in nature. He only has a few hours, and wants to get the most out of his time.

### Pain-Points

Andrew has a paper guide of trails, but it only says the distance, so he has to estimate how long it will take.

When he's hiking, he like to be spontaneous, but isn't able to because deviating from his plan could leave him lost or far away from getting back to his car.

### Preferences and Goals

Andrew wants to see a few key landmarks during his hike - especially a wooden bridge over a river. He wants to plan out his start and return time, so he isn't rushing.

During his hike, he wants to know where he is, and what other trails he could take that would lead him to new sights.

### Other Assumptions

You can assume that there is accurate, current data about the trails, input by park employees.

### Device

This should be designed as a Native Mobile app (iOS or Android)



## Challenge #6

 30 Minutes

# Design a feature that lets two people watch a movie "together" from across the country.

## Details

(Do not read these unless asked by the interviewee)

### Scenario

Anna and Jimmy are in a long distance relationship - but still want to watch their favorite Netflix show together.

### Pain-Points

Anna's timezone is 1 hour behind Jimmy's, so scheduling can be an issue. They have tried starting it at the exact same time and video-chatting with each other - this never works, because if the timing is off or someone needs a break, it's hard to pick up where they left off.

### Preferences and Goals

Anna and Jimmy want to take all the timing issues out of this process, so it feels easy and natural to watch a movie or show together.

They want to spend less time scheduling and queuing up their video, and more time chatting about the movie and reacting to it together. No spoilers because they aren't synced up!

### Product Constraints

Your solution should be a feature for Netflix, or any other streaming service.

### Device

This should be designed as feature for Netflix's desktop website.

## Challenge #7

 30 Minutes

# Design an app that makes professional networking at conferences easier and more fun.

## Details

(Do not read these unless asked by the interviewee)

### Scenario

Jamie is going to a work conference by herself this week, where she hopes to make some new friends and professional connections.

### Pain-Points

Jamie wants to make the most valuable professional connections at the conference, finds it exhausting to introduce herself, and start conversations with a million people.

She knows the names of a few people she wants to talk to, but feels uncomfortable approaching them, and wishes she could build a relationship before meeting in person.

### Preferences and Goals

Jamie wishes she could build a relationship before meeting in person.

Jamie wants to know about the people who are attending the same events as her, that she is likely to meet.

Jamie wants her first interaction with new people to feel familiar, not awkward or "cold".

### Device

Device and platform are up to the interviewee!

## Challenge #8

 30 Minutes

# Design a website that helps users find decorative items for their home

## Details

(Do not read these unless asked by the interviewee)

### Scenario

Ally graduated college one month ago, and has since moved into her first rented apartment -a small studio in Chicago, where she lives by herself.

Before moving in, she was really excited to decorate her apartment, especially since it would be the first time living alone, with her "own" space.

### Pain-Points

Ally knows the "look" she wants - but she doesn't know the right things to buy to achieve that with her apartment.

The photos she saves of inspiration usually have more decorative pieces than she could ever afford. How can she get a similar look, on a budget?

### Preferences and Goals

Ally wants to give a quick "facelift" to her apartment, without needing to shop for lots of individual items.

Ally wants to find decorative items in her budget that will give her apartment the look & feel she wants.

### Device

This should be designed as a mobile website.

# Design a website that helps people book a DJ for a party or event.

## Details

(Do not read these unless asked by the interviewee)

### Scenario

Chelsea wants to book a DJ for her son's graduation party two months from now. Other common events include birthday parties, weddings, and work-related holiday parties.

### Pain-Points

From online searches, Chelsea has a hard time getting a sense of the DJs style. She searches for them on youtube to see an example set, but rarely finds anything.

Chelsea also tries to find reviews - sometimes they're on Yelp, but it's usually not enough info to make her feel confident.

She fills out a million contact forms, just to get an email back saying that they are not available, or that the price is out of her budget. She wishes she knew these things before reaching out!

### Preferences and Goals

Chelsea wants to feel confident in the quality and reliability of the DJ she's booking.

She wants to know about their pricing and availability before sending them info about her event.

She wants to see them in action, so she knows it will be the right vibe for her party!

### Device

This should be a website, designed for desktop screens.

# Design a way for people to easily pack for their next trip.

## Details

(Do not read these unless asked by the interviewee)

### Scenario

Alexa is travelling from New York to Barcelona for a 10-day business trip, with a few free days. Weeks before, she's already stressed about packing!

### Pain-Points

Alexa needs a mix of casual and professional clothes, but doesn't know exactly what to bring. She only gets one suitcase, and can't pack everything!

She is worried about forgetting something important, (like her contact lenses) that would be difficult to replace there.

Alexa is nervous that she won't pack the right stuff for the weather.

### Preferences and Goals

Alexa wants to feel confident that she is prepared, and has everything she needs before taking off.

She wants to pack efficiently, so she has the right clothes for each occasion, but nothing more.

### Device

This should be designed as a Native Mobile app (iOS or Android)

# Go Forth and Crush Your Interview.

I hope these exercises were fun, challenging, and helpful. Most of all, I hope that you bring an unlimited supply of confidence and composure into your next interview.

I'm always around to chat, answer questions, hear success stories, or get feedback on what we could do better - feel to reach out with any of the above.

Good luck, and keep going!

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