

A Guide to Help You Prepare for Your Product Design Interview at Flipkart

As the Design team, we work on products that empower our users to push the boundaries of the customers' shopping experience. We are now working beyond just shopping and focusing on engagement aspects like Videos, Games, Feeds, etc. We also work for growth and new user acquisition of the next 100 million by building trust marks, and providing affordability and easy transactions. This can be seen through our new offerings as Flipkart Pay Later, voice interface and guided navigations.

Backed by research and data, we solve complex needs and build iteratively towards our vision. We ship high-fidelity designs of new features and prototype solutions. We own these projects from start to finish and collaborate with a multidisciplinary team of developers, product managers, content strategists, and researchers to deliver the best possible experience. We use many design tools like Sketch, Invision, Zeplin, Principle, etc.

Our design process consists of all the phases of Design Thinking, such as Empathize (research), Define problem statements, Ideate (Whiteboarding, focus groups, co-design), Prototype and Test. Design projects range from major new initiatives that last for 2 to 4 months to minor projects like growth hacks that last for just a few weeks. We have designers from top design schools like IDC, NID, Srishti, Symbiosis, as well as international design schools. We also have many self-taught designers that come from a variety of backgrounds like Engineering from IITs, Architecture, Science and Commerce.

Product design roles start from entry level roles like Designer 1, and Designer 2 to Principal Designer. Managerial roles start from Lead Designer to Sr. Director. The Flipkart OneDesign team consists of Product Designers, User Researchers, Illustrators, Content Designers, Copy Designers, Creative Designers, etc.

Interview Process

Phase 1: Pre-onsite Interview

- Exploratory Discussion
- Technical Phone Screening

Phase 2: Offline Design Exercise

- Design Challenge

Phase 3: Onsite Interview

- Portfolio Presentation
- Design Thinking
- Domain Understanding
- Team Fitment
- Culture Fitment

PHASE 1: Exploratory and Phone Screening Rounds

ROUND 1.1: EXPLORATORY DISCUSSION (30 MINUTES)

This is the stage when you'll be interacting with your potential Hiring Manager. As soon as your CV is shortlisted, your recruiter will set up an exploratory discussion based on your availability. The intent of this round is to understand your past experience, expectations and aspirations for the future.

This round is typically conducted over phone/Hangouts. Please ensure that you're comfortably settled in a quiet space for a fruitful discussion. You will be expected to introduce yourself, your past work experience, strengths and aspirations in this round - be concise, clear and prepared.

Take this opportunity to ask as many questions as you want in order to get a holistic picture of the role. Make sure that you clearly understand the charter, scope, kind of work involved in the role offered by us. Have a constructive and open discussion on your eligibility, aspirations and other concerns that you possibly have.

Note: Exploratory discussion with the Hiring Manager depends on a case-to-case basis. Your recruiter will walk you through the detailed hiring process.

ROUND 1.2: TECHNICAL PHONE SCREENING (60 MINUTES)

Before you come for an onsite interview, you'll have a discussion with one of your potential peers. This is a technical screening round which is primarily focused on past work experience, role-eligibility and a few problem-solving questions relevant to the role you're being interviewed for.

This is a telephonic/Hangout discussion. You can expect questions about your past experience, major projects that you've worked on depending on the role you're being evaluated for. The interviewer may deep dive into one of your projects that you have executed in the past to understand your strengths and weaknesses.

Please ensure that you are available for the call in a quiet place. Be well-versed with everything mentioned in your resume. Have a brief introduction of your experience ready. Go in-depth if interviewers ask you details about anything specific.

Note: You may or may not have this round depending on a case-to-case basis. You may have more than one technical phone screen round if need be. Your recruiter will walk you through the detailed hiring process.

PHASE 2: Offline Design Exercise

ROUND 2.1: DESIGN CHALLENGE (FOR DESIGNER 1, 2 AND 3)

If you have applied for a Designer 1 role (Design Lead level), we will be sending a design exercise to you.

Objectives of the test:

- Demonstrate your ability to think out of the box, in a smart way.
- Call out assumptions as well as the rationale behind your design choices.
- Make the application visually exciting and fun to use.
- Understand and leverage the touch paradigms (platform-specific UI guidelines, etc.).

Evaluation criteria:

- Simplification and clarity of the solution.
- Information architecture.
- Unique product thinking (beyond current state-of-the-art).
- Layout and general visual design.

Time period for design completion:

- Within a week.

Note:

If your design exercise gets a positive response from the internal panel, you will be invited for an onsite interview. If you have made it so far, then we believe that you might be "the one" for us. We will be appointing another panel to further evaluate your candidature.

How to prepare for the round:

- Be creative in terms of rich visualization, innovative problem-solving ideas, possibly multiple solutions to the same idea (we would love to see your brainstorming sketches or notes).
- Empathize with users.
- Include a short write-up capturing your thinking process.
- Where there is no data (e.g., on rules, nature of users, etc.) feel free to make assumptions, but do call out these assumptions.
- Make a mockup which displays your design sensibilities (problem-solving, interaction, visual design, UI guidelines, etc.), and proficiency with any quick mock-up tools.
- The hi-fidelity prototype need not be 'interactive' but should have enough details such that it captures at least one complete flow.

PHASE 3: Portfolio Presentation

ROUND 3.1: PORTFOLIO PRESENTATION (FOR DESIGNER 1 TO LEAD DESIGNER) (60 MINUTES)

You'll be interacting with your potential hiring manager or peers in this round. You are expected to showcase your craft skills in Interaction Design, Visual Design, UX Architecture, etc. You'll be expected to pick up one or two of your past projects that demonstrate a full user-centered design process. You can bring in your laptop or share your portfolio in the form of a PDF, PPT or an interactive website.

You'll be assessed on your presentation skills and storytelling, quality and speed of delivery, depth and breadth of your craft work, acumen in understanding user problems and translating that into design flows. We would also try to understand your stakeholder-management skills when you worked on these projects and the type of team you have managed/worked with.

Ensure that you pick a project that you've worked extensively on in the past. It's good to give an overview of all projects, but refrain from presenting too many shallow projects.

ROUND 3.2: DESIGN THINKING (FOR ALL LEVELS) (60 MINUTES)

You will be interacting with a senior member of the design POD from a different team.

In this round, you will be given a problem statement like designing a solution for building lift buttons or a payment app. You will be asked to arrive at some solutioning and define user flows.

The focus in this round is to assess your ability to apply design thinking to define the right problem statement and approach towards solutioning. Through this discussion, the interviewer is trying to understand how you apply the design thinking process of Empathise, Define, Ideate, Prototype and Test, while building a product solution. We want to know if you follow a full UCD round in your design and thinking about creative solutions - if any. As well as if you are innovative. This round will focus on whiteboarding the solution with some rough screen level layouts.

Clarify the problem statement and do not assume solutions or even problem statements. Get clarity on the user segment, user persona, environment, social and economic background. Ask enough questions to identify use cases and any ambiguity you have.

How to prepare for the round:

- Demonstrate the 5 design thinking phases in your interview.
- Be creative, innovative and empathetic towards users and solutions.
- Show creativity and agility to come up with multiple solutions. Don't stick to one solution and try to justify it too much.
- Ask enough questions to identify corner cases and big goals.
- First go into wide thinking before narrowing down on a solution.

ROUND 3.3: DOMAIN UNDERSTANDING (60 MINUTES)

This intention of the round is to evaluate how well a designer understands the product and business requirements. This discussion is for assessing your ability to partner with diverse stakeholders from Product, Business, etc., and work with them to deliver results. You have to understand the needs and requirements of diverse stakeholders and contribute to building the product problem statement and requirements. In this role, you may have to work with Product managers to co-design solutions.

Note: This is not to evaluate designers for a PM role.

ROUND 2.4: TEAM FITMENT (60 MINUTES)

The intent of this round is to evaluate your team fitment based on your experience, with your strengths demonstrated across other rounds. In this round, you'll be interacting with your potential team leader/hiring manager who will try to get to know you better in order to make an informed choice that we hire the right person for the right job.

The interviewer will try to understand your aspirations, inspirations and motivations, self-awareness, leadership ability, stakeholder management, strengths and weaknesses, etc.

You can also expect questions around some of the competencies which you would have been evaluated for in previous rounds. Think of this round as a summary of all the discussions that you have had during the day.

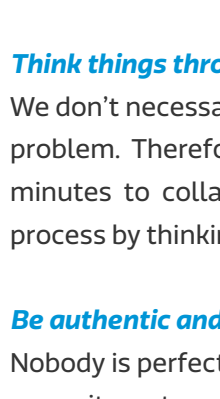
ROUND 2.5: CULTURE FITMENT ROUND (60 MINUTES)

We are a proud community of Flipsters. All our decisions are deeply rooted in our values, and they have made us into what we are today - successful and everything. Our core values define our identity and form the basis of our actions and reflect in everything that we do at Flipkart. These values enable us to shape the desired organization culture in which each Flipster can thrive and be at their best.

In this round, you are being evaluated for your cultural fitment at Flipkart. The round is meant to assess whether you are a good fit in the world of Flipsters or not. There are no right or wrong answers. Be honest and think thoroughly before you answer. There may be questions around your past experiences, career aspirations, hypothetical scenarios, your strengths and weaknesses, etc. We highly recommend that you invest some time in preparing yourself for the interview.

- Read up about our values and what makes you a great fit for us
- Be honest about your success and failures
- Invest some time in preparing yourself for the interview
- Be candid and help us understand you better

If you are someone who believes in these values, and you're able to exhibit these values, you are a great fit for us. Reflect on your past experiences and prepare yourself well before the interview. Spend some time on identifying instances from the past when you exhibited these values.



NERVOUS? DON'T BE.

HERE ARE SOME TIPS FOR A SMOOTH INTERVIEW:

Be prepared:

Needless to say, we want to hire the best talent. Prepare well, understand what we do as a business, the position you are interviewing for, learn how your role will contribute in achieving our vision and brush up your basics as much as possible. At Flipkart, we strongly believe that our highest leveraged time should be applied to hiring and helping onboard the absolute best talent that we can scout around the world.

Pique our interest:

Tell us something about yourself that prompts us to know more about you. Flipkart is a great mix of people with various talents and skill sets and so, we'd like to know how and why you stand out from the rest.

Think things through:

We don't necessarily look for absolute solutions. Instead, we'd like to know how you approach a problem. Therefore, make sure you think through your answers. It's okay if you need a few minutes to collate your thoughts. You can help the interviewers understand your thought process by thinking out loud.

Be authentic and candid:

Nobody is perfect. It's okay to openly admit past failures - if any. At Flipkart, we place intent and commitment over success. And, being honest about yourself will help us identify those traits in you.

Show your passion:

It's not an interrogation, it's a discussion. Blend in a lot of passion and energy in your interactions. Ours is a fast-paced and challenging workplace and therefore, there's no room for someone who takes it slow.

Ask questions:

We are open to all kinds of questions. It's the easiest way to get to know each other better. So, ask away!

Understand how we work:

Get yourself acquainted with our values: Audacity, Bias for Action, Customer First and Integrity. Our values are deeply rooted in all our major decisions at Flipkart.

Audacity:

We challenge established standards and keep pushing the boundaries. We innovate continuously and find disruptive solutions. We are fearless in trying anything new.

Bias for Action:

We strongly believe in taking initiative and driving results with impact. We make speedy decisions and believe in failing fast.

Customer First:

We continuously strive to understand our customers' needs. We validate our success through customer actions. We go deep into customer issues and resolve the root cause.

Integrity:

We strive to do the right thing, in the right way, at all times. We do not compromise on our values.