

Recruiting

① determine target audience

user profile
demographics
web use
behavior

update every 6m

② Find representative members of that audience

①

your personal DB
friends & fam

larger groups

lists
neighbors
users
ads

prescreen → screener

20?s
short
specific
exact Q

phone

email

eliminate if necessary

schedule

invitation

hello
date
details
preferences

confirm

prevents

issues:

wrong X ⇒

• no shows

↳ schedule extra

• bias

• anonymity

• teen schedules ✓

• building prep

prevents

② Recruiters

\$\$\$

expensive

①

more

time

efficient

🏠

want to

rent out

their spaces

Interview
hourglass



Interviewing

Intro
Warmup
General
DeepFocus

Retrospective
Wrap up

