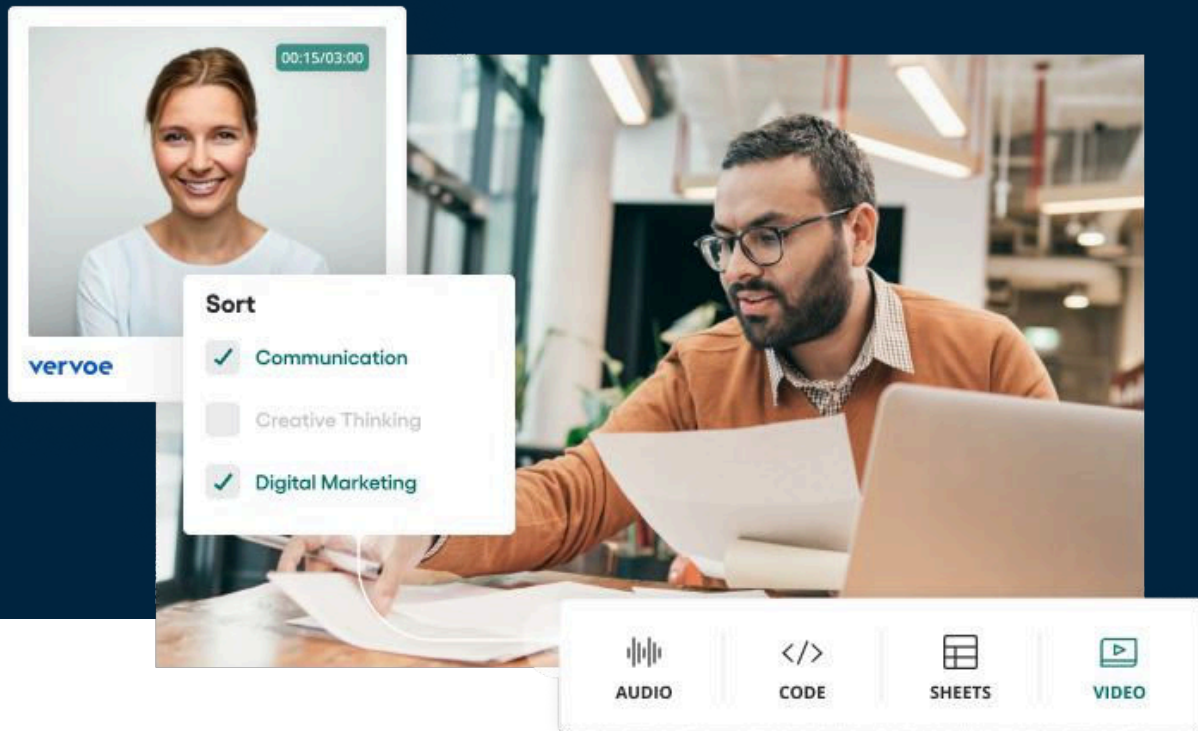


Content Development Process Overview



First Principles

Skills-first approach

Vervoe's mission is to uncover skills at scale. Every part of the platform from our skills tests, job simulations, AI engine, candidate insights, and reporting is based on specializing in and continuing to iterate on validating skills, rather than inferring skills. Practically, this means knowing versus guessing, showing versus telling, and hiring based on merit, not background.

Skills in the context of the role

The mark of a Vervoe skills test is our deep acknowledgment of skills in the context of a role. We understand that the skill of Communication, for example, will be different when hiring a Salesperson versus when hiring a Nurse. Or Resilience, for example, will be different when hiring a Customer

Service Representative versus hiring a Cybersecurity Analyst. While we do have the ability to test for any isolated skills, and offer some out-of-the-box (i.e. MS Excel, Remote Working Skills, Basic Computer Skills), we generally do not recommend it as best practice (except in specific use cases).

Day-in-the-life approach

A Vervoe skill test highlights how candidates will actually execute in the role. This involves performing real tasks and responding to challenges in the context of the organization and role. All skills tests are designed so candidates can show, not tell. This includes hard skills like proficiency with tools, systems, processes, and best practices of the role. This also includes soft skills like communicating with stakeholders, performing key job duties, and interacting with team members.

Creating a Skills Test

Skill Identification

Identify 3 key skills required to perform the role. This is a mixture of technical and soft skills that the incumbent must have in order to perform the role successfully. For example, a call center representative would need verbal communication skills and a Developer will need coding skills. Although most roles do require more than just three skills, we believe in testing the key non-negotiables. This ensures that the assessment is kept to a respectable length and demonstrates how strong they will be at the core components of the role. This is done through market research, our proprietary skills taxonomy, and consultation with domain experts.

Immersive Question Types

12 immersive question and response types; including text, multiple choice, audio, video, file upload, presentation, code, Google Suite (docs, sheets, surveys, etc), MS Suite (Excel), and typing test allow you to configure the format of your skills test questions to whatever most closely simulates the environment the candidate will be hired in. The possibilities are endless.

Content & Context

Questions are generated from actual work, tasks, challenges, and scenarios that candidates would come across and do in the job. If someone was doing a working trial, what would you get them to do to see if they would perform in the role?

Assessment Validity

Read more about our general skills test best practice [here](#) and assessment validity (face, content, and criterion validity) [here](#).

Creating a Job Simulation

Framework

Using foundational building blocks, Vervoe uses a highly modular approach to creating job simulations. The simulation base or shell that encompasses the visual elements of the product looks different or changes depending on the role (From a CRM environment that includes reporting dashboards, different communication channels and contact activity feeds for Sales or Marketing, to a terminal environment for Cybersecurity, to a Zendesk ticketing environment for Customer Service, or Jira issue management and tracking environment for QA Engineer and Product Manager).

Tasks

Flows are generated from actual work, tasks, and challenges that candidates would come across and do on the job. Candidates walk away from the assessment having a good feel for what would be required on the job and should feel confident that if they performed well in the job simulation, they will perform well in the role. Flows and tasks are paired with correct answer sample options. This is the ideal answer(s) we are looking for candidates to respond with as if they had completed it so you don't have to be an expert, to hire an expert.

Content and Interactions

This includes components like buttons, menus, icons, color schemes, and typography within the simulation, to completely separate external product applications and supporting links; all of which contribute to the user's interaction with the product. Detailed and immersive world-building can be found in all Vervoe simulations from contact information, to colleague interactions to project history. The best part? It's ChatGPT proof; the back-and-forth nature of questions, and sequences with context clues nestled deep in the environment make it impossible to find answers outside the simulation. No prior information is required and that's exactly how you'll get to see them do the job before they get the job.

Customization

Business Outcomes

I/O Psychologist: All bespoke assessments created for our customers are directly tied to relevant and critical business outcomes. This is an iterative process to determine the predictive validity of an assessment used at the start of a recruitment process. **Out-Of-The-Box:** In terms of assessment personalization, Vervoe library assessments have a huge data set behind them collected over time from employers and candidates which allows for you to get very predictive results if you edit tests for your organisation. Vervoe has the industry's only active-learning interface so in terms of grading personalization, you can fine-tune what a top performer means for your organization.

Quality Assurance

I/O Psychologist & Out-Of-The-Box: Before publication, all assessments are reviewed by Vervoe's in-house assessment and I/O Psychology team. If assessments have been created specifically for an organization, the relevant subject matter experts are heavily involved in the quality assurance and approval process before use.

Maintenance of Content

Content can be modified by customers if it's in assessment format and/or by Vervoe on request if it's more bespoke

Content is also optimized based on feedback and data as part of the customer review process and our I/O Psych team will sometimes make recommendations to improve a customer's content based on best practice.

