

# Whatfix

## Information Developer Group Leveling

### Update History

Version	Date	Updated by	Remarks
1.0	December 14, 2023	Nibu Thomas	Document Drafted & Circulated
1.0	December 20, 2023	Remya R Pillai	Branding updates

At Whatfix, we are building a new category of software, which requires a lot of innovation. Our goal is to foster an environment where our Product team can work more efficiently, iterate faster, and make informed business decisions across the entire product life cycle, from identifying problems to measuring outcomes.

To help our team members excel in their careers, we have developed a set of guiding principles for creating a Jobs Framework. This framework will enable team members to understand their career level and take ownership of their career progression. They will also be able to identify the skills required to move to the next level and be prepared to take on additional responsibilities when the business requires them.

The Jobs Framework enables managers to have productive discussions about performance, career growth, and expectations. It fosters transparency, consistency, and equity while empowering team members to drive their careers and enhance our product organization's efficiency and innovation.

### **Few Guiding Principles**

#### **Flatter Hierarchy**

We want to build an organizational structure with minimal levels of management layers between individual contributors and top leadership. In such a system, decision-making is decentralized, promoting open communication and faster responsiveness. This structure encourages employee empowerment, promotes innovation, and facilitates quick adaptation to changing circumstances, leading to increased agility and efficiency.

#### **Being Hands-On**

As a company, we rely on our managers and leaders to guide our teams effectively. It is crucial for them to remain hands-on and involved in the day-to-day operations. This means that they should be calibrating articles, release plans, support tickets, chorus calls and if required write, edit articles as well. They must also stay up-to-date with product developments through constant testing and usage, gather insights, and closely monitor product health metrics.

### **Prove first before leveling up**

Level-up happens only after the employee is able to prove that he/she has already operated at the new scope & demonstrated the impact expected. Level-up does not add additional responsibilities, Level up happens only after additional responsibilities are already handled. It is not mandatory that each & every behavior is exhibited but needs to prove that all categories are covered.

### **All work streams under Product Org are treated equally**

The criteria of level up is exactly the same, individuals need to handle a bigger scope or make a larger impact & show the right behaviors to grow irrespective of their work stream.

### **Years of experience are not mandatory to level up**

Years of experience are required to master anything, It is not enough to be able to do it once, It has to be repeatable. A minimum of 1.5 years of experience in the current role is required to be considered to level up apart from that there are no minimum years of experience requirements for any level. The years of experience are only a guide to set expectations.

### **Levels are additive**

Every level is additive to all previous levels. Responsibilities of all previous levels are expected when you are at a level.

### **Competencies per Job**

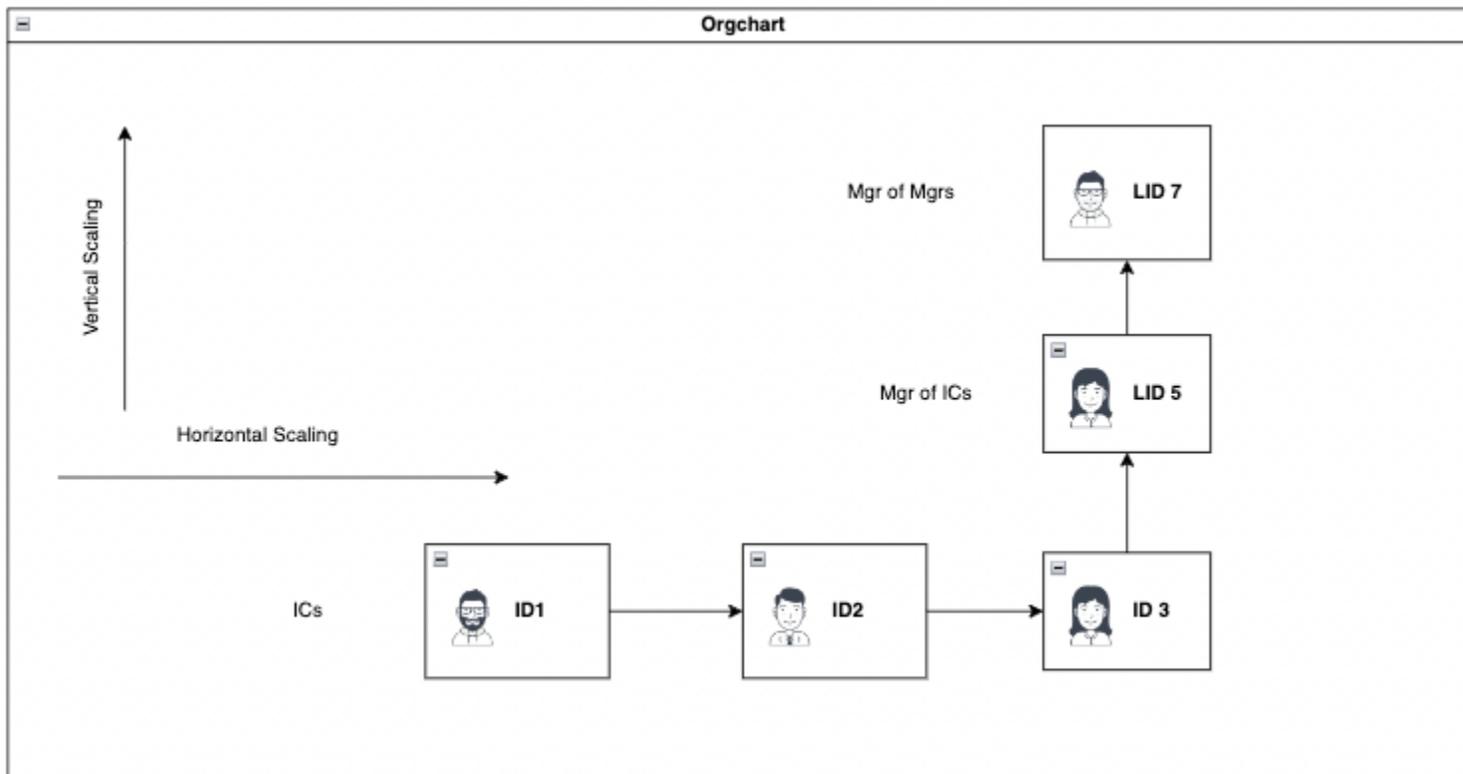
For each Job Framework, we have identified categories for describing competencies we expect to see at each level. Below we describe the definitions of each category:

- **Scope & Influence:** The scope of the responsibilities and ways each job influences product, team members, or company strategy. This ranges from focus on own work to cross-company and external influence in terms of product, team members, customers, or company strategy.
- **Complexity & Problem solving:** The level of complexity and problem-solving skills in day-to-day responsibilities and projects. This ranges from low, and moderate to highly complex problems that influence the accomplishment of long-term business goals.

- **Functional Competencies:** Competencies that are specific per level and per function(PM/IDG/Ops/Data). These are built out by each function themselves.
- **Values Competencies:** Competencies that are aligned with our core cultural values,

Besides the above competency categories typical reporting structure is also added to the Job Frameworks:

- **Typical Reporting Structure:** This shows the typical reporting structure for that Job level.



	<b>Information Developer</b>
Individual Contributors	<ul style="list-style-type: none"> <li>● Information Developer <ul style="list-style-type: none"> <li>○ ID1</li> <li>○ ID2</li> <li>○ ID3</li> </ul> </li> </ul>
People Managers	<ul style="list-style-type: none"> <li>● Leader ID <ul style="list-style-type: none"> <li>○ LID5</li> <li>○ LID7</li> </ul> </li> </ul>

#### IDG Jobs Framework

Level	Scope	Typical Reporting	Functional Competencies & Skill
ID1	Work on core documentation tasks assigned by the Leader. Collaborate with peers & seniors to understand the POD level requirement and deliver the work independently.	IC and reporting to LID5 or above.	<a href="https://whatfix.atlassian.net/wiki/spaces/PM/pages/2034434162/Information+Developer+Competency">https://whatfix.atlassian.net/wiki/spaces/PM/pages/2034434162/Information+Developer+Competency</a>
ID2	Owns all documentation and DAP content at a Product Level. Is familiar with other products/pods but is only accountable for the content related to the Product they are managing.	IC & Reporting to LID5 or above.	
ID3	In depth knowledge and is hands-on with multiple Whatfix products. Is responsible to document, edit, and publish product level content including collaborating and reviewing other's work as well.	IC & Reporting to LID5 or above	
LID5	Managing own pod plus responsible for 1-2 related PODs	Mgr of 1-2 ICs & Reporting to LID7 or above. Acts as player/coach.	<a href="https://whatfix.atlassian.net/wiki/spaces/PM/pages/2335277074/IDG+Leadership+Competency+MID4+MID5+MID6">https://whatfix.atlassian.net/wiki/spaces/PM/pages/2335277074/IDG+Leadership+Competency+MID4+MID5+MID6</a>
LID7	Managing LID 5s and all documentation across product lines		

*Complexity - The complexity of a product area can be defined based on the amount of risk involved along different dimensions such as technical complexity, execution complexity, market complexity, and usability complexity.*

## **IDG-Competencies**

At each level, it is anticipated that individuals will assume the responsibilities associated with their previous levels of experience and expertise.

### **1. IC Roles**

#### **a. Product Skills**

<b>Skills</b>	<b>ID1</b>	<b>ID2</b>	<b>ID3</b>
Audience	-Has a basic understanding of the primary audience of the product and the problem we solve as a product	-Has a good understanding of the different kinds of users for our product and their content needs	-Has a good understanding of the different competitors for our product and is familiar with their features/ content
Content Strategy	-Understands audience needs and asks the right questions to get accurate, and adequate information -Understands that DAP is a big part of our content strategy. Can create interventions contextually to promote own features	-Able to share knowledge about different tools and processes used in the industry -Curious to know how the function works outside of Whatfix, learns about new/different things, and shares knowledge with the team -Understands that DAP is a big part of our content strategy. Can create interventions contextually to promote cross-product functions and features	-Is an expert who is able to define and measure the impact of content strategy. Able to suggest improvements -Establishes expertise enough to participate and contribute in discussions in community (outside Whatfix as well) -Able to use PA effectively to drive content strategy. Expert at starting with Analytics and can continuously update strategy to ensure effective discovery of functionality across product lines
Tools	-Able to analyze the impact of work using available analytics and metrics -Proactively keeps track of content usage and promptly addresses feedback. -Able to create workflows	-Creates work for themselves and the team using analytic insights, support tickets, and chorus calls -Able to identify new functionality in various tools we use, keeps up to date on what's new in the industry when it comes	-Able to start with Analytics and end with Analytics - Should be able to understand why content needs to be created and use data (analytics) to understand that need. And then when the content is created, should again use analytics to

Skills	ID1	ID2	ID3
	-Able to create videos/gifs	to different tools	track how it is doing. -Understands and manages the translation platform
User Centered Design	-Is familiar with basic design heuristics	-Has applied design concepts in various content outputs -Is able to create copy and UX content as per style and standards - in case of emergencies	-Is able to innovate on the design. Suggest better presentation formats, use cases, etc
Quality	-Able to adhere to style guidelines -Create content with less than 2 issues per article	-Able to suggest improvements and updates to the style guide -Create content with less than 1 issue per article	-Can act as a gatekeeper
Customer Focus	-Is alert to customer issues and uses information to proactively solve issues relevant to their pod/feature	-Able to analyze support tickets and proactively raise product insights	-Is an expert at identifying content gaps. -Is able to create product insights - to improve the product
Operational Knowledge	-Is able to use different content creation tools efficiently -Can respond clearly to queries both internal and external	-Understands the big picture. Able to use the product in a manner that inspires customers -Is an early adopter who actively seeks to use new functionality and measures impact -Can train others on product feature/pod they handle -Can troubleshoot issues with content/DAP	-Can train others on any Whatfix product feature
API Documentation		-Able to create and manage API documentation	-Able to improve API documentation by identifying newer methods/tools, etc

**b. Process Skills**

Skills	ID1	ID2	ID3
Research	<p>-Has a basic understanding of the audience and the problem we solve as a product* Ability to do primary and secondary research to garner requirements</p> <ul style="list-style-type: none"> <li>* Can accurately estimate time required to complete a project, task</li> <li>* Can clearly articulate information in easy to consume manner</li> <li>* Able to create grammatically correct content following all caveats of the style guide</li> <li>* Keeps track of support tickets and proactively creates content to address customer needs</li> <li>* Able to use data to improve content and product experience constantly</li> <li>* Able to edit, peer review, and provide actionable feedback</li> <li>* Has a basic understanding of the primary audience of the product and the problem we solve as a product</li> </ul>	<ul style="list-style-type: none"> <li>-* Able to review research and find gaps</li> <li>* Suggest faster ways to collect information</li> <li>* Has a good understanding of different kinds of users of our product and their content needs</li> </ul>	<ul style="list-style-type: none"> <li>* Manage, plan and research for large cross product/pod projects</li> <li>* Identify new ways to reuse information in a manner that has little or no impact on end user</li> <li>* Understand competitor functionality and is familiar with their content (where available)</li> </ul>
Standard Compliance	<ul style="list-style-type: none"> <li>-Able to conceptualize, storyboard, and create visual content</li> <li>-Able to maintain information so that it continues to be relevant</li> </ul>	<ul style="list-style-type: none"> <li>-Able to suggest improvements by benchmarking standards with industry standards</li> </ul>	<ul style="list-style-type: none"> <li>-Is the expert who owns the style guide.</li> <li>-Understands and explains why and how each caveat is used</li> <li>-Establishes best practices by collaborating with industry experts</li> </ul>

Project Management	-Able to keep track of deliverables and meet deadlines within time/quality/scope -Able to identify and escalate product and content issues early in the cycle -Able to follow processes and suggest new ones	-Able to manage multiple cross pod projects	-Able to suggest and implement process level improvements
Problem Solving	-Able to identify and escalate issues related to content creation -Create use cases to promote feature and feature usage in own pod -Able to handle ambiguous information and bring about clarity	-Able to come up with innovative solutions at presenting information effectively -Create use cases to promote feature and feature usage across pods	-Is considered the expert to solve any tool/product/process issue in the team
Initiatives	-Is able to conceptualize innovative initiatives that are inline with goals		-Are able to brainstorm with the team and take initiatives with positive measurable outcomes
Internationalisation	-Able to check content to ensure content is translated and is current	-Able to make small updates in consultation with vendors	-Able to manage and improve the translation process

### c. People Skills

Skills	ID1	ID2	ID3
Mentoring & Coaching	-Able to implement feedback in a positive manner	-Able to provide feedback positively -Understand people needs	-Takes accountability for progress of the mentee.
Collaboration	-Able to collaborate well with dev/pm/design/support of own pod	-Able to collaborate across pods	-Able to bring about synergies by collaboration across products
Leadership	-Takes initiatives inline with goals that are set -Owns results and outcomes	-Able to manage work through influence -Shares knowledge with team	-Able to contribute and define goals that are inline with product and company goals -Establish themselves as Product/process/tool experts

Stakeholder Management	-Understands how other functions (marketing, sales, legal, success) operate and is able to work with them and their constraints-	-Able to use the product in a manner that inspires stakeholders and customers	-Able to represent Whatfix at events and speak about the product
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## 2. Leader role

### a. Product Skills

Skills	LID 5	LID 7
Content Strategy	-Able to decide and drive a comprehensive strategy that addresses creating and maintaining accurate, timely and optimized content resources that make product usage possible	-Analyze competitor product and content to understand how we can be more effective
Leverage Analytics	-Is able to use data about content usage to generate actionable insights and leverage those insights to achieve outcomes as per the content and product strategy	-Use insights to suggest appropriate DAP interventions-
Vision	-Able to draw out clear, measurable, documentation goals that align with company and department objectives -Ensure regular validation of product functionality	-Closely follow the roadmap and identify documentation opportunities that are not explicitly called out -Collaborate with stakeholders to proactively address information and process gaps

**b. Process Skills**

Skills	LID 5	LID 7
Project Management	-Is able to plan, execute, control and report on various content projects	-Able to use both qualitative and quantitative techniques to listen to voice of the customer - Is an expert at identifying risks and addressing them
Establish and Drive standards	-Able to identify issues that need to be fixed by tweaking the process -Able to identify and define necessary tools and processes that will enable the team to raise the bar -Track progress and iterate for effectiveness -Is the gatekeeper for all content	-Experiments with various methods and ideas to arrive at something that works
Problem Solving	-Able to come up with and implement innovate solutions for issues identified proactively -Able to identify when to escalate things that cannot be solved using available resources	-Able and solve problems that are not just content related, but also those that are product related so these solution have a larger impact
Outcomes	-Able to build measurement systems that are updated and shared regularly to help the team understand which areas need improvement -Able to meet the goals set as per the overall business objectives	-Able to identify and use all available resources to gather and share insights -Owns revenue goals and shapes the product for those outcomes
Satisfaction	-Periodically test the pulse of the user consuming content. Identify ways to effectively measure content performance	
Vendor Management		-Able to identify and onboard vendors for various documentation needs

**c. People Skills**

Skills	LID 5	LID 7
Recruitment & Hiring	<ul style="list-style-type: none"> <li>-Is able to identify, shortlist and hire good writing talent</li> <li>-Able to create and tweak job descriptions based on changing needs of the business</li> </ul>	<ul style="list-style-type: none"> <li>-Has built a strong network outside of Whatfix to be able to tap into personal network to create pipeline, and not just depend on recruiter pipeline</li> </ul>
Leadership	<ul style="list-style-type: none"> <li>-Team looks up to the leader to not just solve hard problems, but also identify and establish best practices</li> <li>-Discuss, plan and help writers achieve their career objectives</li> </ul>	<ul style="list-style-type: none"> <li>-Able to benchmark best practices</li> </ul>
Mentorship & Coaching	<ul style="list-style-type: none"> <li>-Instils, inspires, encourages, and motivates team members</li> <li>-Able to coach team members reach their potential by challenging, prodding and encouraging them to perform tasks that create an impact</li> </ul>	<ul style="list-style-type: none"> <li>-Able to mentor coaches</li> </ul>
Advocacy	<ul style="list-style-type: none"> <li>-Able to represent Whatfix at events and share information about the product so the audience doesn't feel they were sold to.</li> </ul>	<ul style="list-style-type: none"> <li>-Able to represent Whatfix at events and share information about the product so the audience doesn't feel they were sold to</li> </ul>