**Frontend Developer Interview Scorecard**

Candidate Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Role Interviewed For: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Interviewer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Dimension** | **Guidance** | **Score (1–5)** |
| Customer Strategy | 1-2: Cannot articulate a clear customer strategy or ties activities to business outcomes.
3: Describes a coherent customer strategy linked to target segments and priorities.
4: Defines multi-year customer strategy with trade-offs and measurable milestones.
5: Creates transformative customer strategy that repositions the business and secures executive buy-in. |  |
| Customer Experience Design | 1-2: Ignores end-to-end journeys and fails to identify friction points.
3: Maps key journeys and recommends incremental improvements.
4: Designs measurable, cross-product experience changes that improve key metrics.
5: Leads radical experience redesigns that materially increase retention and advocacy. |  |
| Revenue & Growth Impact | 1-2: Unable to link customer programs to revenue, retention, or expansion metrics.
3: Delivers programs that maintain retention and support modest upsell.
4: Drives measurable retention improvements and predictable expansion motions.
5: Creates scalable commercial motions that materially lift ARR and LTV. |  |
| Cross-functional Leadership | 1-2: Fails to influence peers or coordinate across product, sales, and support.
3: Collaborates effectively with functions to deliver defined initiatives.
4: Aligns multiple teams around customer priorities and removes cross-team blockers.
5: Shapes company strategy through sustained cross-functional influence and sponsorship. |  |
| Data & Metrics | 1-2: Relies on anecdotes, lacks key metrics or instrumentation.
3: Uses standard KPIs (NPS, churn, ARR) to monitor performance.
4: Builds dashboards, segments cohorts, and runs experiments to validate hypotheses.
5: Establishes rigorous measurement framework tying customer actions to revenue and product decisions. |  |
| Team & Talent Development | 1-2: Has limited hiring or people development experience for customer teams.
3: Builds teams with clear roles and coaches direct reports.
4: Scales organizations, establishes career paths, and improves team performance.
5: Develops leaders, creates strong succession, and attracts top customer talent. |  |
| Stakeholder Communication | 1-2: Communications are unclear, infrequent, or fail to inform executives.
3: Delivers regular, relevant updates and reports to leadership.
4: Crafts concise narratives for executives and investors with data-backed recommendations.
5: Influences board-level decisions through compelling storytelling and precise metrics. |  |

 **Overall Evaluation**

**Strengths Observed:**

**Concerns / Weaknesses:**

**Recommendation (Yes / No / With Reservations):**

**Final Score (Avg / Weighted):**