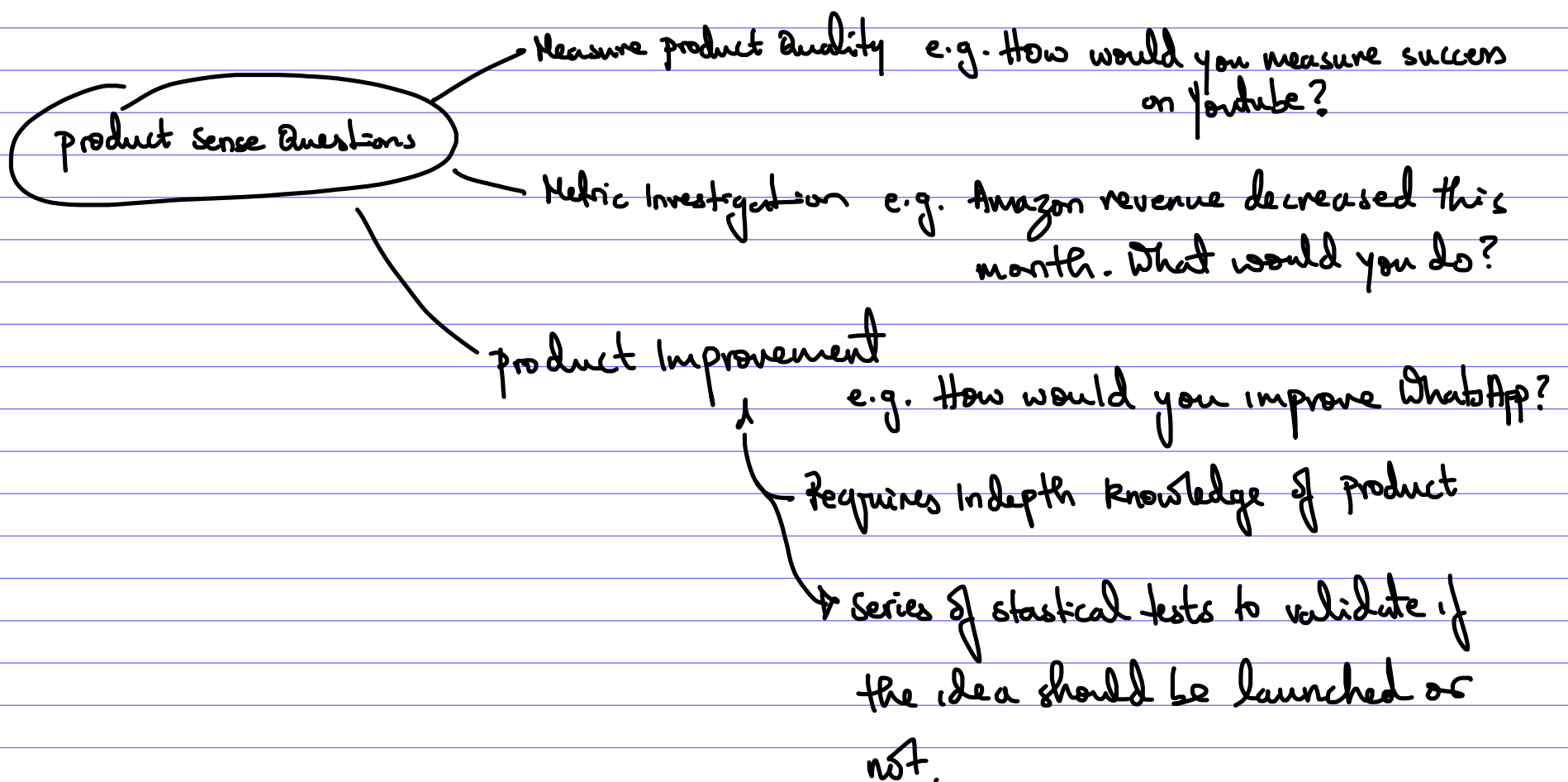
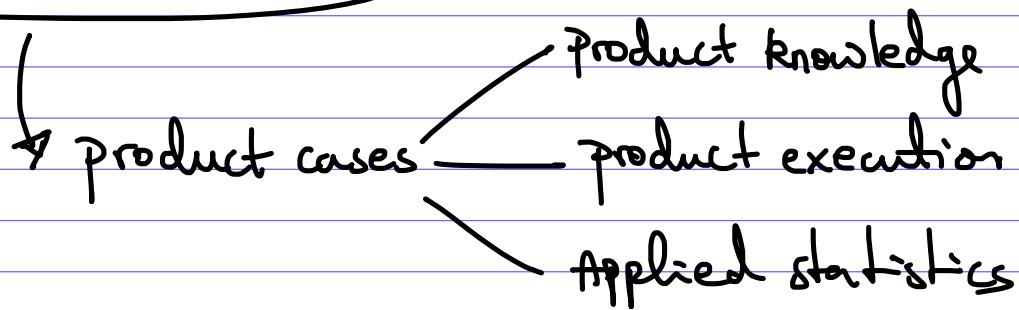


# PRODUCT SENSE

## Product sense interview



1. Demonstrate product knowledge by providing a product overview
  2. provide a sound product execution
  3. Demonstrate data intuition
  4. Be statistically sound
  5. Understand problem clearly
  6. Explain thought process clearly.
- } product sense
- } Technical knowledge
- } communication

# BASICS

① Empathy : Ability to understand & feel what a user is experiencing

→ products are designed to solve a users' problem

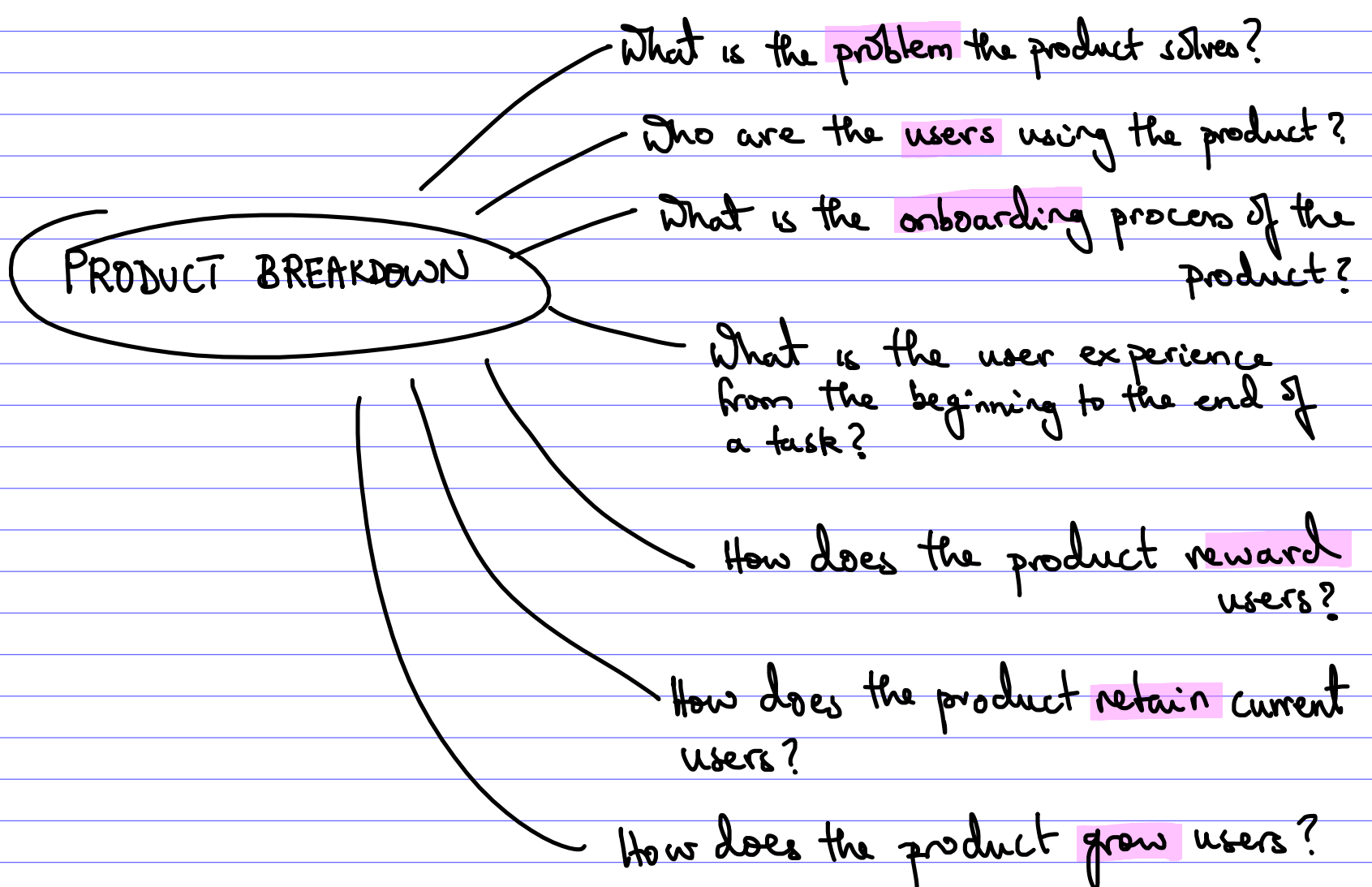
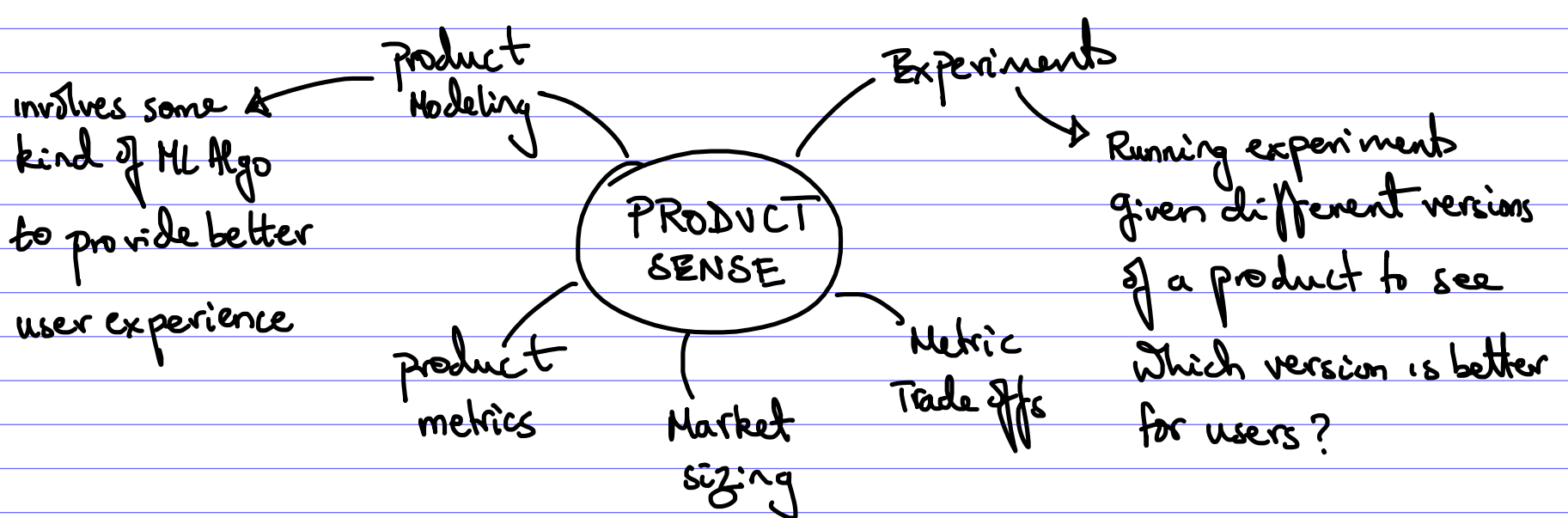
→ At present, what path is the user taking to achieve a particular task? How can we create a product to streamline the process for users?

\* pain points

efficiency

effectiveness

② Execution : Ability to solve a user problem with product decisions using ideation, analytics & experiment



e.g. Facebook News Feed

→ Product [specific feature in facebook]

1. Curates Content [Helps save users time in finding content related to them or are interested in]

2. Facebook users

3. Email Sign-up

4. Journey:

- scroll
- React
- Comment
- share

5. Reward: stay connected / Exposed to the local & international current affairs.

6. Retention: Notifications

7. Growth: sharing posts across users



## PRODUCT METRICS

★ Can't measure → Can't improve

### ① Product Vision : What is the main goal of the product?

→ What is the company's mission/purpose/focus?

(organization lvl) → Why should it exist?  
(Qualitative) → What does it offer to the world?

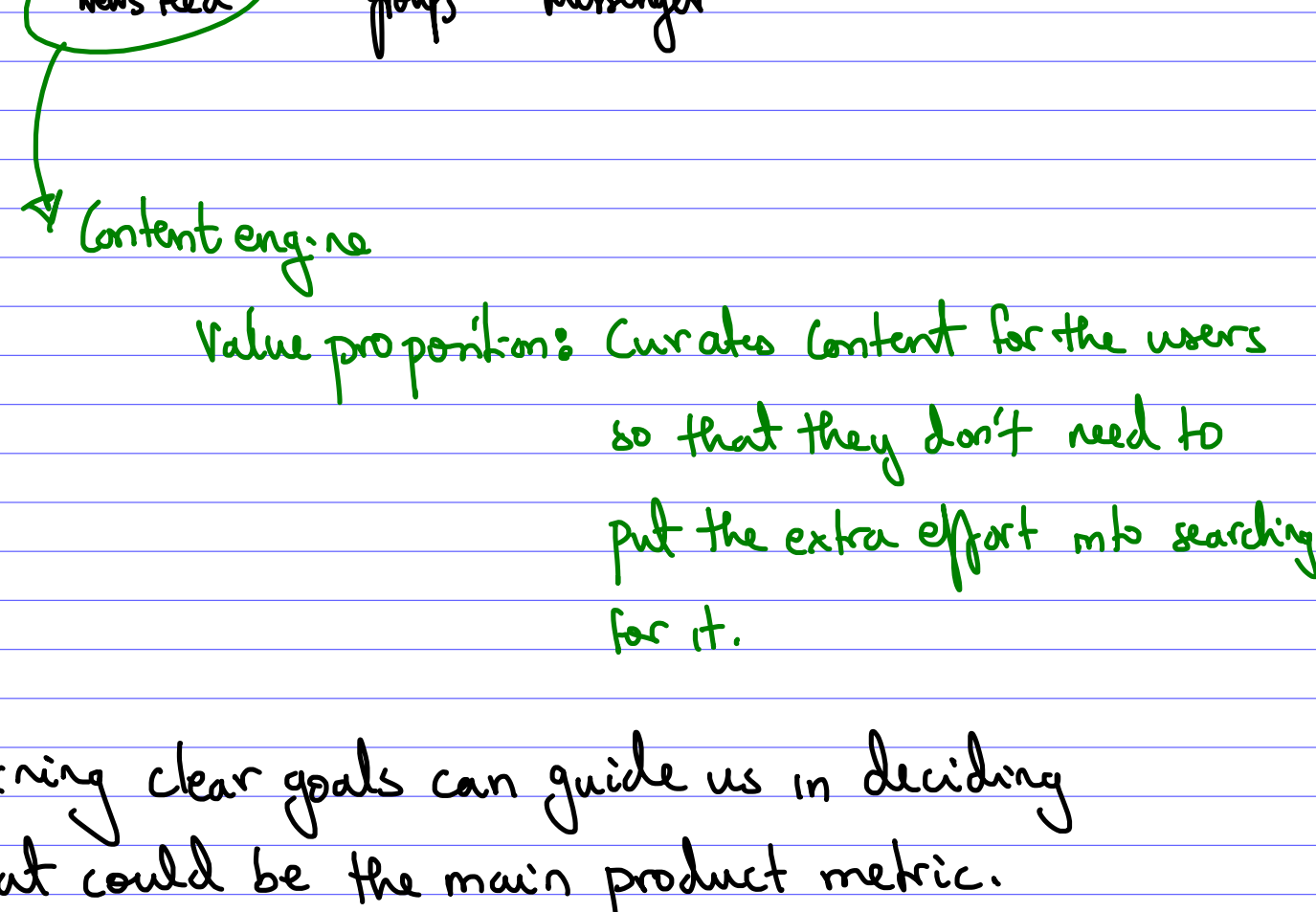
e.g.

- 1) Google: To organize the world's info & make it universally accessible & useful
- 2) Meta: To give ppl the power to build community & bring the world closer together
- 3) Netflix: To entertain the world

→ What value does the product offer to users?

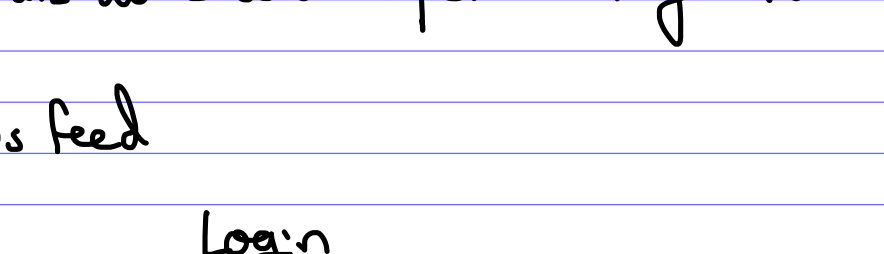
**Value proposition**: a statement that clearly identifies the benefits a company's products & services will deliver to its customers.

e.g.



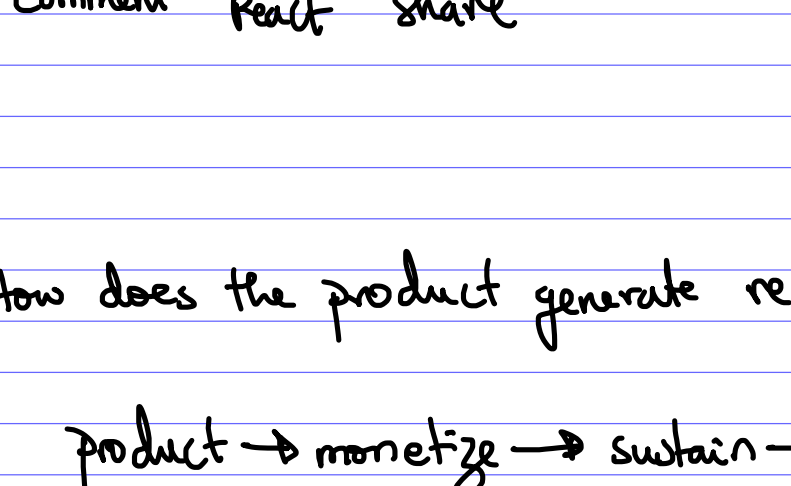
★ Defining clear goals can guide us in deciding what could be the main product metric.

→ What steps does a user take to achieve success?



What actions does a user perform to get value?

e.g. News feed



→ How does the product generate revenue?

product → monetize → sustain → Help users

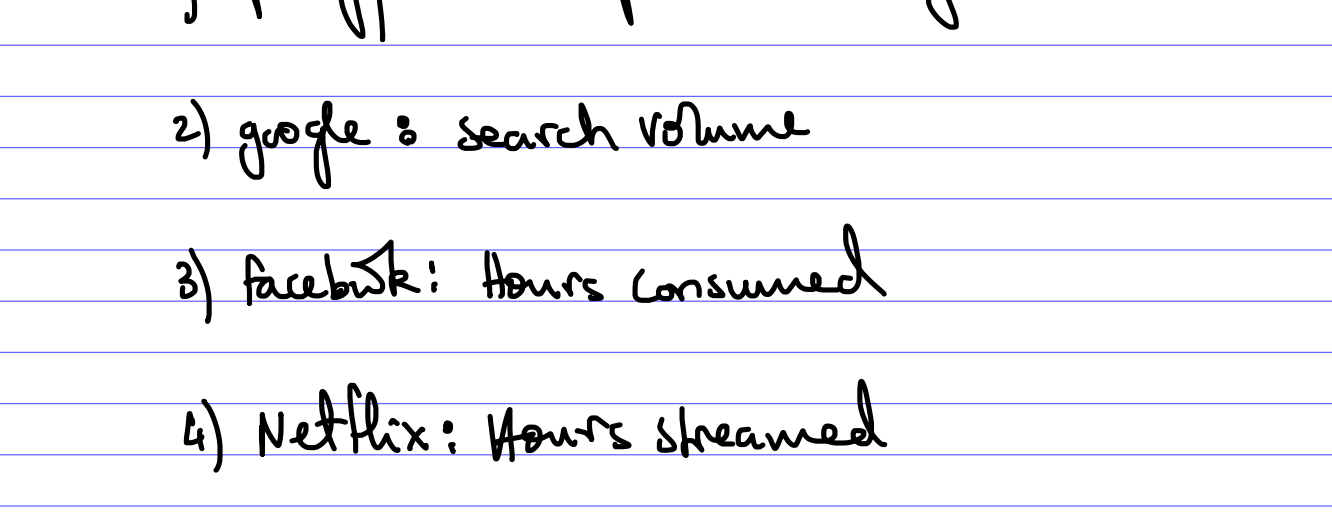
e.g. News Feed

Advertiser → Publish → click → Revenue

### ② North Star Metric : What is the primary metric that measures (high level) the success of a company?

KPI : **Key Performance Indicator**

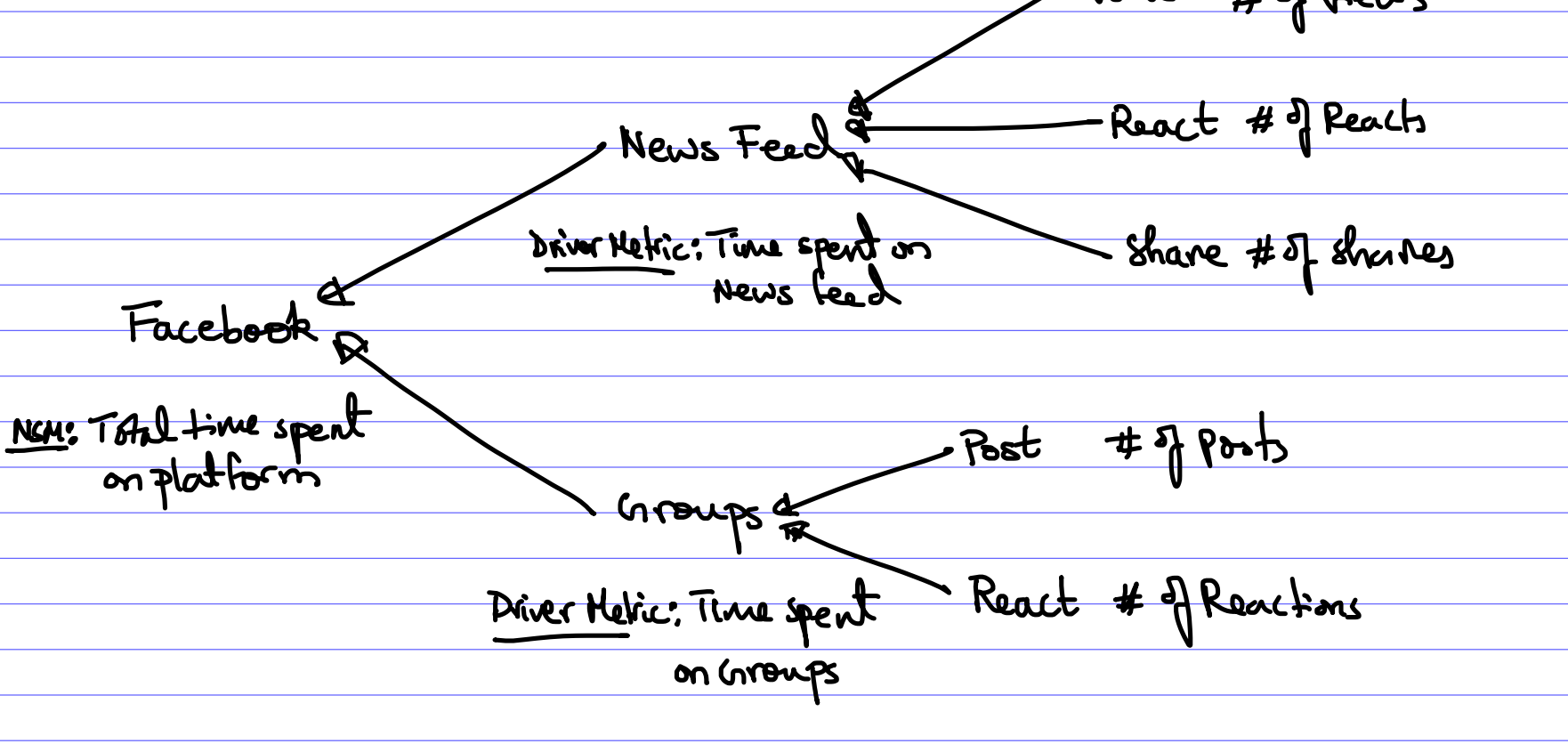
The primary KPI that best aligns with the company's mission statement.



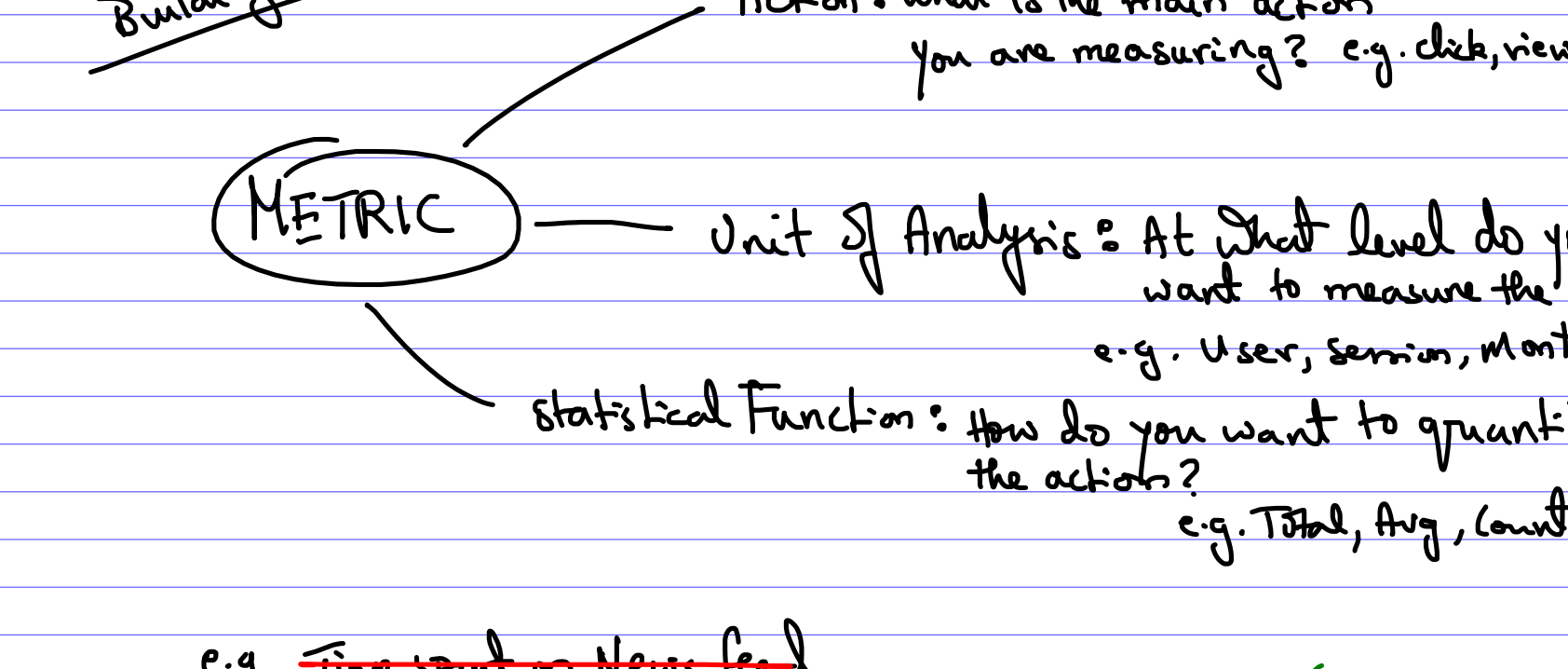
e.g.

- 1) Spotify : Time spent listening to music
- 2) Google : Search Volume
- 3) Facebook : Hours consumed
- 4) Netflix : Hours streamed

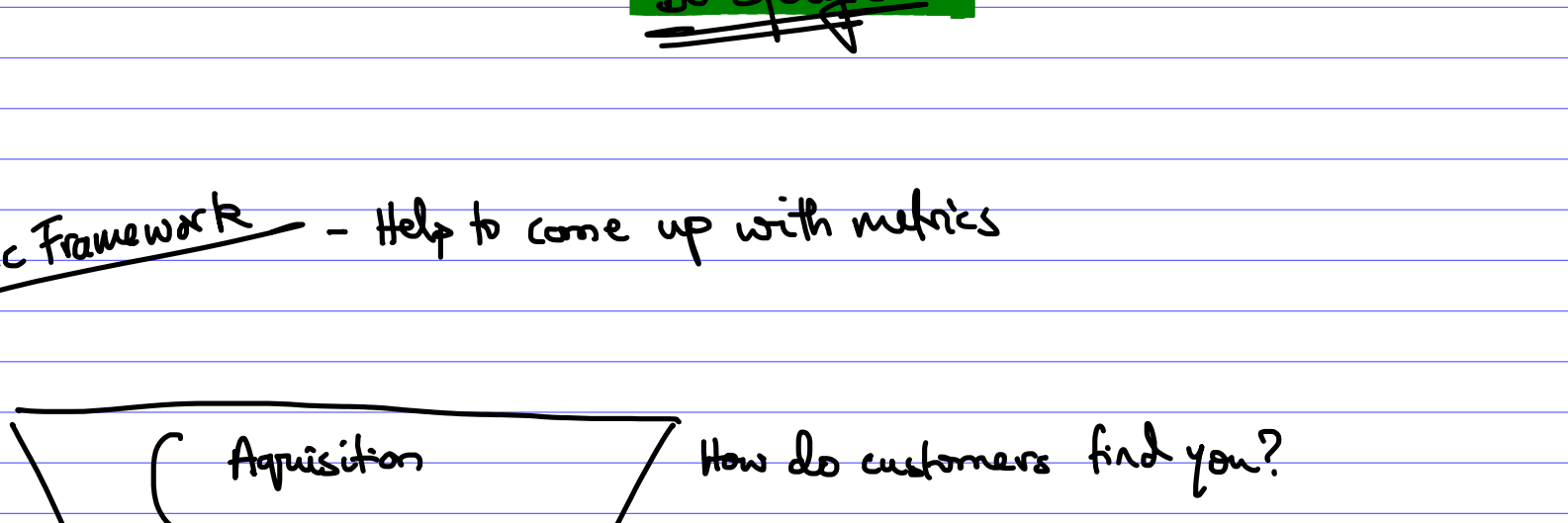
### ③ Driver & Secondary Metrics : What are the granular product- and feature-level metrics that correlate with NSM



e.g.



#### Building a Metric



e.g. ~~Time spent on News feed~~  
**Total time spent on News feed Per Month** ✓  
**Be Specific**

#### Metric Framework - Help to come up with metrics

1. 

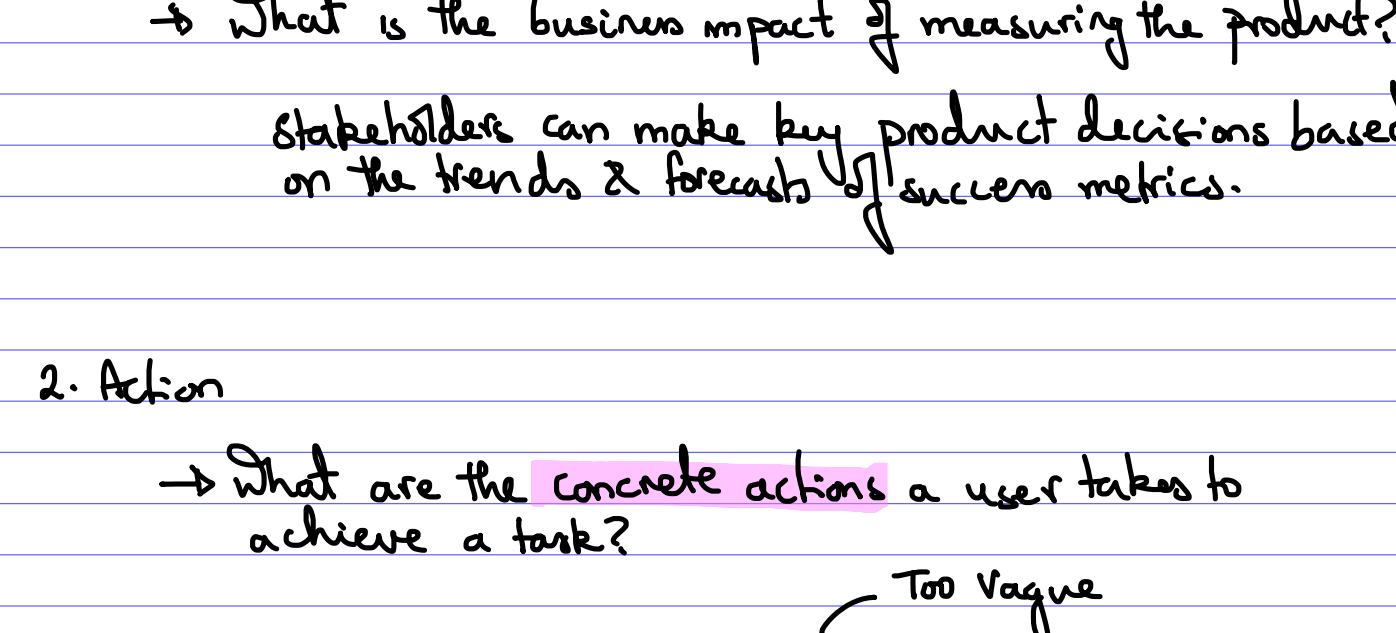
A diagram of the AAMR funnel. A triangle is divided into five horizontal sections: 'Acquisition' at the top, followed by 'Activation', 'Retention', 'Referral', and 'Revenue' at the bottom. An arrow labeled 'Growth' points from the 'Acquisition' section down to the 'Revenue' section.

  - Acquisition - How do customers find you?
  - Activation - How quickly do customers sign-up?
  - Retention - How long do customers stay active?
  - Referral - How do customers let others know about your product?
  - Revenue - How do you increase revenue?
2. Happiness - How satisfied & happy are your customers?  
Engagement - How are customers engaged on your product?  
Acquisition - How many new visitors are you getting in a given time frame?  
Retention - What are the # of active users in a given time frame?  
Task Success - How long does it take for a user to complete a task?

How to measure X of a product Y?

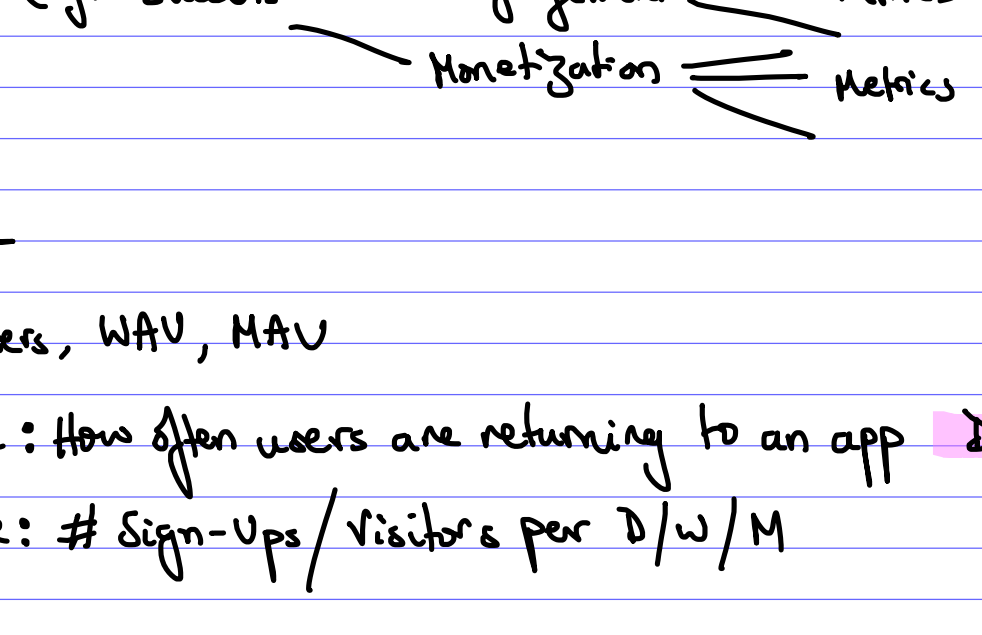
- Goal - What is the business goal of the question?
- Action - What is the user journey of the product?
- Metric - How do you measure the product?
- Evaluate - How would you prioritize & evaluate the metrics?

e.g. How do you measure success on YouTube? → Two-sided Market: consumer, creators



1. Goal
  - What is the purpose of the product?  
Youtube is a video platform that allows users to view & publish videos. The platform's mission is to "give everyone a voice & show them the world."
  - What does the term "success" mean? → What does it mean quantitatively? Breakdown into dimensions: **Revenue**  
Track growth, engagement, & monetization of Youtube
  - Who is the key audience of the metrics?  
Executives & product managers care about success metrics
  - What is the business impact of measuring the product?  
Stakeholders can make key product decisions based on the trends & forecasts of success metrics.

2. Action
  - What are the **concrete actions** a user takes to achieve a task?  
~~Engage / usage~~ (Too Vague)  
Sign-Ups, Clicks, Purchase ✓



3. Metrics
  - Group metrics based on **dimensions** → varies depending on **Question**  
**Dimension**  
e.g. success → growth → metrics  
                  engagement → metrics  
                  monetization → metrics

#### GROWTH

- Daily Active Users, DAU, MAU
- Stickiness Score: How often users are returning to an app **DAU/MAU**
- Sign-up Rate: # Sign-Ups / visitors per D/W/M

#### Engagement

- Total watch hours per D/W/M
- Avg " " " " " per user
- Total # of posts created per D/W/M

#### Monetization

- Total Ad revenue per D/W/M
- Subscription \$ per D/W/M

#### 4. Evaluate

- **Primary Metric**  
\* Total watch hours per D/W/M
- **Secondary Metrics**  
\* # DAU  
\* Total # of posts created per D/W/M  
\* Total help generated per D/W/M

