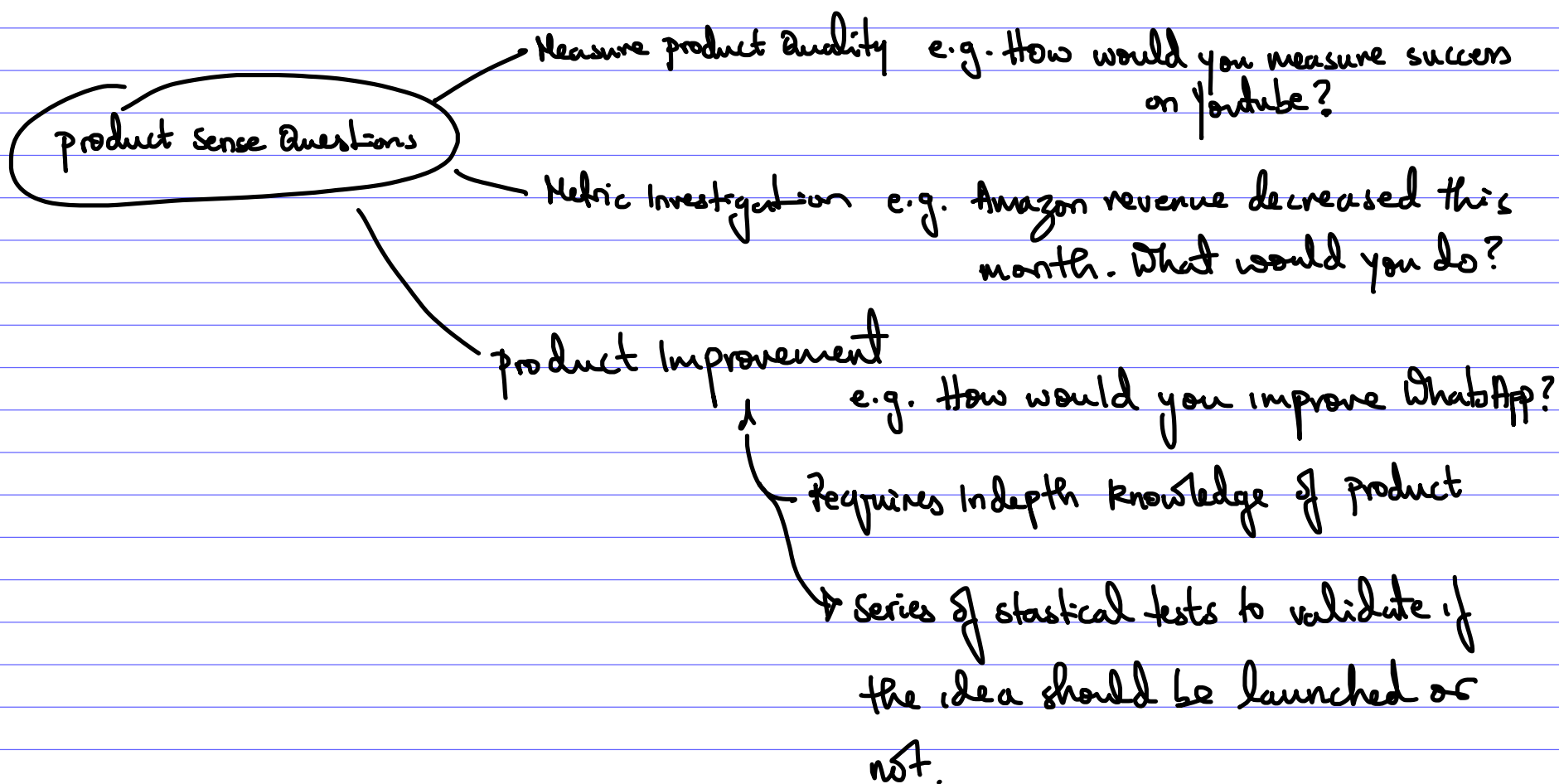
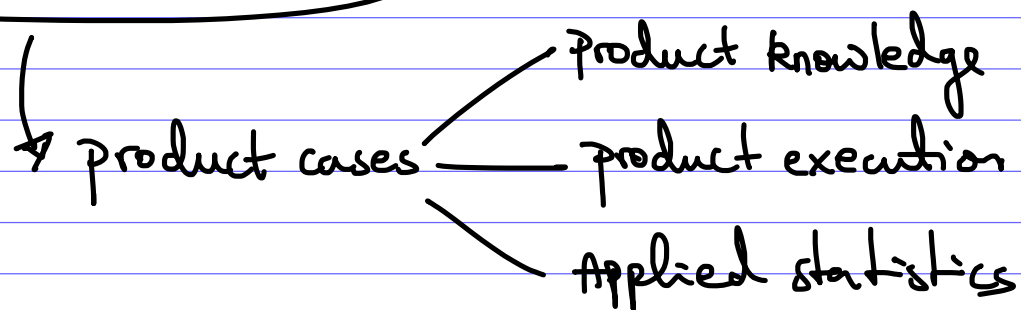


PRODUCT SENSE

Product sense interview



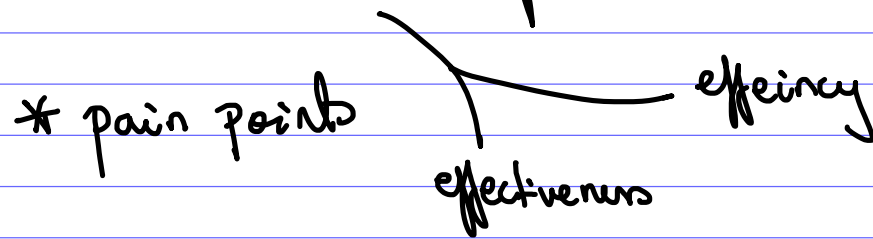
1. Demonstrate product knowledge by providing a product overview
 2. provide a sound product execution
 3. Demonstrate data intuition
 4. Be statistically sound
 5. Understand problem clearly
 6. Explain thought process clearly.
- } product sense
- } Technical knowledge
- } communication

BASICS

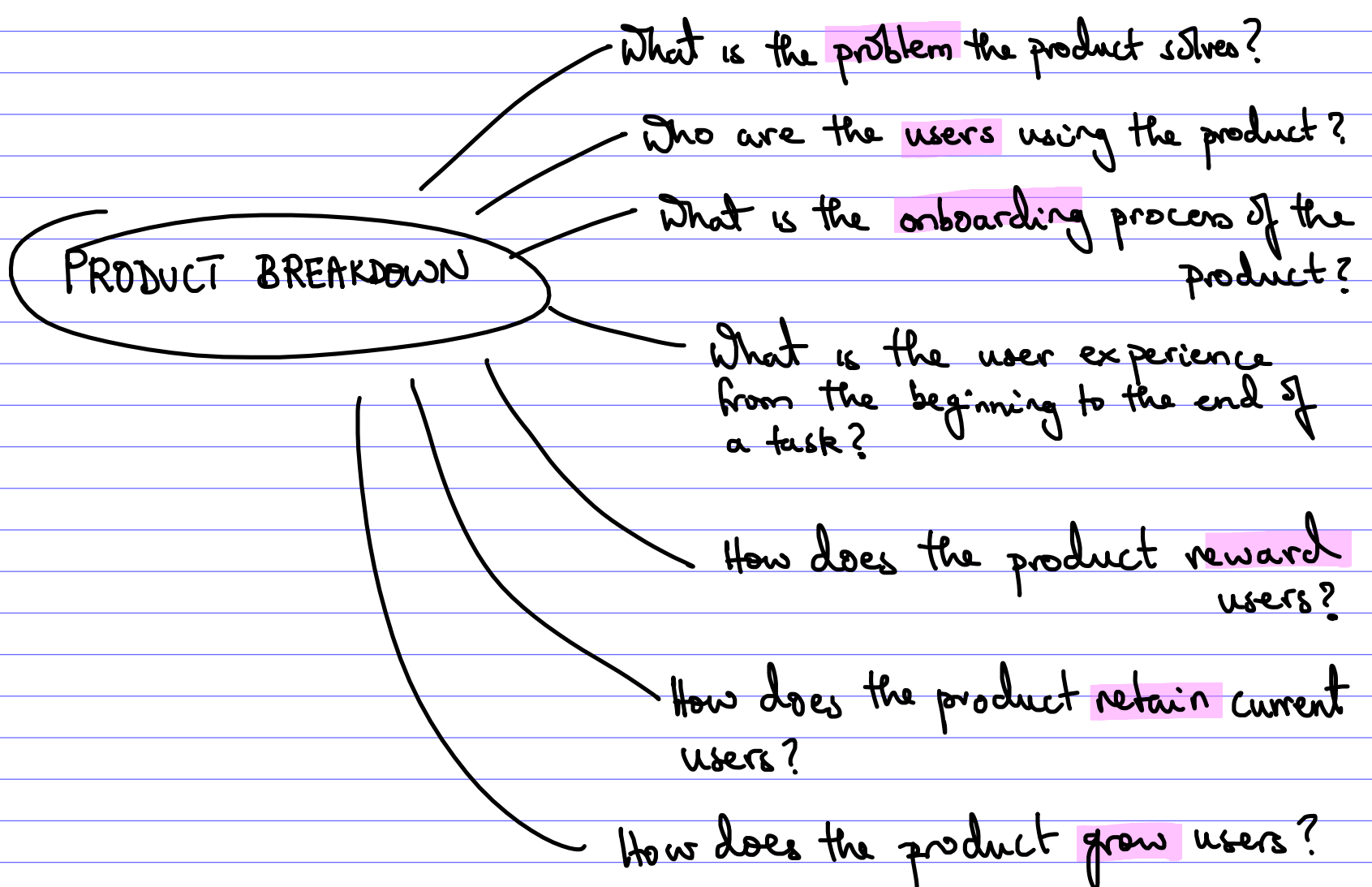
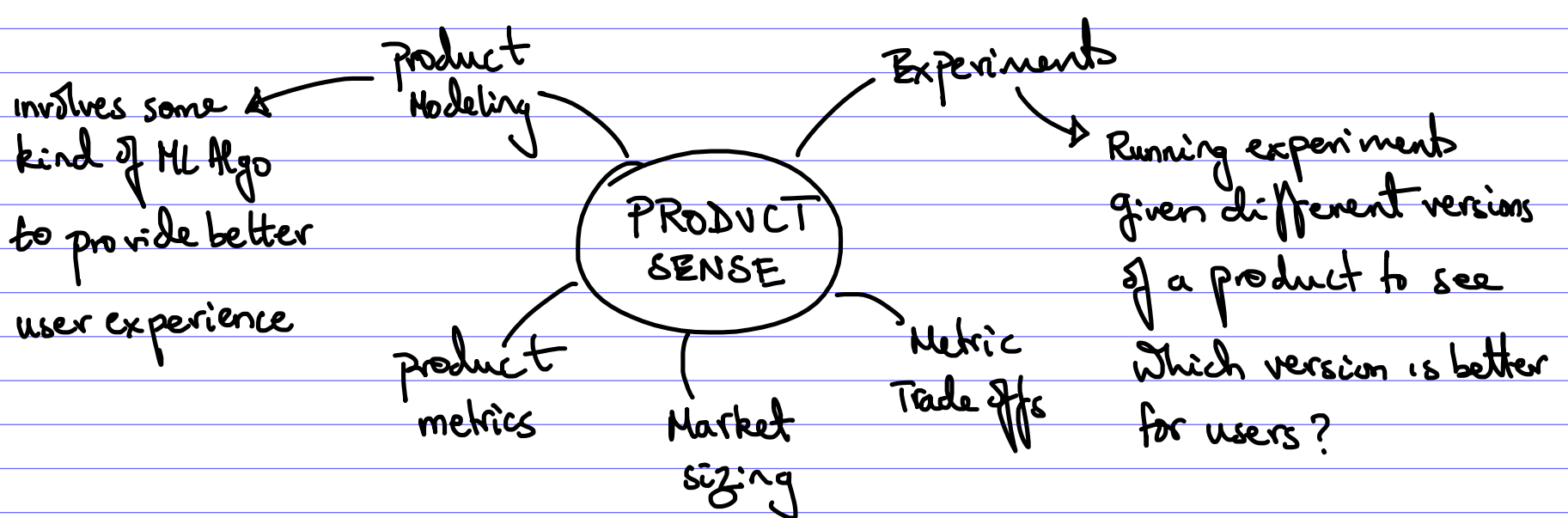
① Empathy : Ability to understand & feel what a user is experiencing

→ 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?



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?

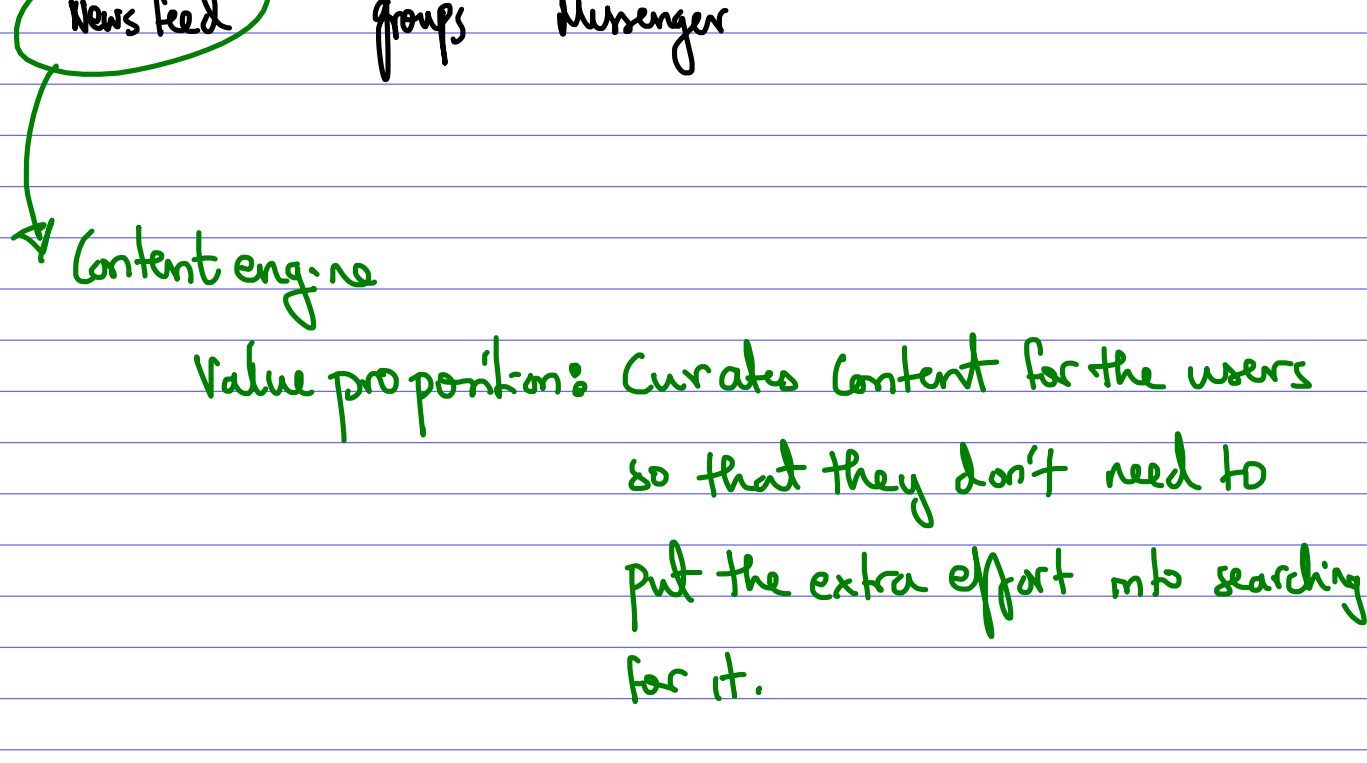
e.g.

- 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?

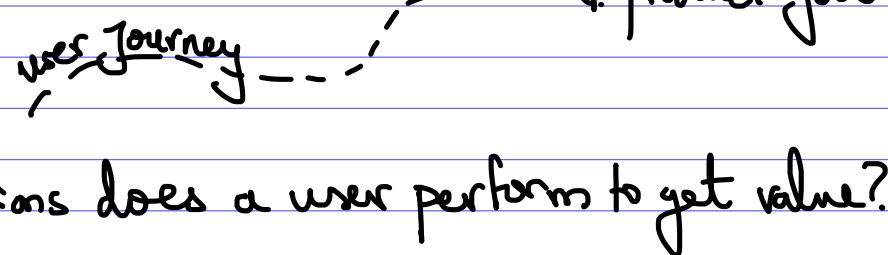
Value proposition: a statement that clearly identifies the benefits a company's products & services will deliver to its customers.

e.g.



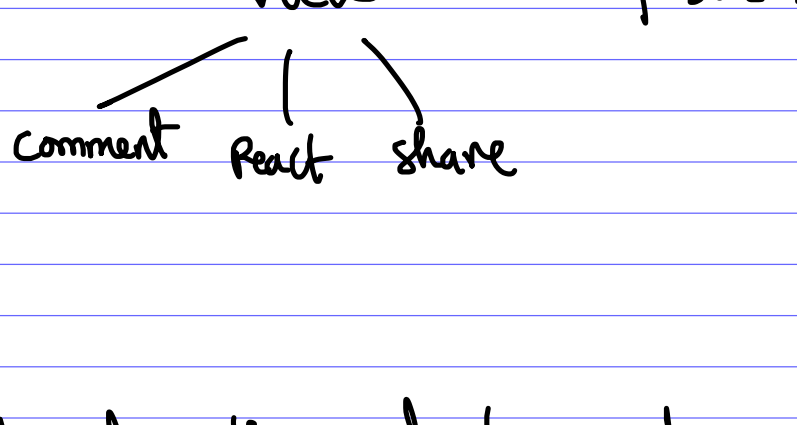
★ Defining clear goals can guide us in deciding what could be the main product metric.

→ 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

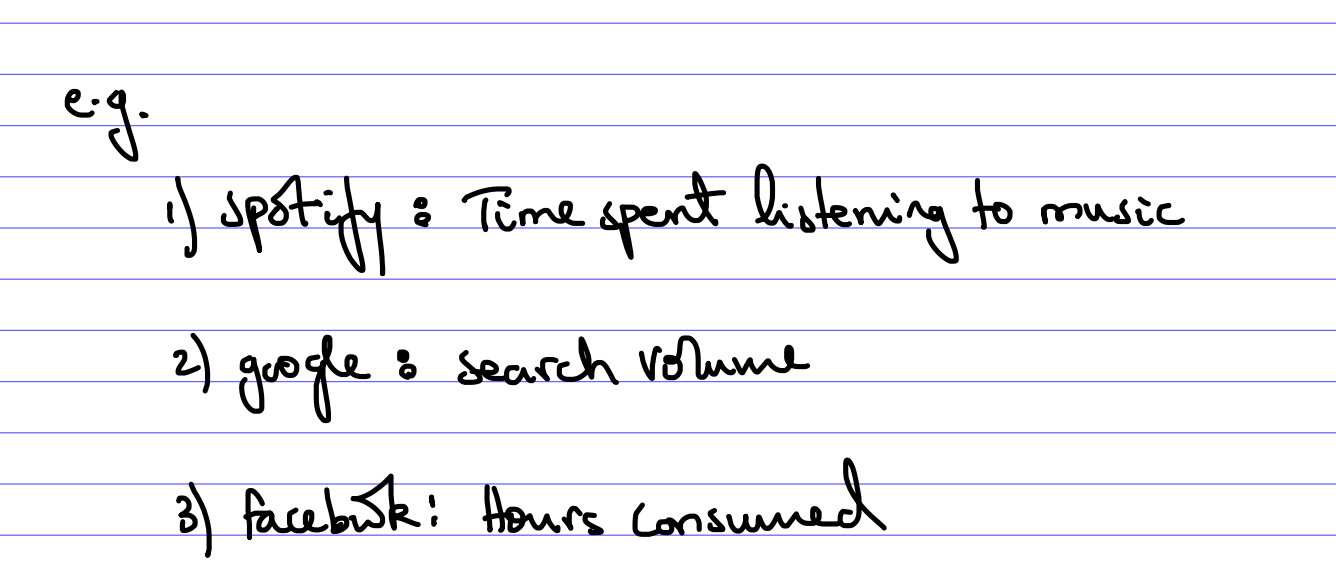
e.g. News Feed

Advertiser → Publish → click → Revenue

② North Star Metric : What is the primary metric that measures the success of a company?

KPI : **key performance Indicator**

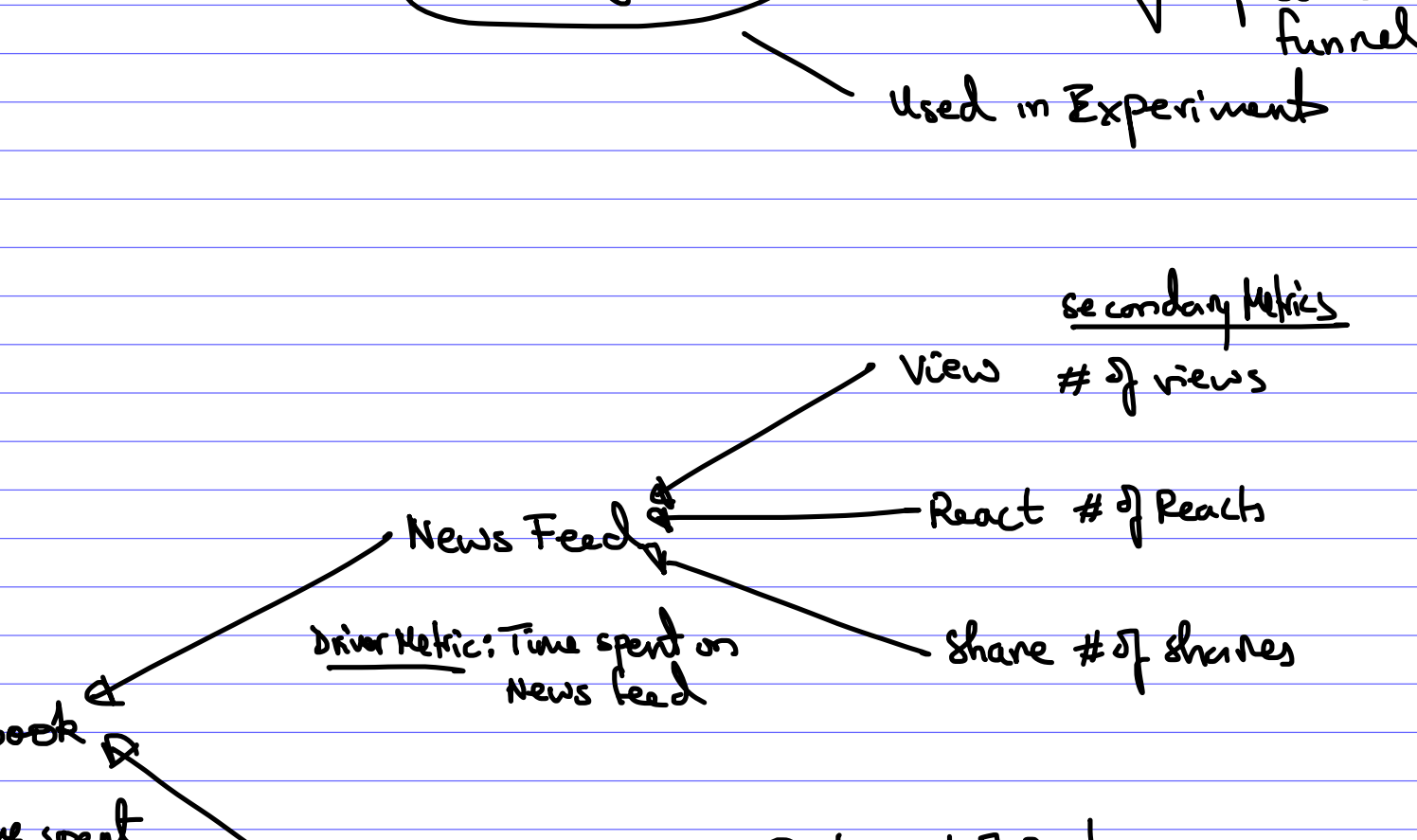
The primary KPI that best aligns with the company's mission statement.



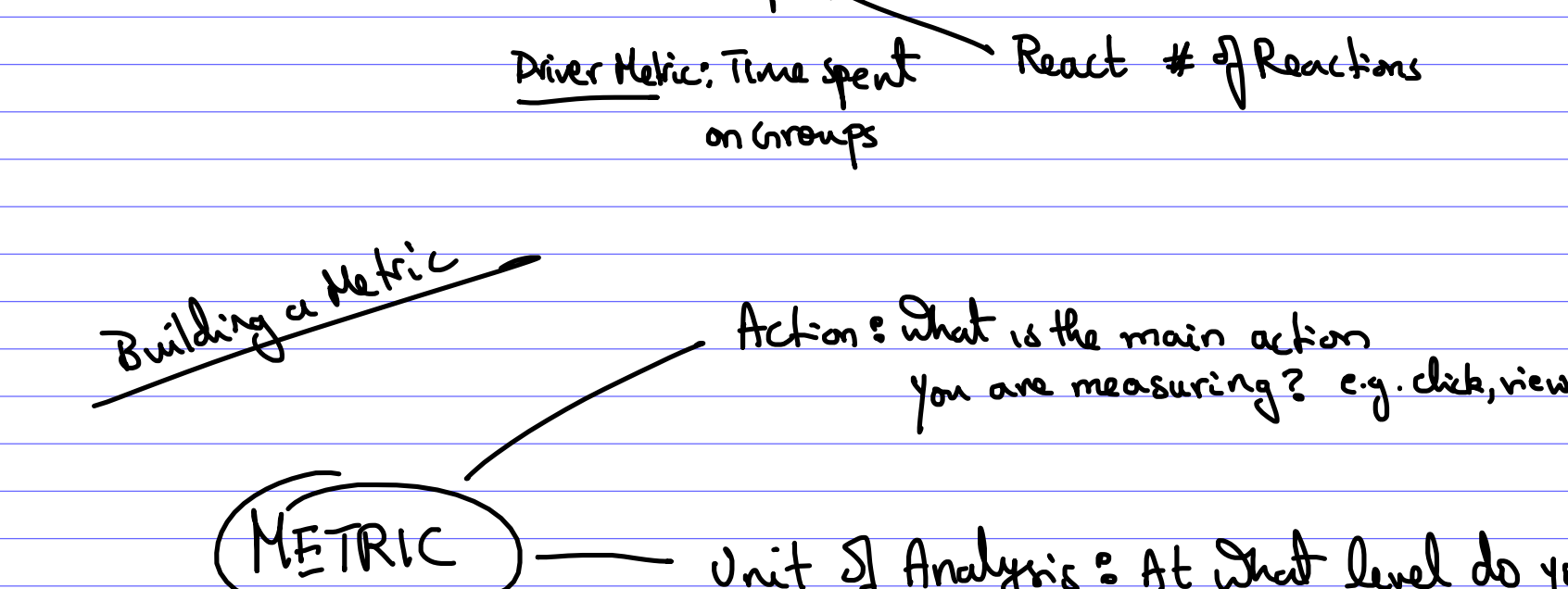
e.g.

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

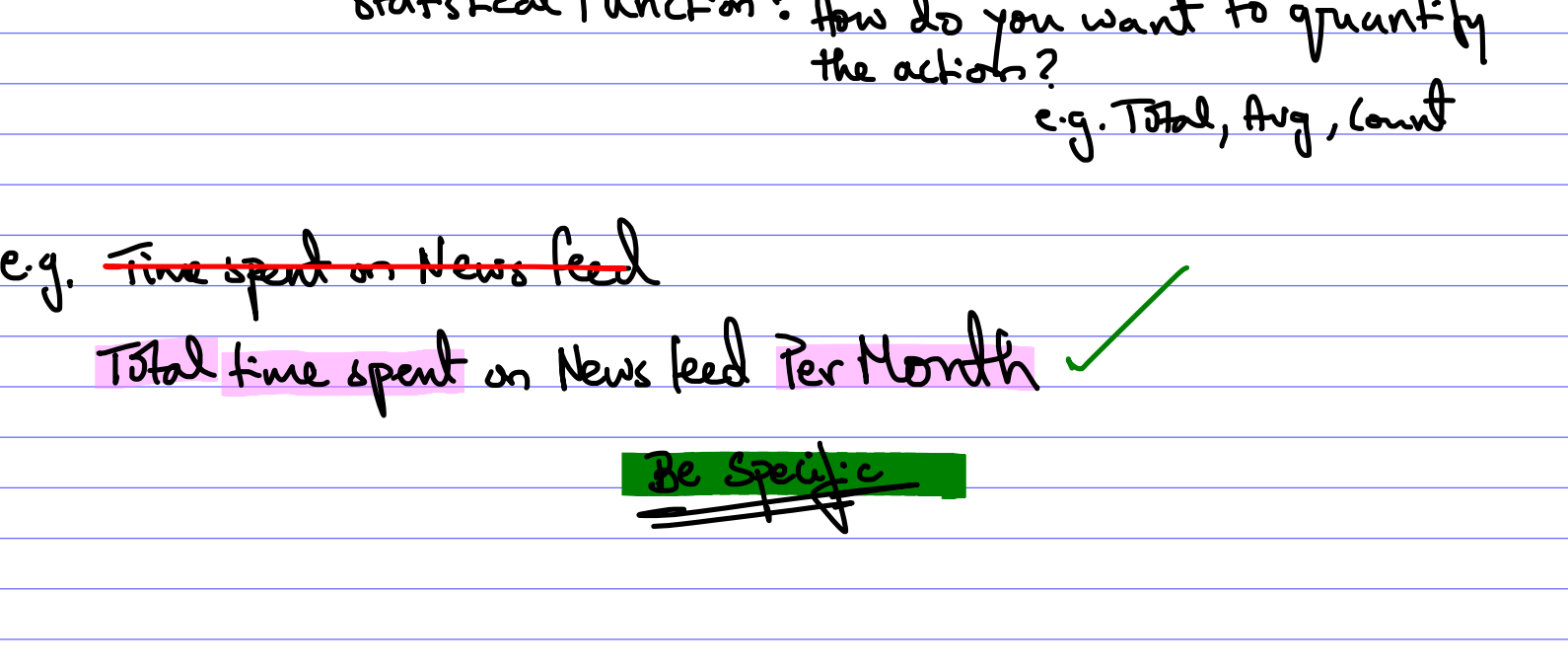
③ Driver & Secondary Metrics : What are the granular product- and feature-level metrics that correlate with NSM



e.g.



Building a Metric



e.g. ~~Time spent on News feed~~

Total time spent on News feed Per Month ✓

~~Per session~~

Metric Framework - Help to come up with metrics

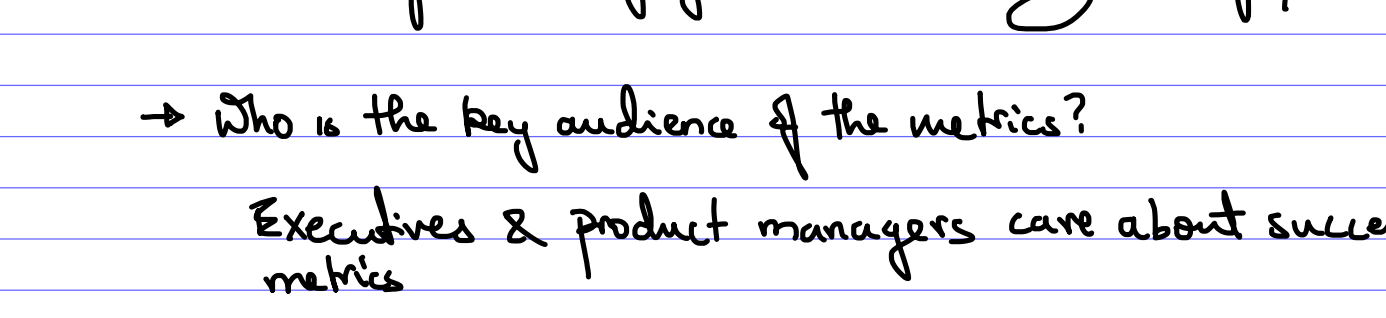
1. **Acquisition** - How do customers find you?
Activation - How quickly do customers sign-up?
Retention - How long do customers stay active?
Referral - How do customers let others know about your product?
Revenue - How do you increase revenue?
growth
2. **Happiness** - How satisfied & happy are your customers? i.e. survey score
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?
task completion rate
task efficiency

How to measure X of a product Y?

- Goal - What is the business goal of the direction?
- 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

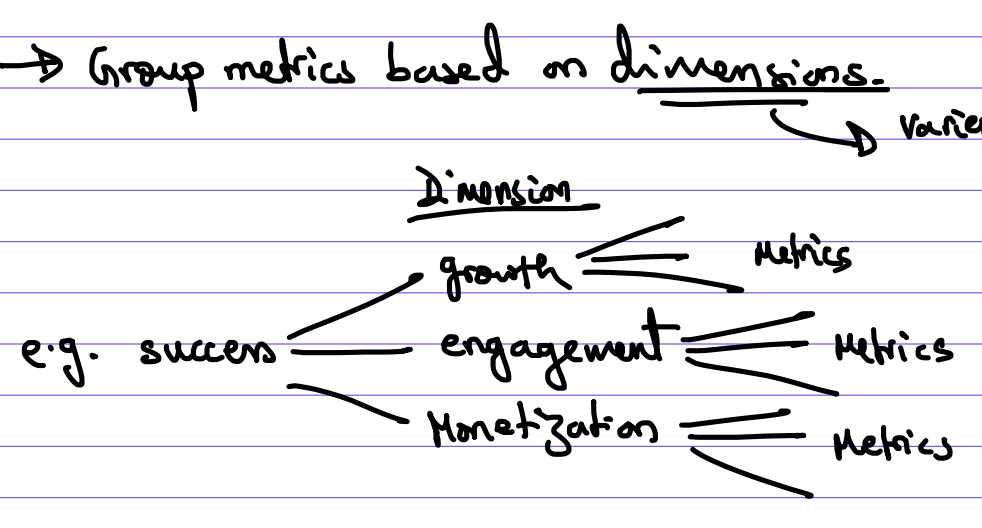


1. Goal

- 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 & shows them the world."
- What does the term "success" mean? Breakdown into dimensions
Track growth, engagement, & monetization of Youtube
Revenue
- 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 dimension)
- e.g. success
 - growth ← metrics
 - engagement ← metrics
 - Monetization ← metrics

GROWTH

- Daily Active Users, MAU, 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
- Avg hours spent per day per user

Monetization

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

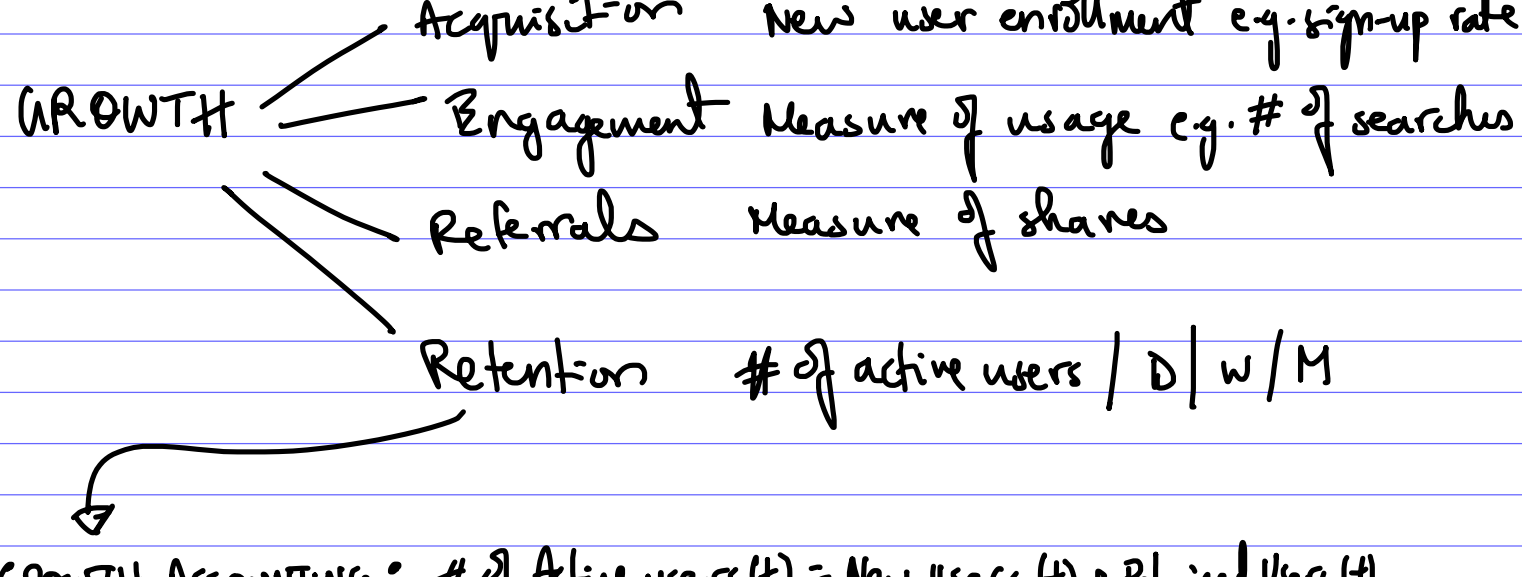
4. Evaluate

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

MEASURING PRODUCT QUALITY

How do you measure [quality] on [products]?

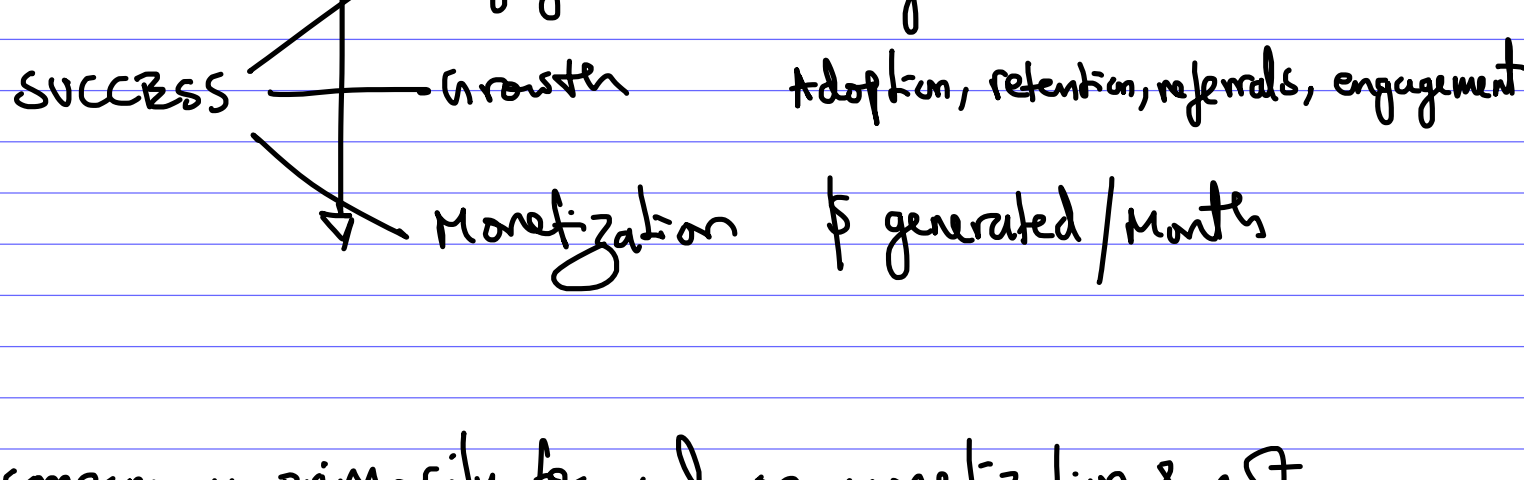
What is GROWTH? Measuring growth ensures that a product is increasing its active user size.



GROWTH ACCOUNTING: # of Active users (t) = New Users (t) + Retained Users (t) - Churned users (t)

↑
given time period

What is SUCCESS? A quality that embodies whether a product is on the right path towards the company's North star.



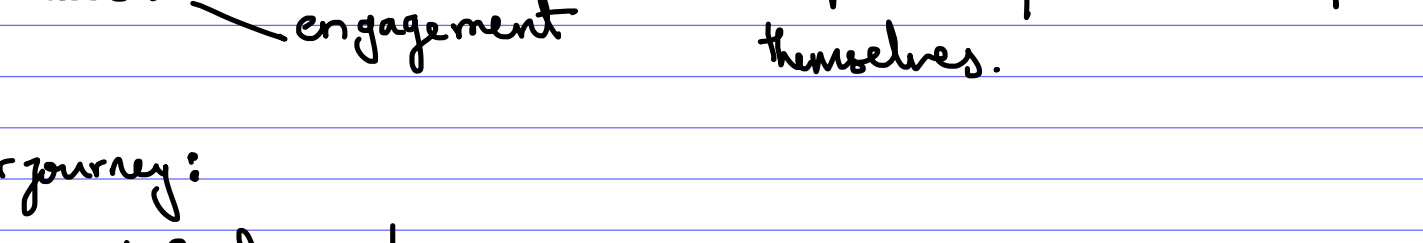
if company is primarily focused on monetization & not providing value to users, while this may work out in the short term, in the long time it may impact the engagement, growth & finally monetization.

e.g. Google deciding to populate the search engine with lots of Ads.

What is HEALTH? A 360-degree overview of a product's core functions. Use the HEART framework to measure the health of a product.

e.g. How would you evaluate the success of Reactions on Facebook?

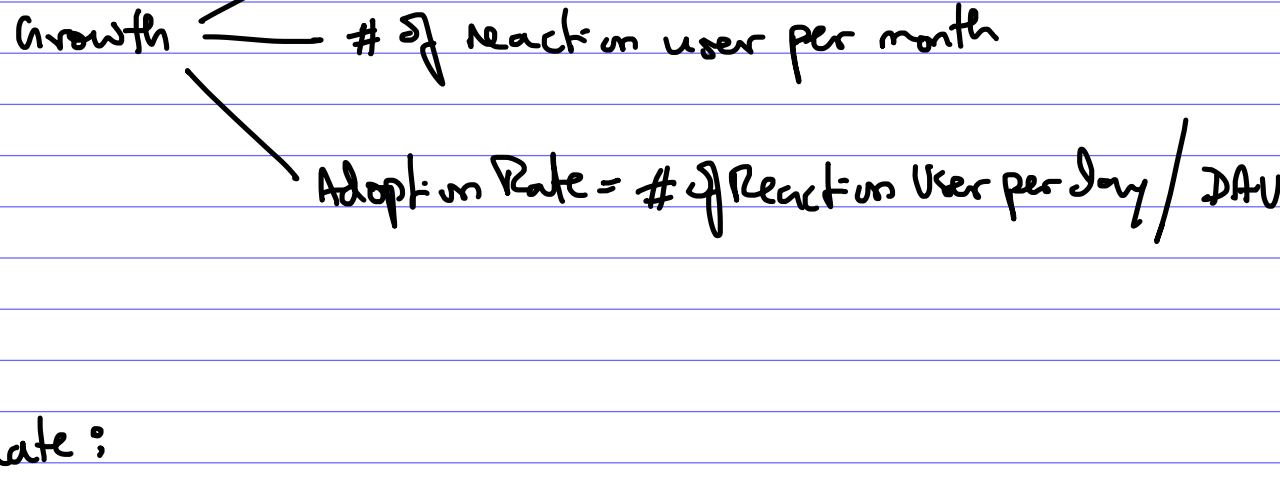
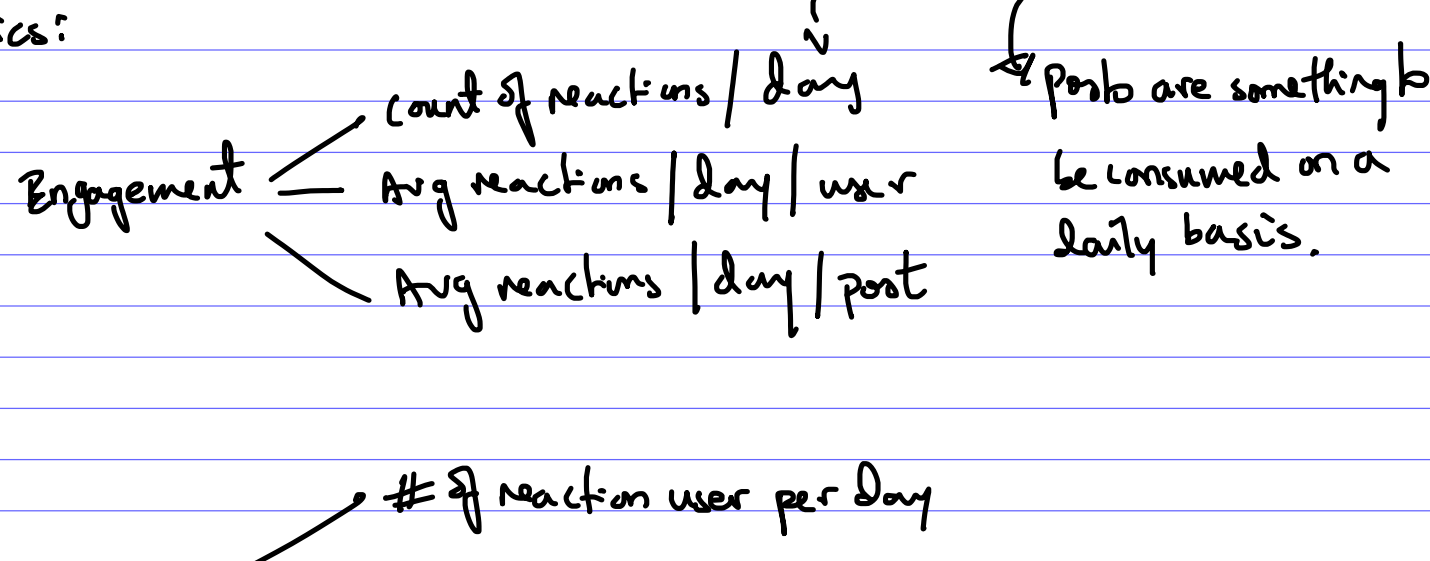
Goal: FB's reactions enables users to express emotions visually on Facebook posts.



User journey:

1. Read a post
 2. Click an emoji
 3. Display reactions
- allows viewers to gauge the general sentiment

Metrics:



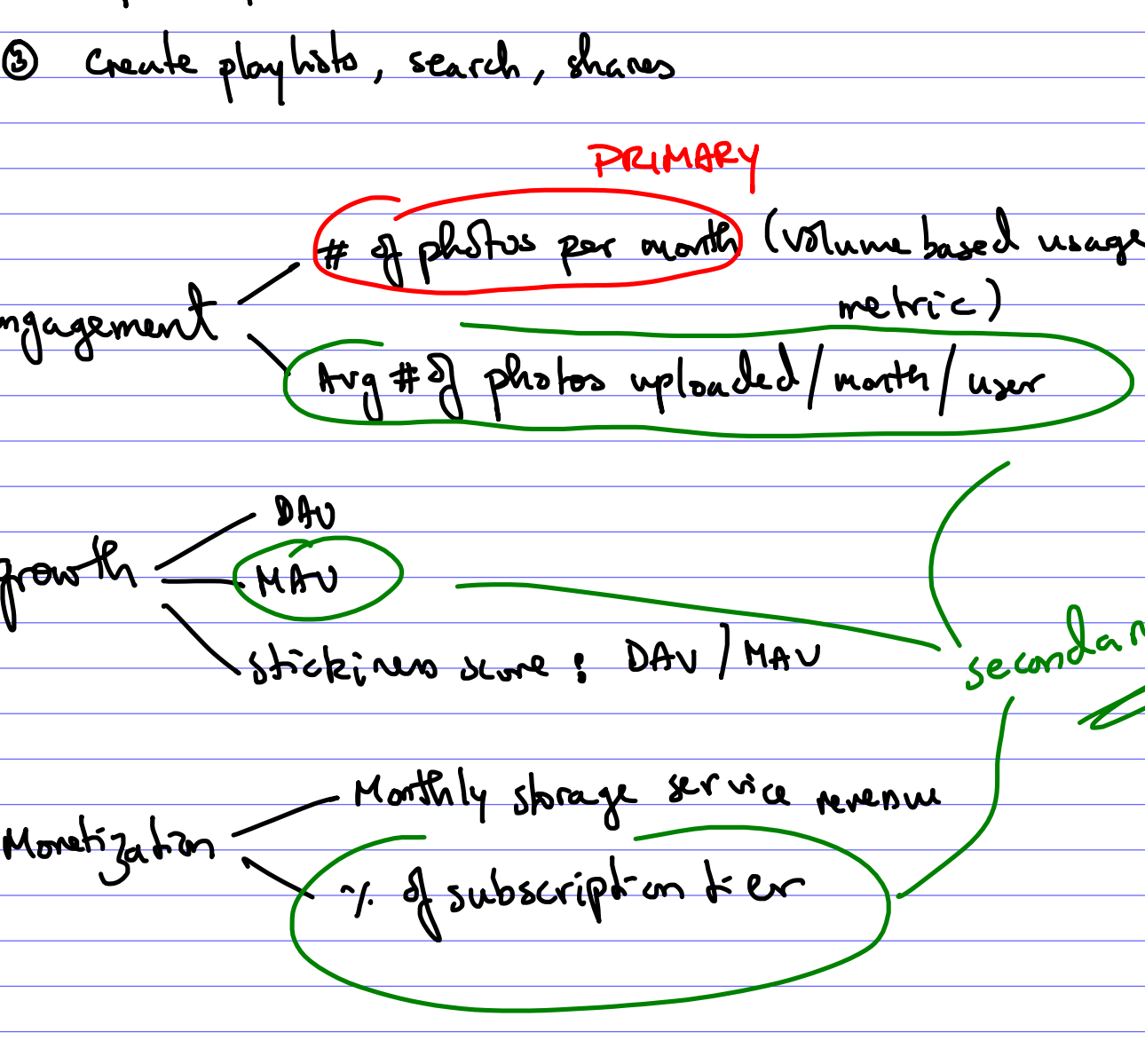
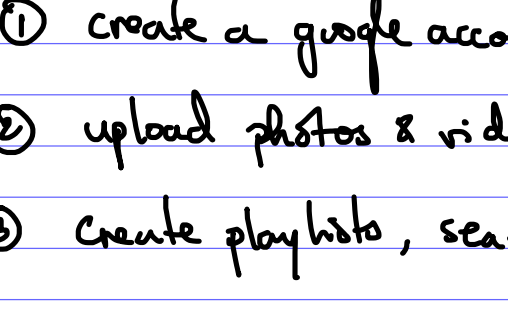
Evaluate:

Primary: # of Reaction User per day

Secondary:

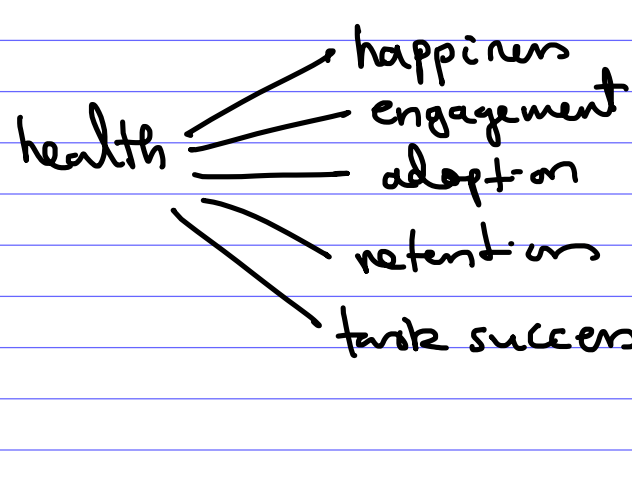
- count of reactions per day
- Avg reactions per day per user
- Avg reactions per day per post

e.g. How do you measure the success of google photos?

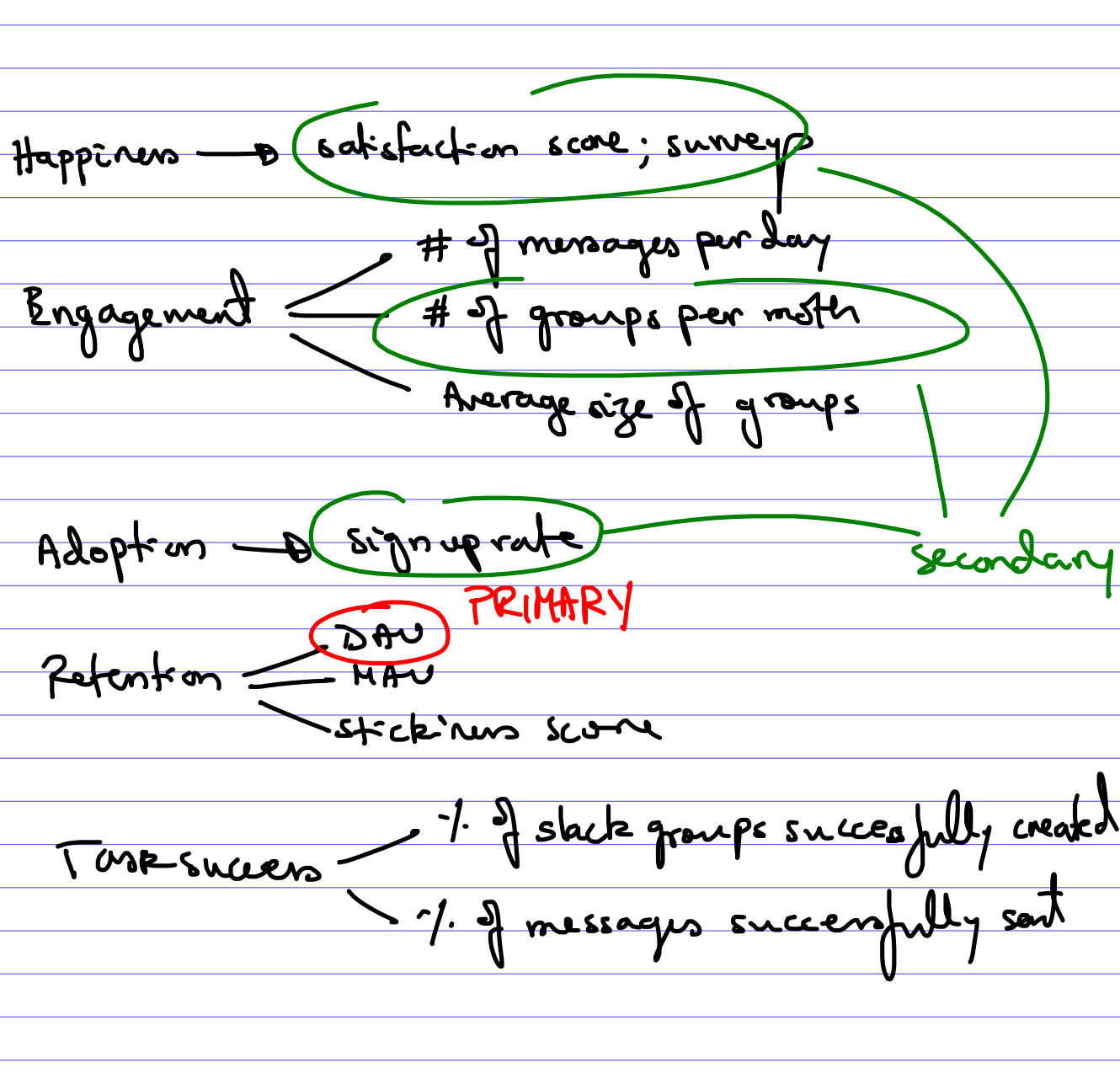


e.g. How do you measure the health of slack?

→ a communication app that allows members to communicate & collaborate on ideas.



- 1 sign up with an email account
- 2 post & read messages
- 3 create channels
- 4 search content

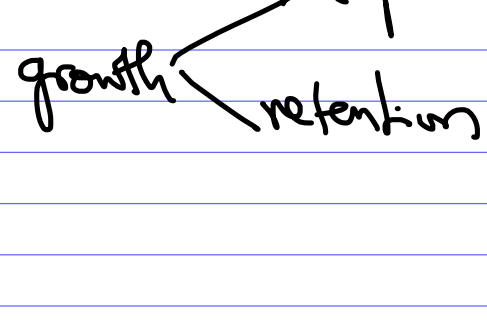


e.g. How do you measure growth of uber Eats.

one of uber's flagship app that delivers restaurant meals to customers on-demand.

To help people get anything i.e. food, groceries etc. through the comfort of a phone and help people earn their way.

3 sided market: restaurants, delivery drivers, customers



- 1 signup
- 2 Browse restaurants + menus
- 3 order

