PRODUCT MANAGEMENT

Product Management is the general business practice within a company that supports and manages all the activities related to planning, developing, marketing, and launching a product.

Pine Labs

Groww

zomato

meesho

uni

TATA 1mg

SELECTION PROCESS

- Deck Round (Shortlisting)

- RCA and Guesstimates

- Product Sense/Product Design and Metrics

- Tech Understanding

- HR/Behavioural

Taking the past years into account, most of the APM roles have had the following round of interviews -
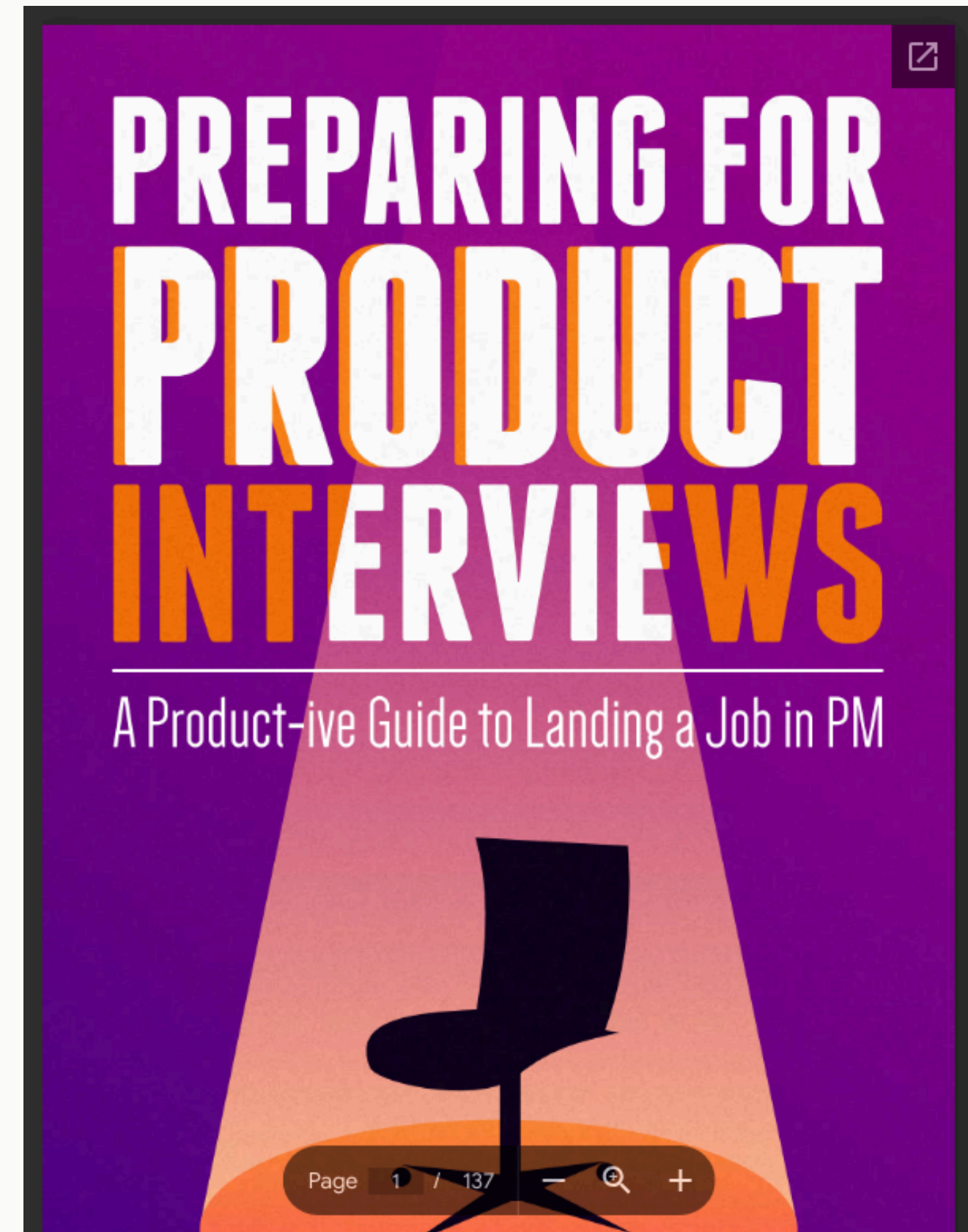
DECK ROUND (SHORTLISTING)

Candidates are asked to prepare a presentation (deck) on a given topic. This could be a product proposal, a market analysis, or a retrospective on a past project.

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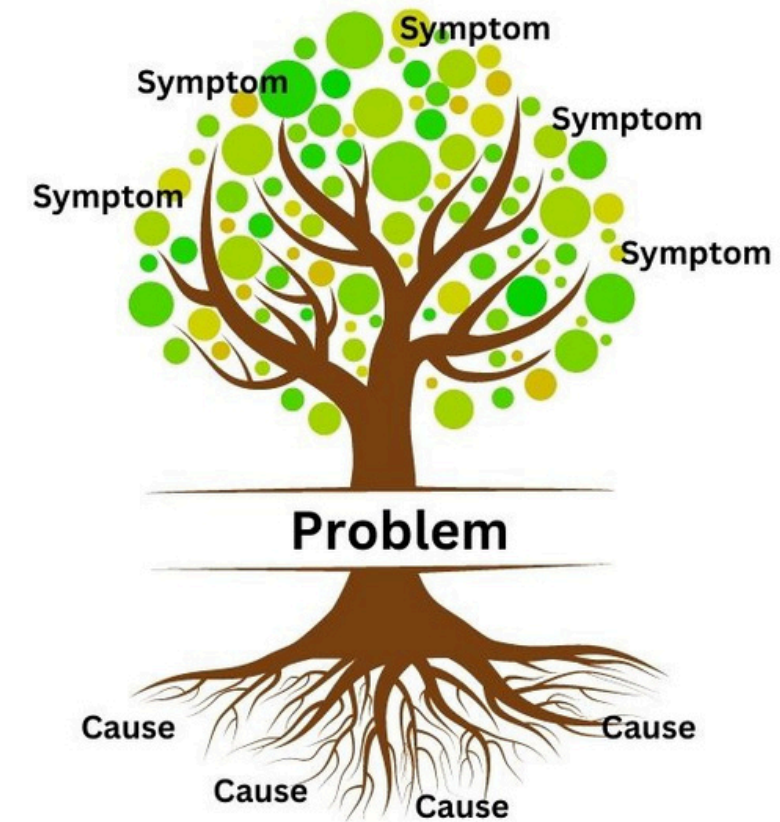
Additional Reads –
- Decode and Conquer (Lewis C. Lin)
- Cracking the PM Interviews (Gayle Laakmann McDowell)

RCA & GUESSTIMATES

Recommended Approach : Sit with a case partner and practice mock interviews on guesstimates. (Practice around 10-15 guesstimates at first, keep solving 1-2 cases every week to keep in touch)

For RCA - Observe things like, what type of clarifying questions to ask, when to take a pause and how to check in with the interviewer. After each practice session, spend some time on retrospecting what was good and what could be improved, which branch of potential root cause was left out and what can you do to avoid missing it the next time . Keep evolving your clarifying questions and frameworks

PRODUCT THINKING/SENSE

Start by observing cases on Youtube Channels: Exponent, PM Diego Granados etc. and then sit with a case partner and practice mock interviews. After each practice session, spend some time on retrospecting what was good and what could be improved. At first these questions might seem really vague, but try to do everything within a logical MECE structure. Structure the case, structure the problem, structure the stakeholders, structure the solution, structure the metrics.

QUESTION BANK –
- http://www.productmanagementexercises.com

TECH UNDERSTANDING

Tech understanding differs from knowing how to code. The emphasis is more on plausible answers over accurate answers, say, try explaining how google search works

ADDITIONAL ARTICLES

- What,exactly, is a Product Manager? : https://www.mindtheproduct.com/what-exactly-is-a-product-manager/
- Leveraging Data To Build Consumer Products : https://medium.com/sequoia-capital/leveraging-data-to-build-consumer-products-fe 9eaIa059b8
- Thedifferent types of 'Product Managers: which one am I and which one do I need? : https://medium.com/@carlosbeneyto/types-of-product-manager-startup-3bb978f50 d2f
- Frameworksfor Product Success : https://medium.com/sequoia-capital/frameworks-for-product-success-aff3f29c2c57
- Preparing Use Cases : https://brainmates.com.au/brainrants/how-to-prepare-a-use-case/
- DefineProduct Features : https://www.mindtheproduct.com/product-requirements-using-written-visual-frame work/
- Testing : https://www.productschool.com/blog/product-management-2/skills/ab-testing-prod uct-management/