

Nail the Product Management Case Interview

⚠ PM case assignments

- How you analyze
- what would you improve & how

⚠ what are they looking for

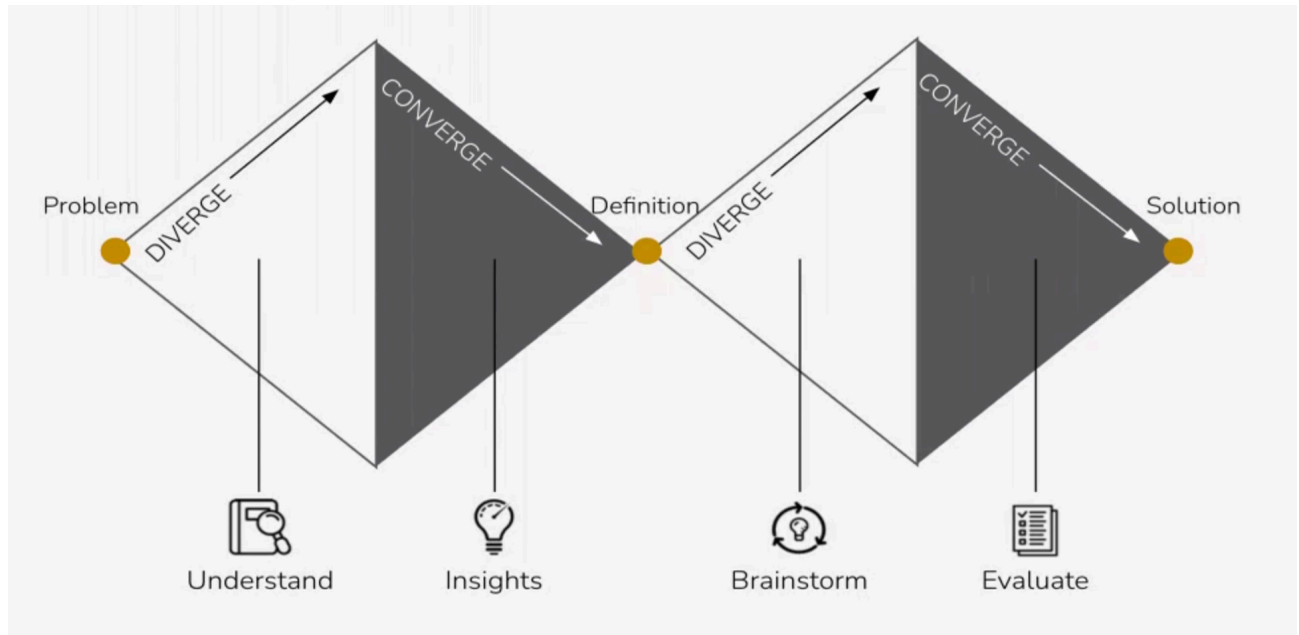
- X cool idea
- X consensus
- ✓ process
- ✓ communication
- ✓ defence

⚠ assignments recommended format

- ✓ slides : easy to scan
- ✓ put visuals to your steps : make the framework easy to scan
- ✓ set the stage with the prompt
- X do not submit a word document
- X do not go over time

⚠ Product framework is a set of steps to follow in the product discovery and creation process to optimize for the development of the right product

⚠ Double Diamond process



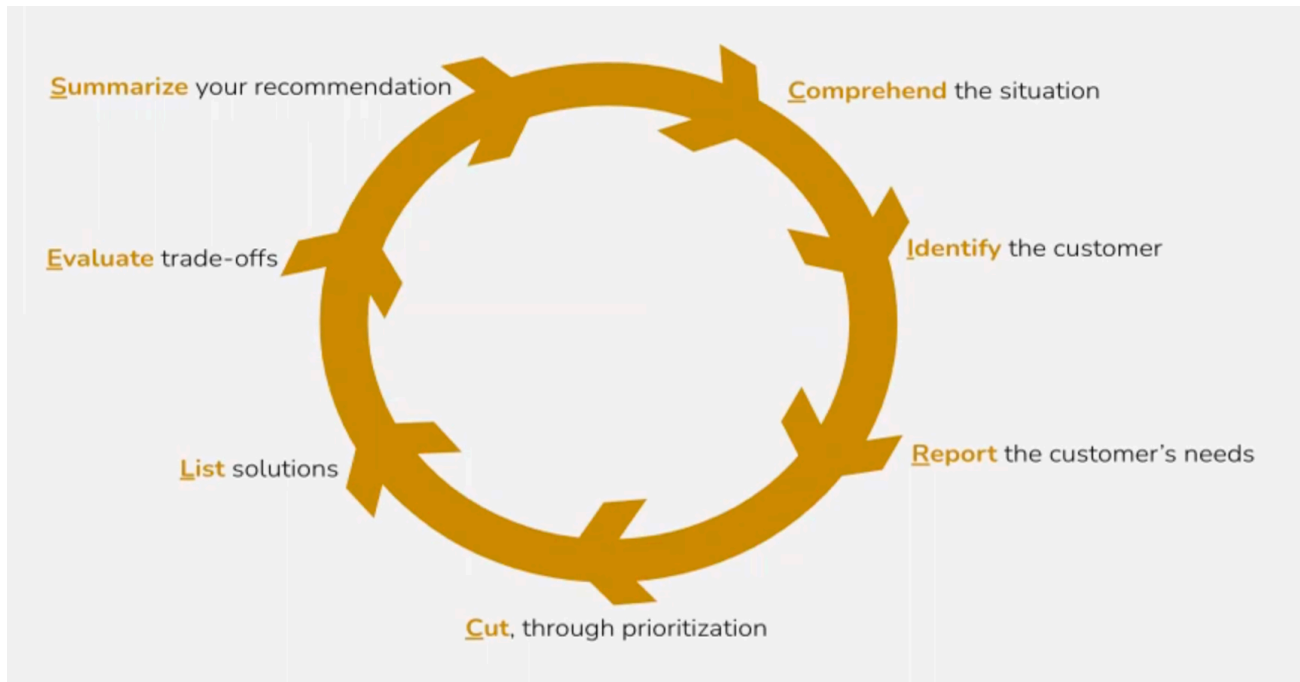
⚠ step 1: understand the problem

- ↳ qualitative research
- ↳ quantitative research
- ↳ market research

⚠ step 2: define opportunity area

- ↳ business impact / strategy (AARRR)
- ↳ market (TAM, SAM, SOM)

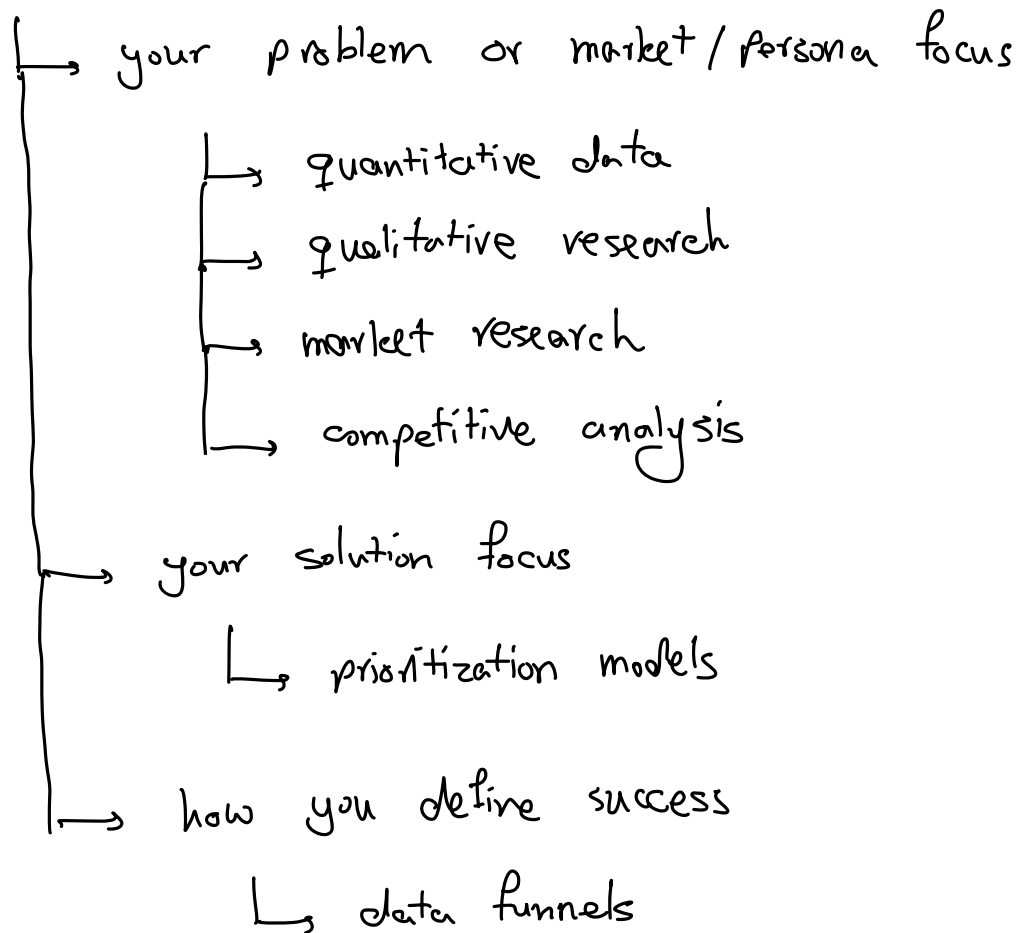
⚠ CIRCLES framework



⚠ Jobs to be done framework



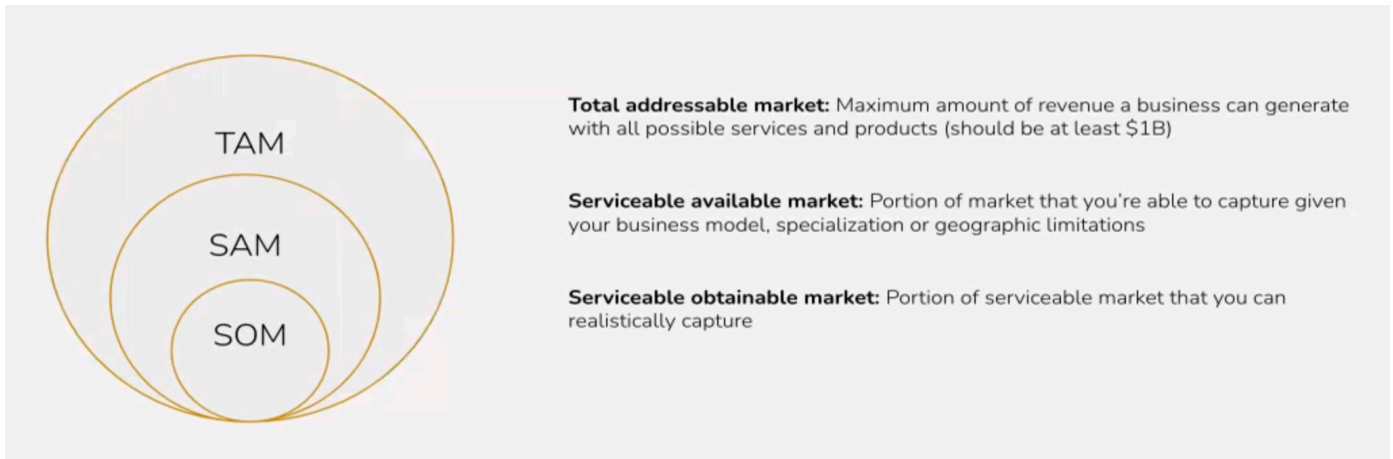
⚠ what do you need to defend



⚠ for your problem, market, and persona focus

	Product of your choice	Product of their choice	Product you've worked on in the past	New product line
Quantitative	Can do this using assumptions	Can do this using assumptions	✓	
Qualitative	✓	✓	✓	
Market				✓
Competitive				✓

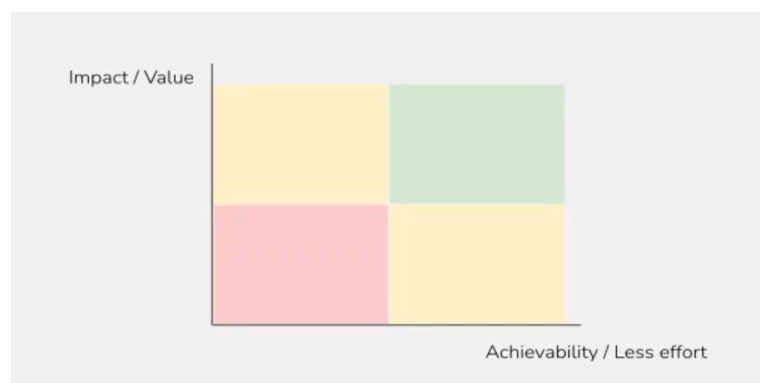
⚠ TAM, SAM, and SOM



⚠ Prioritization models

- impact vs. achievability (aka value vs. effort)
- ✓ simple and easy to grasp
- ✗ can be subjective
- RICE (Reach / Impact / Confidence / Effort)
- ✓ more robust model
- ✗ can be complex for interview settings

⚠ Impact vs. Achievability



⚠ RICE model

- Reach : How many people will this impact within a defined time period
- Impact : How much will this impact per person ?
- Confidence : How confident are you in your estimates ?
- Effort : How many person-months will this take ?

$$\text{RICE Score} = \frac{\text{Reach} \times \text{Impact} \times \text{Confidence}}{\text{Effort}}$$

⚠ Data funnels

