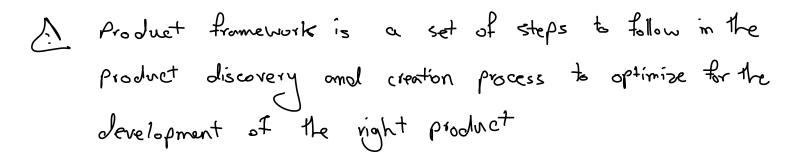
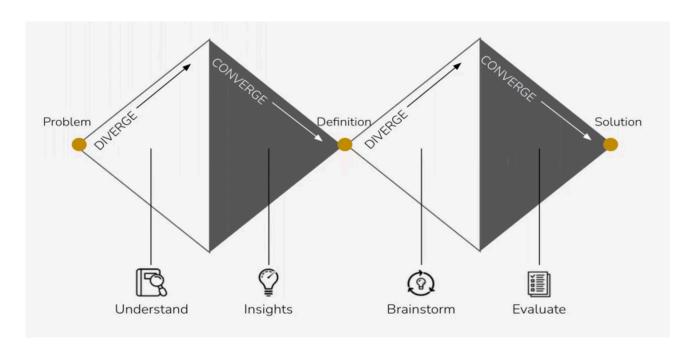
# Noil 1he Product Monnyement Case Interview

<u>^</u>	PM case assignments
	How you analyze whom what avoid you improve & how
	what are they looking for
	Ly x cool idea
	× cool idea × consensus
	process
	/ / communication
	s / communication s / defence
	Assignments recommonded format
	I slides: lasy to scan  I put visuals to your steps: make the fromework  easy to scan
	I got visuals to your steps: make the framework
	ency to 5 can
	I set the stage with the promp.
	X do not submit a word document
	X do not submit a word document X do not go over time



### 1 Double Diamond process



Step 1: understand the problem

pulitative research

quantitative research

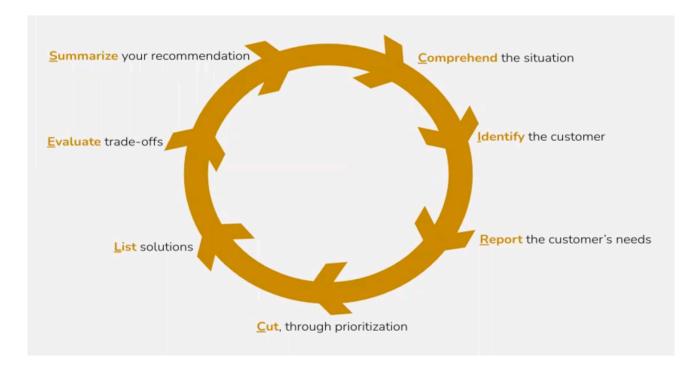
market research

1) step 2: défine apportunity oren

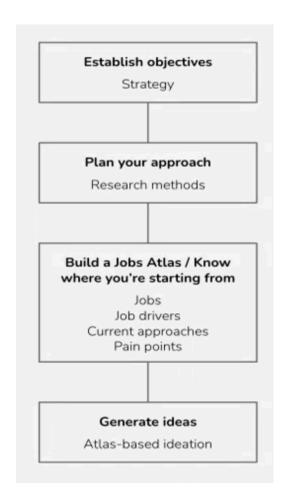
busivess impact / Strategy (AARR)
morket (TAM, SAM, SOM)



### CIRCLES fromework



## 1 Jobs to be done framework



A what do you need to defend

J., your problem or market/porsona focus

J., quantitative data

J., qualitative vessearch

J., movilet research

J., competitive analysis

J., prioritization models

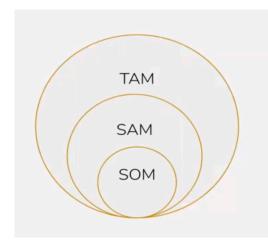
J., prioritization models

J., data funnels

It for your problem, mortet, 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				<b>⋖</b>
Competitive				<

#### A TAM, SAM, and SOM



**Total addressable market:** Maximum amount of revenue a business can generate with all possible services and products (should be at least \$1B)

**Serviceable available market:** Portion of market that you're able to capture given your business model, specialization or geographic limitations

**Serviceable obtainable market:** Portion of serviceable market that you can realistically capture

#### A Prioritization models

impact vs. achievability (aka value vs. effort)

I simple and easy to grasp

X can be subjective

RICE (Reach / Impact / confidence / Effort)

I more robust model

X can be complex for interview settings

Impact Vs. Achievability



#### A RICE model

Reach: How many people will this impact within a defined time period

Topport: How much will this impact per person?

Confidence: How confident are you in your estimates?

Giffort: How many person-months will this take?

RICE Score = Reach x Impact x confidence

Effort

## 1) Data funnels

