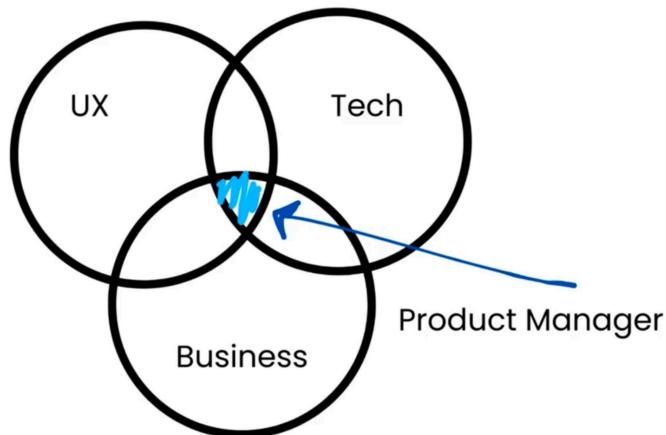


# The Ultimate Product Manager Interview Practice Course

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⚠ A product manager is responsible for managing the success of the product



⚠ Product manager's other responsibilities

- track product performance
- articulate what a successful product looks like
- managing a product end-to-end
- leading by influence designers, engineers, analysts

⚠ what does "behavioral question" evaluate?

- your past experience & behavior
- can you lead without authority?
- can you handle conflict?
- how did you handle negative feedback?

## ⚠ Solution to answer "behavioral questions"

- keep your answer structured
- break your answer using various sections using STAR framework
- when moving to the next section, let the interviewer know
- spend half the time talking about action
- what unique actions did you take?

## ⚠ STAR Framework

- ① situation      ② Task
- ③ Action          ④ Result

## ⚠ Day in the life of a PM

### • Customer Needs & problems

- Talking to customers and finding out their pain points
- Interviewing Customer success team to find out what customers find useful & what is causing problems
- Talking to sales team of prospective customers to identify need-gap

### • Strategy

- Strategizing about my customer needs, what can I build, what's the need, etc.
- Prioritize pain points if there are multiple pain points to be addressed. Prioritization will be based on Business Impact Vs Technical Complexity.

### • Meetings

- Attending / running meetings with folks from lot of different parts of the company.  
Think of me as a glue and conduit that sits between Engg (people who build stuff), Marketing / Sales (ppl who sell stuff), Mgmt (the big bosses), and customers who help us keep the lights on

#### • Product Design & Scope

- Brainstorm the solution(s) and do a quick whiteboard session or paper prototype (Rapid Prototyping)
- Define the problem statement which needs to be solved (Problem will be defined in workshop) & have shared understanding of the problem.
- Execute Design thinking or Customer Journey workshop (Workshop includes Stakeholders/Customers, Dev team, UX and Product Manager(s), Business Owner)
- come up with cool designs and ideas

#### • Running Sprints

- Explaining the scope of the feature to the engineering team
- Planning, tracking on how everything is progressing, etc.
- Answering any running questions the developers might have
- Keep motivating the dev team (by telling them the stories about their work is impacting the business).

#### • Launch activities

- Publish blogs in internal company portal and publish Newsletter article about the product.
- Prepare plan of how to promote the product developed or built.
- Plan for Road shows, Demos, Writing blogs about the product, Create newsletter.
- demo the developed product to customers/Stakeholders and gather feedback from them which may get prioritized in coming iterations.

#### • Measuring the success of the product.

- Measure the product usage of the released feature
- Measure the user funnel to unearth any issues in usage or churn
- Share data analysis with the team
- Announce the insights from the metrics to the company



prioritization techniques

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

→ impact vs effort

→ urgency vs. importance

⚠ what could be the reason that the developers are demotivated ?

- No clarity on what I am working on
- No clarity on why I am working on this feature
- I keep getting shifted from one project to another leading to context switching
- The current work doesn't excite me, boring & repetitive work
- my previous feature was not used by customers that much

⚠ Stakeholders to be included in the launch meeting

- product marketing & sales for GTM
- engineering team
- customer success team
- legal / PR

## ⚠️ Launch meeting agenda

- show overview of meeting
- status of the features
- mention roadblocks & mitigation plan
- product demo
- launch plan & success criteria
- launch timeline & sequence of the event
- rollback plan
- GTM strategy, content & assigned people
- post-launch support plan
- shoutouts & kudos

## ⚠️ Question 1

- ↳ Major client calls you early morning to complain that B2B product isn't working (no other details). How would you approach this?



see the full video for complete response

⚠ What does "design question" evaluate?

- customer empathy
- creative thinking
- setting objectives
- prioritization
- articulation of value

⚠ CIRCLES framework

- comprehend the situation
- identify the customer
- report the customer's needs
- cut through prioritization
- list solutions
- evaluate tradeoffs
- summarize your recommendation

⚠ Question 2

↳ design a digital payments system for rural india

⚠ Question 3

↳ design a virtual classroom & LMS

⚠ Question 4

↳ design a logistics tracking platform

## ⚠ Question 5

↳ design a tool to manage customer support queries

## ⚠ Question 6

↳ design a career counseling app for students

## ⚠ Question 7

↳ design a consumer app for a bike sharing business

## ⚠ Question 8

↳ design an apartment management app



see the full video for complete responses

## ⚠ what does "product improvement questions" evaluate?

- ↳ structured thinking in an unclear / ambiguous environment
- ↳ identifying user pain points
- ↳ addressing the pain points with practical & innovative ideas

## ⚠ Steps to solve "product improvement questions"

- describe the product
- clarify the scope of the question
- set a goal for what you want to achieve with the improvement
- list out all the different types of users you can think of
- pick one user group to focus on
- list down all user pain points & concerns
- prioritize pain points to figure out which one is the most important to solve
- list your solution
- prioritize your solutions based on which ones will have the biggest impact
- define product success & summarize

⚠ Question 9: improve YouTube

⚠ Question 10: improve WhatsApp

⚠ Question 11: improve LinkedIn jobs

⚠ Question 12: improve Netflix

⚠ Question 13: improve Google Maps

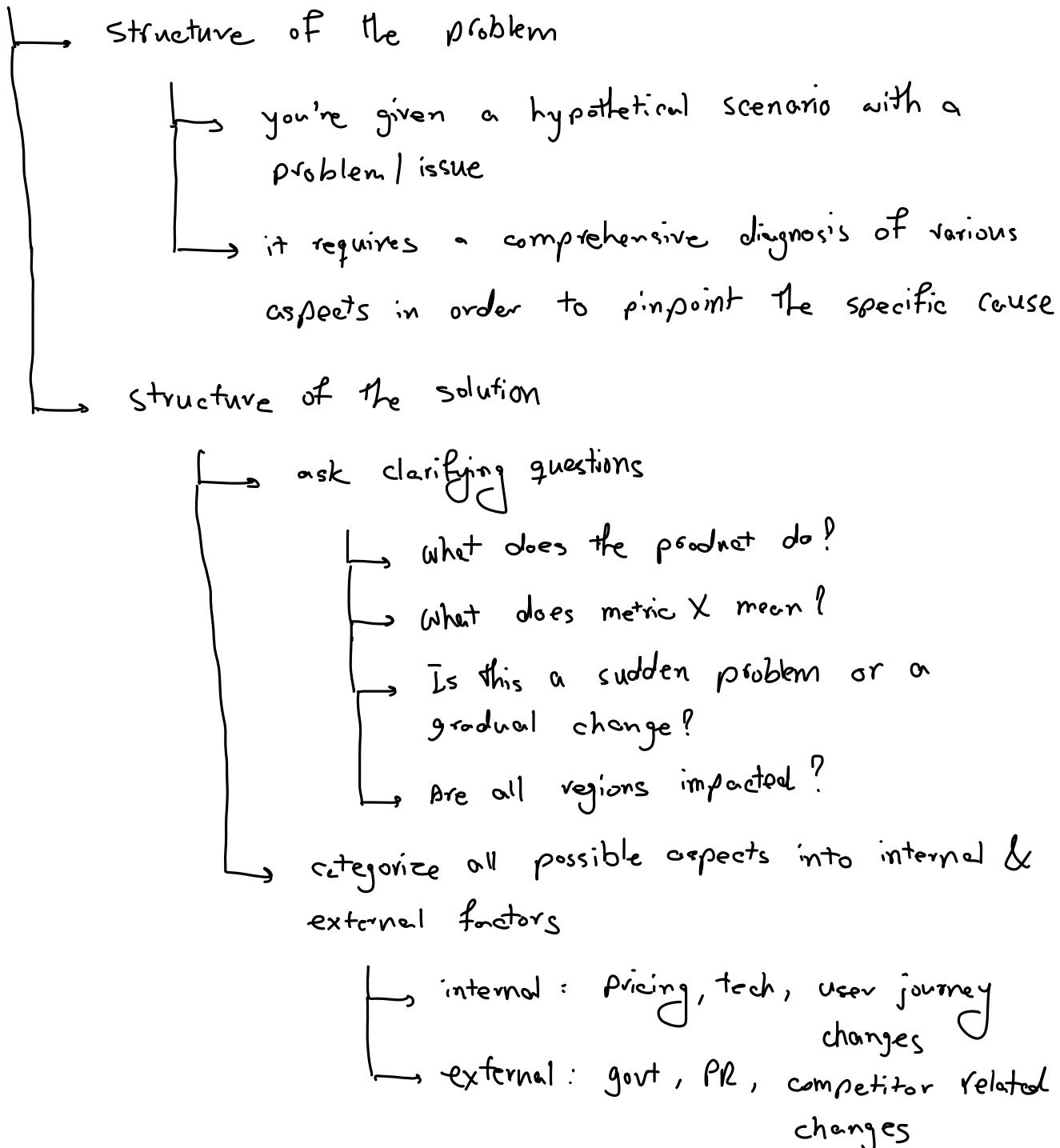
⚠ Question 14: improve Instagram

## A Question 75: improve face book birthdays



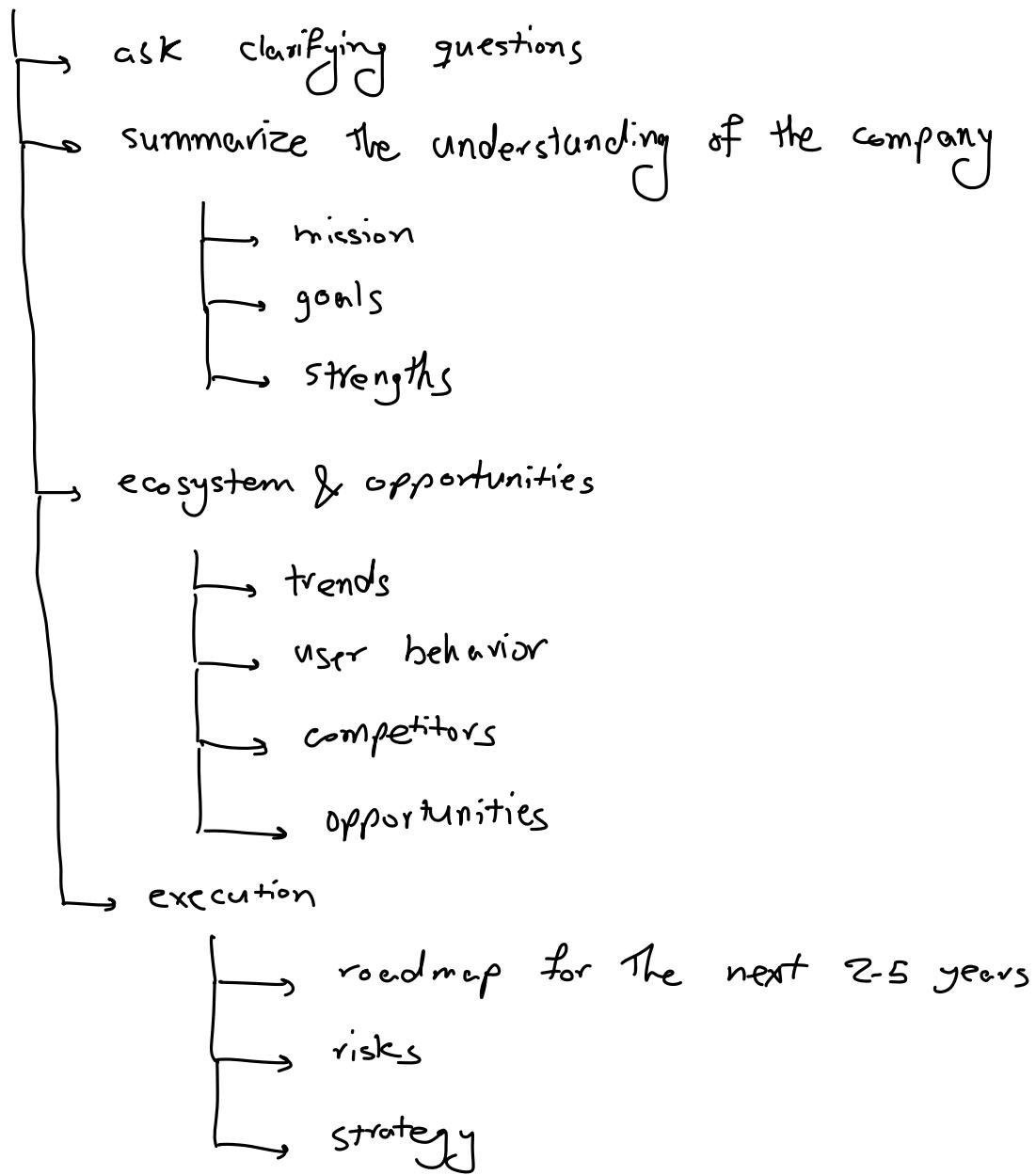
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## A How to tackle problem solving questions?

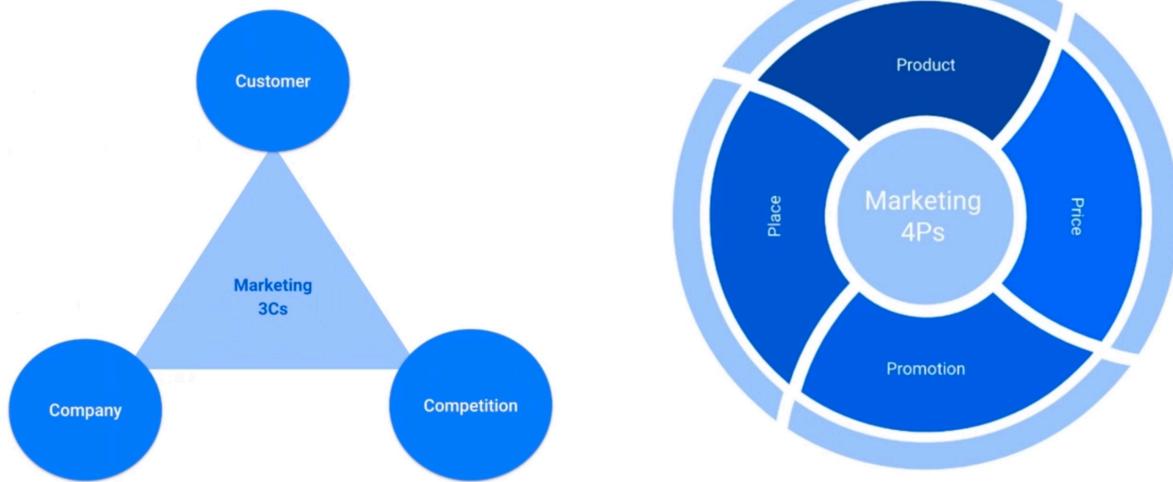


- ⚠ Question 15: an Ad-based product revenue is down zero. what next?
- ⚠ Question 16: LinkedIn influencers complain of spam connections & threaten to leave or launch tirade against the company. what will you do?
- ⚠ Question 17: Instagram DAU down 20%. steps to identify the root cause?
- ⚠ Question 18: in a video streaming platform, key metric dropped by 80%. what would you do as a PM?
- ⚠ Question 19: increase the customer LTV for a food delivery app?
- ⚠ Question 20: How would you reduce the rate of returns in Amazon?
- ⚠ typical strategy questions
- vision (think big)
  - roadmap
  - market entry
  - acquisition
  - fund allocation
  - what to build next
  - competitor
- see the full video  
for complete responses

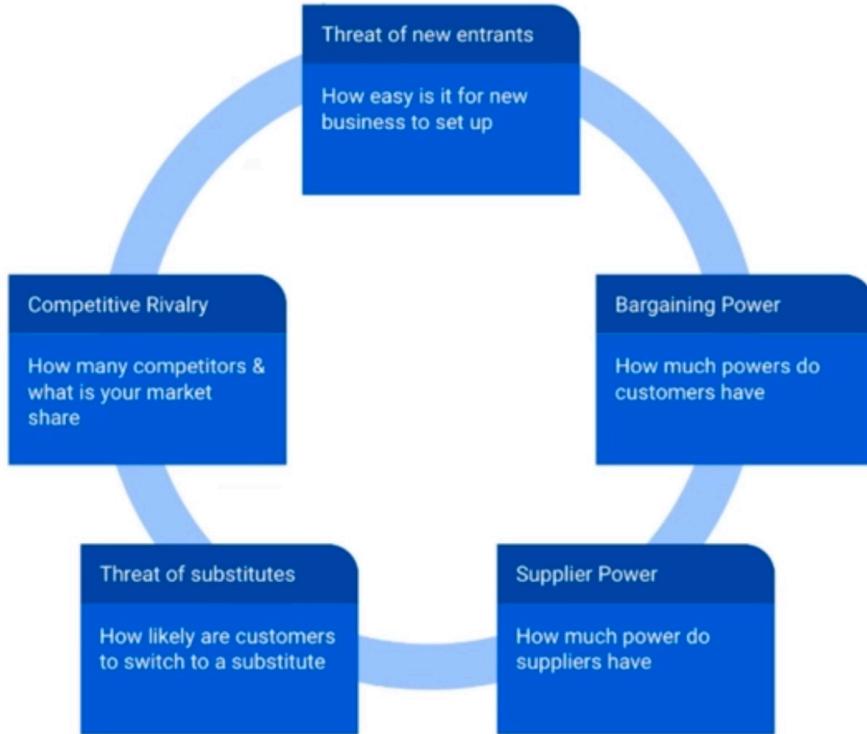
## ⚠ Steps to solve strategy questions



## ⚠ Marketing 3C's & 4P's



# ⚠️ Porter's five forces



⚠️ Question 21: should Google acquire Quora?

⚠️ Question 22: evaluate the upsides & downsides of a B2C super-app

⚠️ Question 23: as a CEO of SpaceX, would you use it to launch air travel across the world?

⚠️ Question 24: should Facebook allow political ads?



see the full video for complete responses

⚠ what does "estimation questions" evaluate?

- your analytical abilities
- how you think about the problem
- can you come up with specific number with limited information?
- it does not check the final answer or number
- explaining the solution & the math in a short time frame

⚠ methods to solve estimation questions

- using proxy estimations
- constraint-based approach (using upper & lower limits)
- top down approach
- bottom up approach
- simple maths

⚠ Question 25: How many dentists are there in NYC?

⚠ Question 26: How much revenue did Gmail make from ads in the USA last year?

⚠ Question 27: number of queries answered by Google per second?

⚠ Question 28: estimate the number of Tesla model 3s in California?

⚠ Question 29 : time spent by people waiting in vehicles at traffic signals in the USA ?

⚠ Question 30 : estimate the number of Uber rides ?

⚠ Question 31 : estimate the daily bandwidth consumed by YouTube globally ?



see the full video for complete responses

⚠ what does "product metrics questions" evaluate ?

- assessment of your analytical skills
- are you able to measure the performance of the product from different points of view

⚠ steps to solve "product metrics questions"

- describe the product
- define the goal of the feature
- map out the user journey
- list out all the metrics

- ⚠ Question 32 : How would you measure the success of Facebook likes?
- ⚠ Question 33 : what will be the north star metric of Google Calendar?
- ⚠ Question 34 : How would you measure the success of Gmail?
- ⚠ Question 35 : What are key metrics in a ecommerce company ?
- ⚠ Question 36 : How would you measure the success of Instagram stories ?
- ⚠ Question 37 . Name top 3 metrics for LinkedIn first thing in the morning

- ⚠ Question 38 : How would you measure the success of Reddit ?
- ⚠ Question 39 : Are late deliveries leading to customer churn ?



see the full video for complete responses