

During the quarterly planning, Moonfare set a target to increase weekly registrations from 50 to 100. Now the different departments need to come up with strategies how they can contribute to increasing the registrations. Suppose the current user base is 5,000.

The product team thought a referral feature could fuel registrations.

1. Conceptualisation and Prediction

1.1. What functionality should the MVP of your referral feature (no need to be graphical) have in the first iteration? First iteration would be to create two ideas ; one with referral; the second one without. And take subset of customers, eg. 10 customers for each idea.

1.2. Keeping in mind who our target group is, how should Moonfare incentivise users to refer their peers? Incentivise investors with a percentage of new investment

1.3. How would you communicate your concept to designers and development team?

Designers, being front-end designers: make it appealing and easy to see incentives.

Development team: add information on the user interface.

1.4. Do the math. Make a prediction how many registrations will be generated. How much can product contribute to the company goals? Today, weekly registration is 1%. Target should be 2% in 8 weeks.

2. Analysis

2.1. How do you analyse/measure the success of your feature and which tools would you use?

The success of the feature would be the number of new registration: it should be between 1 and 2% with final target of 2%.

Annex, to be ignored

What do you see as a Product Manager's main role within product development?

How do you stay user-focused?

What main changes would you make to [our product]?

How do you see your career developing in the next 5 years?

Tell us about a time you used data to influence an important stakeholder.

Tell us about a time you faced failure and how you bounced back.

How would you improve your favorite product?

What's your approach to prioritizing tasks?

Why do you want to work at [our company]?

Why do you want to be/what do you love about being a Product Manager?Product Manager

Examples of product-focused interview questions

How would you prioritize resources when you have two important things to do but can't do them both?

Describe a scenario that required you to say no to an idea or project.

How do you decide what and what not to build?

What is a product you currently use every day? Why and how would you improve it?

There is a data point that indicates that there are more Uber drop-offs at the airport than pick-ups from the airport. Why is this the case and what would you do within the product to change that?

How would you improve the functionality of the product?

How would you increase adoption of X feature?

What is the key to a good user interface?

While we make X product for the consumers, we also have a B2B division. What is your experience with juggling both markets?

How do you know if a product is well-designed?

How would you redesign our product?

What is one improvement you would implement for our product in the next 6 months?

What is a major challenge our company will face in the next 12-24 months?

How would you describe our product to someone?

Suggest a new feature for Amazon. What metrics would you use to measure its success?

What has made X product successful?

What do you dislike about our product?

How do you know when to cut corners to get a product out the door?

How do you think we came up with the product pricing?

Who are our competitors?

Tell me about a company that has great customer service, what they do, and why do they do it well?

____ metrics are down. How would you go about determining the root cause?