

Cracking the PM interview 🚀

Case Study Solution (PRD) - Create a PRD for widgets

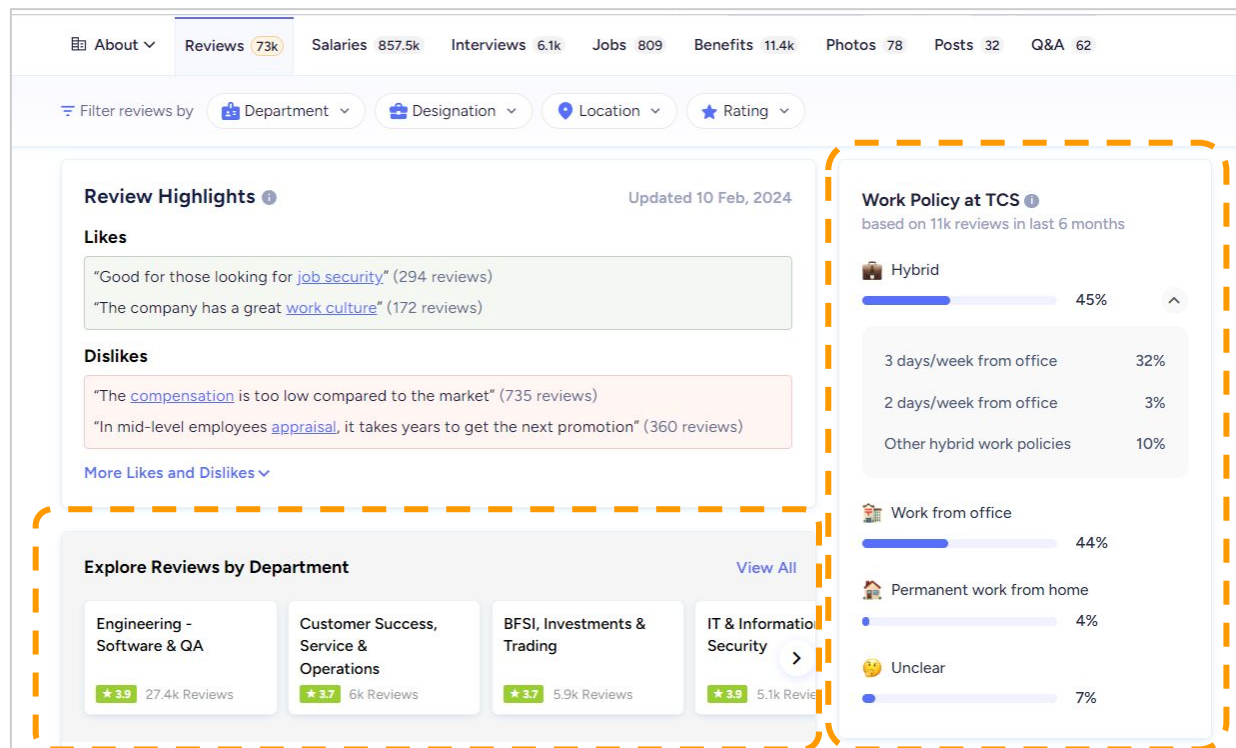
Case study - Create a PRD for Widgets

Imagine you are a Product Manager at AmbitionBox.

You have to create a task to add widgets on a page (refer highlighted section in the image).

You need to create a PRD for the engineering task to get this task done.

How will you go about creating the PRD?



Solution - The PRD will have following components

S. No.	Area	Description
1	Summary	A table which summarizes everything and gives consolidated view
2	Objective	Why do we need to create this widget?
3	Placement	Placement of your widget - mobile
4	Placement	Placement of your widget - desktop
5	Tracking	Impressions - UBA/GA?
6	Tracking	Clicks - UBA/GA?
7	Tracking	Do you need to add UTMs?
8	Logic	Is this widget filter dependent?
9	Logic	Is this widget user profile dependent?
10	Logic	Is this widget user action dependent?
11	Logic	How many values to show in the widget?
12	Validations	None of the link in the widget should have 0 content. (Ex: If we are adding a company in Similar Company interviews widget, all the companies in the widget should have content above a certain threshold.)
13	Validations	All the links in the widget should be indexed - shouldn't happen that Google is not crawling them.
14	Validations	Restrict adding multiple links to the same page from a given page
15	Design	Try to use the existing designs wherever possible
16	Expected impact	Expected CTR with calculations (benchmark with other widgets)
17	Widget attributes	Widget title
18	Widget attributes	Hover text - text that appears when you take cursor to the widget
19	Widget attributes	Hover text on widget values

A primer on PRDs

What is **Product Requirement Document (PRD)**?

- A document given by the product team to the engineering team to develop certain features.
- A product requirements document (PRD) defines the requirements of a particular product, including the product's purpose, features, functionality, and behavior.
- PRD has all the possible nitty gritty details related to the feature - possible interactions, copies, all scenarios that users can encounter, logic, tracking, anything and everything related to the product.



It's hard to create a detailed PRD because you, as a PM, need a lot of clarity on the product and feature.

A good-quality PRD can help you earn respect (and maybe, love) from your tech team.

Ideal PRD

Self-sufficient document which the engineering team can refer to on your behalf to create a product or a feature

4 underlying fundamentals of a PRD



Elements

What are the different elements in your feature or product?



Interactions

What are the different ways in which your users can interact with your feature or product?



Logic

How will each interaction work - the logic behind each interaction?



Tracking

How will you measure the usage and impact of your feature or product?

Essential components of a PRD

1	2	3	4	5
<ul style="list-style-type: none">❑ Summary of PRD❑ Objective of PRD❑ Feature attributes (page title, sub-title, headings, etc.)❑ Sections that will be part of the page❑ Etc.	<ul style="list-style-type: none">❑ Filter interaction❑ Click interaction❑ Chart interaction❑ Call to actions (CTAs)❑ Etc.	<ul style="list-style-type: none">❑ Interaction logic❑ Assumptions❑ Edge cases❑ Etc.	<ul style="list-style-type: none">❑ Go-live criteria❑ Estimated impact❑ Success metrics❑ Metrics to track❑ Etc.	<ul style="list-style-type: none">❑ Supporting links and docs (design links, user research docs, external references)❑ What is not part of the scope?❑ FAQs❑ Etc.

Questions that should be answered in your PRD

- When will be feature visible?
- Who can see the feature?
- What are the types of interactions with the feature?
- What will happen after each interaction?
- How will the feature look like?
- How will external parties/agents interact with your feature?
- How will users navigate through your feature?

All modules

- Types of questions asked in PM interviews
- Questions asked by various companies in PM interviews
- How to get into product management?
- Product management case studies
- Cracking the email products
- Product metrics
- Guesstimates
- Product requirement documents (PRDs)
- And, many more!

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Thank you! 