Cracking the PM interview 🚀

Case Study Solution (PRD) - Create a PRD for filters
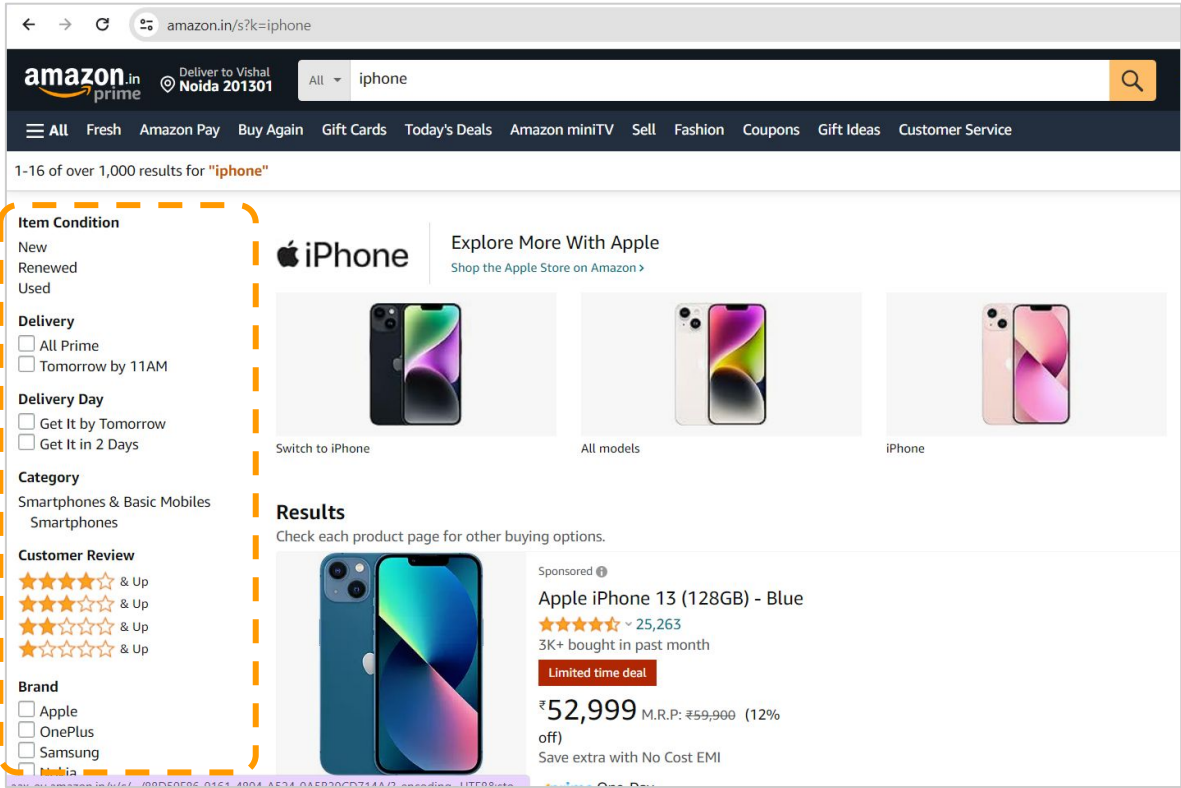
Case study - **Create a PRD for Filters**

Imagine you are a Product Manager at Amazon.

You have to create a task to add one more filter on the left navigation pane.

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 filter?
3	Filter attributes	Filter name
4	Filter attributes	Single select vs Multi select
5	Filter attributes	Logic to show this filter? Always visible or conditional?
6	Filter attributes	Filter values dependent on other filters or independent?
7	Filter attributes	Filter values - what all will come as values in the filter?
8	Filter attributes	Hover text - text that appears when you take cursor to the filter
9	Filter actions	Will existing widgets change on changing the value of filter?
10	SEO	Change in title
11	SEO	Change in Meta description
12	SEO	URL structure
13	SEO	Canonical URL
14	SEO	Breadcrumbs
15	SEO	Will this filtered page be submitted to Google for indexing? If yes, what's the criteria?
16	SEO	Changes in H1/H2/...
17	Tracking	Do you want to track impressions?
18	Tracking	Do you want to track clicks on filter chip?
19	Tracking	Do you want to track clicks on filter apply button?
20	Expected impact	Expected CTR with calculations (benchmark with other filters)

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 gritties 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
❏ Summary of PRD ❏ Objective of PRD ❏ Feature attributes (page title, sub-title, headings, etc.) ❏ Sections that will be part of the page ❏ Etc.	❏ Filter interaction ❏ Click interaction ❏ Chart interaction ❏ Call to actions (CTAs) ❏ Etc.	❏ Interaction logic ❏ Assumptions ❏ Edge cases ❏ Etc.	❏ Go-live criteria ❏ Estimated impact ❏ Success metrics ❏ Metrics to track ❏ Etc.	❏ 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!

For more details, visit
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Thank you! 😃