Cracking the PM interview 🚀

Case Study Solution Product Improvement

Case study - **Product Improvement**

Content platforms such as The Times Of India, YourStory Media, AmbitionBox, and even social networks such as LinkedIn generally reserve 80-85% of the page width for main content.

The remaining 15-20% of the space, usually on the right side, is reserved for additional widgets.

Examples of these widgets include 'Popular Stories', 'People also viewed', 'Similar articles', etc. Sample screenshots in the first comment.

These widgets serve multiple purposes. Three main benefits that these widgets serve are:

[1] Help in increasing engagement - Users click on these widgets to visit other pages, thereby increasing the average session duration, number of page views per session, etc.

[2] Help in product or page discovery - Pages or features that you would want users to explore can be added here and you can increase discovery.

[3] Search engine optimization - These widgets build internal linking within the website which further helps Google-bot to crawl these pages easily.

This helps in improving the search engine ranks of these pages.

Companies, at times, use these widgets extensively which leads to cluttering of pages.

Imagine yourself as a Product Manager of any such platform where your job is to reduce the clutter on the page by removing a few widgets.

How would you go about solving this using data?

Case Study Solution - **Product Improvement**

In this case, you can't simply consider the number of clicks a particular widget is getting.

Widgets that are at the bottom of the page will certainly get less number of clicks because less number of people will be viewing that widget.

Therefore, in order to make the right comparison, we need to analyze performance of each widget by looking at CTR (click-through-rate) of each widget.

CTR = Number of clicks / Number of impressions

CTR will help us in providing Apples-to-Apples comparison of insights. Absolute numbers may not make sense here.

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2 ways to track impressions:

Method 1

You can add view tracking on the impression. Whenever the widget is viewed by the user, an event is passed and gets counted in the total impressions.

Method 2

You can use tools like Clarity which gives heatmap of user behavior on the page. If your widget appears at the bottom of the page and from Clarity, you can figure out that only 5% users reach end of the page, then impressions would be 5% x Number of users visiting the page.

Widgets with low CTRs are the ones that are driving lowest engagement on your website. You may choose to remove these widgets and replace with different ones.

If a widget with high CTR is coming at the bottom, then that widget is possibly useful/engaging. It can be moved upwards on the page.

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

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Thank you! 😃