

# Cracking the PM interview 🚀

**Case Study Solution** - What would you improve in your favourite product?

## Case study - **Product improvement**

What is your favourite product? What would you want to improve in it?

# Why this question?

The rationale behind this question is to understand your attention to detail and your ability to identify scope of improvement in existing products.

No matter how good a product is, it will always have scope of improvement.

There can be 3 types of improvements in any product:

- 1) **Bugs** - These are also areas of improvement. No product in the world is free of bugs. However, you don't get any brownie points by sharing bugs as the answer.
- 2) **Enhancements in the existing products** - These are usually minor enhancements that you propose in the product. These are good points to share in your interview but not great. Examples - UI/UX related changes, Introducing basic things such as filters, search bar, etc.
- 3) **Introduction of new features** - Launch new features that can add significant value to your users. Examples:
  - Google Maps introducing a feature to identify safe routes (instead of shortest route or least time consuming route)
  - LinkedIn introducing new insights for content creators (analysis and slice-dice of data at various cuts)

# Improvement areas in LinkedIn

Though you are free to choose whatever product you want to answer this question, we will consider LinkedIn.

LinkedIn is a powerful and common product which almost every white-collar working professional is aware of.

Let's identify areas of improvement across all the three types - bugs, enhancements and new features.

## Bugs

If you use LinkedIn or any other platform regularly, you are bound to come across various bugs. More mature platforms would have less bugs; startup and newer platforms would have more bugs. Here's a bugs that I encountered on LinkedIn:

- [1] Despite sending an invite to someone, LinkedIn keeps showing that connection in recommended list of people. When you try to send the invite again, it throws an error - "Sorry, your invite cannot be sent."
- [2] When you type a message and send it to anyone, the message remains in your text field for 1-2 seconds after sending. After that it disappears, and if you type something else during these 1-2 seconds, that text will also get disappeared.

# Improvement areas in LinkedIn

## Enhancements

[1] Once you schedule a post on LinkedIn, you can't edit the post. You can change only the timings of the post. To make edits, you need to delete the post and then schedule again.

## New features

I personally feel that LinkedIn is not doing justice to its creator community by not providing sufficient insights into their content. LinkedIn can provide a lot more insights to content creators about the content that they write. This could be a part of LinkedIn Premium as well, which can eventually push people to opt for LinkedIn Premium as well.

Some of the insights that LinkedIn can show are:

### [1] Post engagement

- If there are multiple links in the post, clicks on each link.
- Number of post shares
- Number of post bookmarks.
- Number of engagements by 1st degree connections vs 2nd degree connections vs 3rd degree connections

# Improvement areas in LinkedIn

## [2] Post performance by

- time of the day (how did posts published at different time intervals did?)
- day of the week analysis (how did posts published on different days of the week did?)

## [3] Ability to categorize posts into custom buckets and look at metrics/insights at the category level

- I, as a creator, should be able to add tags to my posts. Ex: posts related to 'product management', 'career', etc.

## [4] Post impressions/engagement by hour or day from the time post was published

- If I publish a post at 8 AM on 25 March 2024, how many impressions/engagement I got in the first hour or first 4 hours of posting?

## [5] Type of content people in my network are reading

- Some suggestions on the topics or ideas

## [6] Hashtags people in my network are following

Likewise, many more insights can be thought.

# Now, the question is **how do you identify** these improvements?

- 1) **Observation** - Whenever you are using a product, think what aspect of the product is irritating you or pushing you away from using the product. That could be a possible area of improvement.
- 2) **Research** - Look at what the industry is doing; what the competitors are doing. This can give you good ideas around areas of improvement.
- 3) **Talk to users** - This is possible if you are working as a PM and you want to look for ideas for your own product.

# 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
- And, many more!

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Thank you! 