



320 W. 37th Street 13th Floor New York, NY 10018

Product Interview Materials

Junior Product Manager Exercise:

Problem Statement:

This exercise will focus on you setting priorities, breaking down work, and writing stories to implement the search feature on our website. Begin by exploring our current Rodo.com website, and by thinking about the overall customer journey and experience. Once you have a sense for what it's like to be a customer on our platform, the goal is to define a project for implementing search features from scratch on our platform (pretending that it is not already implemented).

Requirements:

- Briefly define the epic and associated stories outlining the main steps and goals of the project.
- Define the first three stories you see being a part of the project.
 - In your story definitions, please include the user story ("As a user, I would like to be able to...") as well as the technical requirements for the story.
 - When breaking up the epic and creating the first few stories, consider the scope of the tasks you are creating.
 - Please provide acceptance criteria for each story.
- Consider the software development lifecycle. What might it make sense to prioritize first, so that work on the project can continue concurrently?
- Identify at least 3 improvements you would make to our current search feature and provide your rationale.



320 W. 37th Street 13th Floor New York, NY 10018

Things to consider:

- The customer journey interacting with this new feature. What is their experience like? How does this shape the goals of the project? What are we trying to solve for the customer by implementing this feature?
- What additional information are you missing that you might want for this exercise? What would help you gain more clarity on priorities or story tasking?

Keep in mind that there is no “right” answer! The goal of this exercise is to explore how you think about a project as a whole, both in terms of the customer journey and in terms of execution/development/prioritization.

Submission Format:

Submission via Google Docs to include:

- Epic story definition and project overview/description.
- Definitions and descriptions of the first three stories you see as part of the project.
- Brief explanation as to why you chose to begin with these stories, from a software development perspective.
- Brief explanation of 3 potential improvements that can be made to our current search experience.
- Any additional thoughts on the search project, the overall customer journey, or any additional information you might want to make story tasking, prioritization, and planning easier.