

Craking PM Interview Bulletin

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1 Estimation Problem

- Clarify the Question
- Catalog what you know
- Make a equation
- Edge case
- Break it down

2 Product Questions

2.1 Design a product

- Ask question to understand the problem
- Provide a structure
- Identify the user and customer
- Define use case and product goal
- How well is the current product for the use case
- What feature change will improve those weak spot
- Wrap things up

2.2 Improving a Product

- What is the goal of the product?
- What problems does the product face?
- How would you solve the problem?
- How would you implement these solutions
- How would you validate your solution

3 Case Question

Framework	1	2	3	4	5
Customer Purchase Decision Making Process	Attention	Interest	Desire	Action	
post-purchase behavior	reach	engage	activate	nurture	
Marketing Mix	Product	Price	Promotion	Place	
SWOT Analysis	Strength	Weakness	Opportunity	Threats	
The Five Cs (Situational Analysis)	Company	Competitors	Customers	Collaborators	Climate
Porter's 5	competitors	Buyer	Supplier	Substitutes	New Entrants

3.1 Product Metrics

3.1.1 User Acquisition

- How many users do we have?
- How has the user grown overtime?
- How many active users are there? How do we define what an active user is?
- Where are users coming from?
- Are they referring their friends?
- Which channels are the most effective in getting users?

3.1.2 Activity

- How many user are using feature X?
- What percent have completed a particular workflow?
- What are people saying about the product? How can you measure it?

3.1.3 Conversion Retention

- What is the conversion rate?
- what is the churn rate?

3.1.4 Measuring

- Usability Testing
- Customer Feedback
- Traffic Analysis
- Internal Logs
- A/B Testing

3.2 Strategy Questions

- Diversifying revenue sources
- Building barriers to Entry
- Being the "One-Stop Shop for"
- Being the Low-Cost Leader
- Reducing Reliance on a Key Buyer or Supplier
- Testing a New Market

3.3 Marketing Question

- Understand the Company
- Understand the Competition
- Understand the Customers
- Understand the Landscape
- Market your product

3.4 Launching Questions

- The product
- Launch Goals
- Launch Design
- Launch Implementation
 - Pre
 - During
 - Post

1. Target Market
2. User Types / Components
3. MVP or Full Product
4. Distribution
5. Rollout
6. Buzz
7. Partnerships
8. Risks

3.5 Pricing and Profitability

- Cost-Plus Pricing
 - Value Pricing
 - Competitive Pricing
 - Experimental Pricing
1. Free Ad-supported
 2. Freemium
 3. Tiered
 4. A La Carte
 5. Subscriptions
 6. Free Trial
 7. Razor Blade Model

3.6 Problem Solving

- Falling profit
- Falling revenue
- Falling sales volume
- Declining new customers
- Increase in costs
- Decline in traffic
- Decline in new visitors