

PRODUCT MANAGER / PRODUCT OWNER INTERVIEW REFERENCE NOTES

PART 1 — UNDERSTANDING PM INTERVIEWS

The PM Role:

- Identify user problems and opportunities
- Guide engineering & design to build valuable products
- Balance Business + Users + Technology

Core Skills:

- Problem Solving
- User Empathy
- Data Fluency
- Communication
- Prioritization
- Market Understanding

PM Interview Structure:

1. HR Screening
2. Hiring Manager
3. Take-Home Assignment
4. Product Sense
5. Metrics
6. Root Cause
7. Strategy
8. Behavioral

9. Negotiation & Offer

PART 2 — PRODUCT SENSE

Framework:

1. Clarify
2. Define Goals
3. Identify Users
4. User Problems
5. Solutions
6. Metrics
7. Summarize

Example Questions:

- Improve Google Maps
- Design Refrigerator for visually impaired
- Improve LinkedIn for Job Seekers
- Build a Parking Solution in Google Maps

PART 3 — METRICS

Framework:

1. Clarify Scope
2. Understand why product exists
3. User Journey & Critical Metrics
4. Metric Tree (Leading & Lagging)
5. Guardrail Metrics

Examples:

- Success metrics for Spotify Podcasts
- Measure effectiveness of eBay Search
- Metrics for DoorDash delivery success

PART 4 — ROOT CAUSE ANALYSIS

Example:

- Facebook feed engagement dropped

Approach:

- Ask for data, analyze funnel, check bugs, competition, seasonality

PART 5 — STRATEGY

Framework:

- Porter's 5 Forces
- 3C / 4P
- Issue Trees

Example:

- Should Google enter Health & Fitness Market?
- How to grow Netflix revenue?

PART 6 — BEHAVIORAL

STAR + Learning:

- Situation
- Task
- Action

- Result

- Learning

PART 7 — TECHNICAL

Types:

1. Common Tech Terms

2. Experience-based

3. Stakeholder Execution

4. Explain like I'm 5

5. Problem Solving

Practice Process:

- Pick real interview questions

- Record answers

- Review with AI

- Find a buddy

KEY MESSAGE:

A great PM communicates clearly, thinks clearly, and solves real problems.