**Are you good at telling stories? Do you get right to the point and include all the relevant details?**

They often have telltale openings like:

Tell me about a time when...
What do you do when...
Have you ever...
Give me an example of...
Describe a situation...

# S.T.A.R

## FRAMEWORK

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# What is the S.T.A.R method?

The STAR method is an interview technique that gives you a straightforward format you can use to tell a story by laying out the Situation, Task, Action, and Result.

**Situation**: Set the scene and give the necessary details of your example.

**Task**: Describe what your responsibility was in that situation.

**Action**: Explain exactly what steps you took to address it.

**Result**: Share what outcomes your actions achieved.

**E**xample,
imagine that the interviewer just said, "Tell me about a time when you achieved a goal that you initially thought was out of reach."

Answer with STAR framework

## Situation

"In my XYZ company made the decision to focus primarily on onboarding part and was looking to increase their users first experience pretty aggressively."

## Task

"As the Product manager, my target was to simplify & easy onboarding process."

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## Action

"I sat with DA team & went for so many customer feedback, so that I can understand their existing pain point. Also, With the help of A/B testing concept, I introduce new onboarding UX"

## Result

"As a result to our onboarding strategy, I was able to increase our subscriber list from 5,000 subscribers to 40,000 subscribers in three months—which exceeded our goal by 20%. And Frictionless onboarding have now become a key part in our product"

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# Bonus:

## Learning

"I learned from this experience that if any products onboarding is frictionless for user then CAC can be reduce to almost 0%"

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Thank You

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