**Product Management Case Study Interview**

<https://www.youtube.com/@tryexponent>

Remember

* Take notes, ask clarifying questions, talk slow!!
  + Is this scoped to certain users?
  + What markets is it releasing?
* **Structure your answer!!!!**
  + Walk through the structure with the interviewer
  + 3 point answer is simple
    - IE 3 potential products (1, 2, and 3)
* Explain!
* Pivot and check in to see if things make sense
* **Go from most broad to most narrow solution**
* Summarize

**Root Cause (I want to find out why X is happening)**

Qs (ask at least 3)

* External: Over-what time period? Demographic (younger vs older users)? Location? Specific product or all products? Device type? Bad press?
* Internal: Have any new products been released?

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| --- | --- | --- |
| **Area** | **Questions** | **Notes** |
| External/Environmental concerns | * Competitor’s marketing strategies (ie new products release) * Cultural events like holidays, elections, global/local news * Weather phenomena |  |
| User Behaviors | * Changing buying powers * Women under 30, college age adults, specific demographics |  |
| Technical | * Mobile vs web * Bugs, new releases, design updates, hardware (phone type) * Go through the user flow (create account, log in, home screen, buy page, wishlist) * Countermetrics? (watch time down cause TikTok up) |  |

**Strategy (How would I target this market)**

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| **Area** | **Questions** | **Notes** |
| Understand the role | * Am I PM? VP? * How much power do I have over decision-making? * Do I pick a specific customer segment? Is there a target audience? * Timeline or other constraint? |  |
| Define success | * Identify real problems for that market * Company north star values * Unique value of the service we provide * Optimize value (ie: for hotels, number of bookings? More nights stayed per customer?) |  |
| Make baseline assumptions | * IE if a user is coming to the site, there is already a service disruption to the airport * Anything correlated |  |
| Solve the problem | * “Now I’m going to outline 2 solutions to the problem statement” |  |

**Product Design (how would you make this new thing)**

Qs

* Does this exist within the app or a specific platform?
* Is there a target customer market? (make one if not) Demographic, location?
* Bring value to the airline
* Personalization
  + Internet access
  + Subscriptions

Monetization

* Who cater to
  + Gen Z, next gen
  + Not business flyers cause they have things to do
  + Older generations who don’t have as reliable an onlikne presence
* Needs
  + Social clout
  + Content recommendations
* Features
  + Social integration
  + Youtube recommendation
* Monetization
  + Ad revenue
  + Subscription

Data assumptions

* Sign in, recognizes who seat assigned to, engagement data

|  |  |  |
| --- | --- | --- |
| **Area** | **Questions** | **Notes** |
| Mission & Strategy | * Why might we want to make this? * How does it align with company mission * Competitors? What are our strengths |  |
| Important metrics | * Different markets (pro vs amateur) * Success metrics to look for |  |
| Choose a market | * Just pro/amateur etc (are you okay with that direction?) |  |
| MVP | * Offer 2-3 * Concerns (data storage? Privacy? Retention?) * How is it released/rolled out? |  |

* One that they work
* 2 valuable

3 projects, 3 key clients

* All have new reqs for scope, will affect timeline, resource allocation
* How to allocate resources
  + budget
* How do push back on scope creep while maintaining relationship

What steps to bring back on track

* Communication is key
* Cost benefit analysis, reprioritization

How to communicate internally and externally

* Internally as a mindset change, externally as a prioritization

Internal: technical team, sales team, customer success

Delay, had that conversation with clients and senior stakeholder (scope that was shared initially they are adamant they cannot change delivery)

* How do you manage that conversation with a positive relationship
  + Proven value
* How to align clients expectations with realities

Report, share with pointr internal senior mgmt.

I have a few friends who work for Blackstone who have had lots of opportunities and are incredibly successful professionally. I’m looking for high-growth roles where I can develop my Product skills; Blackstone is a company where I could do that.