



Product Manager Interview Assignment

Wallet Swap Feature PRD

Target effort

≤3 hours (please don't spend more time than this - the goal is not a perfect document but for us to get a sense of whether your working and thinking style fits our team).

Please note assumptions and explicitly call out any shortcuts taken due to time.

Context

Imagine you are in charge of launching a Swap feature in a wallet that routes trades to underlying DEXes. You are not building a new DEX; you are building the best consumer swap experience on top of existing liquidity.

Reference

You can imagine the wallet is a "next-gen" wallet similar to Base App, where smart wallets will be supported.

Assignment

Write a concise PRD/spec for the initial launch of the Swap feature, including a phased roadmap. You may structure it as a PRD, product spec, or hybrid, but please keep it focused and decision-oriented.

Scope and Prompts

1. Product Goals and Users
 - Define primary user segments for v1.

- State the top 3 product goals and 3 non-goals for the initial launch.
- Describe how success should feel to a user in one sentence.

2. Chains and Liquidity Strategy

- Choose which chain(s) to support at launch and why.
- Outline the underlying DEX/aggregator mix you'd integrate at launch and the rationale.
- Call out how you'll handle tokens without deep liquidity, stable pairs, and long-tail assets.

3. Swap Types and Advanced Features

- Decide which swap types to ship at launch (market, limit etc).
- Define any advanced features to consider.

4. Fees and Economics

- Propose a fee model.
- Decide whether there are additional procedures to follow once fee is collected.

5. Compliance, Risk, and Safety

- List key risk and safety requirements for launch (e.g. token list curation, scam detection etc).
- Outline region-based or KYC/AML considerations if relevant to routing partners.

6. Technical Architecture (High Level)

- Describe the components required in your proposal.

7. Phased Roadmap

- Describe how would you phase the launch (e.g. in terms of features, user groups etc)
- For each phase, define success metrics.

Deliverables

Please submit a PRD/spec in the form of a Notion document.

Evaluation

The document will be assessed on:

- Product judgment
 - Clear prioritisation, reasoned tradeoffs, crisp launch scope.
- User empathy
 - How to make it retail-friendly.
- Technical savvy
 - Practical integration plan, understanding of AA/smart wallets and DEX routing.
- Strategic thinking
 - Phased roadmap, metrics, and partner strategy.
- Communication
 - Clarity, concision, ability to make and explain decisions.