**Problem formulation:**What is the business problem here?  
What is a data instance? What does it represent?  
Are the instances all the same?

Describe the data heterogeneity and how that might affect results.  
Is there a prediction task? What is it?

**Metric:**What is the metric that is most relevant to the business?  
What are the challenges related to optimizing this metric directly?  
What metric is used in its place?  
What are some reasons why this metric is more suitable?  
  
**Constraints:**What are some system challenges here?

How might these affect the solution?  
  
**Baseline methods:**Why might it be suboptimal to rank by recency?  
Why is it bad to rank by social popularity or number of likes?  
  
**Sampling:**What is one of the causes of sampling bias in a targeted system?

Could this bias create identifiability issues for certain items?  
What is a quick way to remove the bias?

What are the drawbacks with completely relying on random serving?  
What are two ways LIN proactively manages sampling bias while minimizing the cost to the user experience.