

## # Product Sense Interview Framework with Example Response

### ## Framework Structure & Time Allocation

1. Product Motivation (2-3 minutes)
2. Target Audience (<10 minutes)
3. Problem Identification (<10 minutes)
4. Solution Development (<10 minutes)

### ## Example: Meta Volunteering Product

#### ### Product Motivation (3.5/5)

##### \*\*Approach:\*\*

- Connected product to Meta's mission of connecting people
- Created "Connect to Contribute" concept
- Mission statement: "To make volunteering opportunities as accessible as connecting with friends"

##### \*\*Key Strengths:\*\*

- Clear mission alignment
- Concrete mission statement

##### \*\*Areas for Improvement:\*\*

- Needed more detail on basic product elements
- Could have expanded on societal impact

#### ### Target Audience (4.5/5)

##### \*\*Approach:\*\*

##### 1. Identified ecosystem players:

- Individual volunteers
- Organizations
- Volunteer coordinators
- Beneficiaries

##### 2. Segmented individual volunteers:

- Time-flexible regular volunteers
- Busy professionals
- Students/Young adults

##### 3. Prioritization Framework:

- Scored on reach and underserved status
- Selected busy professionals
- Created persona: "Sarah, 32-year-old marketing manager"

##### \*\*Key Strengths:\*\*

- Comprehensive ecosystem analysis
- Clear segmentation
- Strong prioritization rationale
- Detailed persona
- Handled segment comparison well

#### ### Problem Identification (4/5)

##### \*\*Approach:\*\*

##### 1. Mapped user journey:

- Discovery
- Evaluation
- Scheduling
- Volunteering
- Post-volunteering

## 2. Identified problems:

- Time-matching friction
- Last-minute conflicts
- Impact visibility gap

## 3. Prioritization:

- Scored on severity/frequency
- Selected time-matching friction

### **\*\*Key Strengths:\*\***

- Clear journey mapping
- Distinct problem identification
- Strong prioritization framework

### **\*\*Areas for Improvement:\*\***

- Could have provided more specifics about time-matching friction

### **### Solution Development (4/5)**

#### **\*\*Solutions Proposed:\*\***

1. Volunteer Time Bidding
2. Flash Volunteer
3. Micro-Volunteering Marketplace

#### **\*\*Selected Solution: Micro-Volunteering Marketplace\*\***

- MVP Elements:
  - Facebook Groups integration
  - Time-chunking interface
  - Sign-up system
  - Basic handoff system
- Key Risks:
  - Organization resistance
  - Quality/consistency issues

### **\*\*Key Strengths:\*\***

- Creative solutions
- Clear impact/effort evaluation
- Detailed MVP
- Good platform integration
- Risk identification

### **### Communication Best Practices (4/5)**

- Take clear pauses for thinking
- Structure responses systematically
- Use frameworks for prioritization
- Handle follow-up questions directly
- Maintain clear transitions between sections

- Keep explanations concise

## ## Key Interview Tips

1. Don't dive in immediately after hearing the question
2. Own the interview structure
3. Take thinking pauses between sections
4. Use the Rule of 3s (exploration) and 2s (prioritization)
5. Check understanding with interviewer after each section
6. Be ready to justify prioritization decisions
7. Connect final solution back to original mission