

## # Mock Interview Summary: Google Maps Parking Solution

### ## Structure & Flow

- Started with clear interview structure setup
- Made upfront assumptions: US market, within Google Maps, focus on cars
- Maintained regular check-ins with interviewer
- Handled redirection/challenge on problem selection professionally

### ## Key Components Analysis

#### ### Product Motivation

- Positioned within Google Maps ecosystem
- Connected to Google's mission of organizing information
- Mission statement: "To help users navigate confidently and efficiently to any destination by providing comprehensive guidance from start to finish, including parking"

#### ### Target Audience

Selected ecosystem players:

- Drivers looking for parking
- Parking lot/garage operators
- Cities/municipalities
- Local businesses
- Property managers
- Parking technology providers

Key segments:

1. Urban professionals in unfamiliar areas (chosen)
2. Suburban errand-runners
3. Event/entertainment parking seekers

Persona: Sarah, 32-year-old management consultant

#### ### Problem Identification

User Journey:

1. Pre-trip planning
2. En-route navigation
3. Approaching destination
4. Finding parking
5. Walking to destination
6. Returning to car
7. Exiting parking

Problems:

1. Uncertainty about parking availability (chosen)
2. Incomplete parking cost/restriction information
3. Navigation ends at destination, not parking

Key Moment: Successfully defended choice of Problem #1 when challenged about Problem #3

#### ### Solution Development

Solutions:

1. Smart Parking Predictions (chosen)
2. Crowdsourced Parking Finder

### 3. Parking Reservation Integration

#### MVP Components:

- Focus on garages/lots in 2-3 major cities
- Simple availability status indicators
- Basic historical patterns
- Core garage information
- User feedback mechanism

#### ## Self-Assessment Scores

- Product Motivation: 3/5
- Target Audience: 4/5
- Problem Identification: 4/5
- Solution Development: 3/5
- Communication: 4/5

#### ## Areas for Improvement

##### 1. Product Motivation:

- Could have detailed current user pain points more
- Could have explored competitive landscape

##### 2. Solution Development:

- Solutions could have been more innovative
- Could have leveraged Google's technical capabilities more

##### 3. Communication:

- Could have been more concise in some sections
- Could have provided more specific data points

#### ## Key Strengths

1. Structured approach maintained throughout
2. Strong segmentation framework
3. Clear prioritization rationales
4. Good handling of interviewer challenge
5. Comprehensive MVP with risks identified