

## # Product Sense PM Interview Analysis and Best Practices

### ## Example Case Study: Meta Theme Park Product

Analysis of a practice interview response for building a product to help people enjoy theme parks at Meta.

#### ### Structure and Time Allocation

##### 1. Product Motivation (2-3 min)

- Connected to Meta's mission of bringing people together
- Created clear mission statement: "To make theme park visits more social, coordinated, and memorable"
- Key Learning: Always tie product to company mission early

##### 2. Target Audience (<10 min)

- Identified ecosystem: visitors, operators, content creators, local businesses
- Segmented visitors into:
  - Family Organizers (chosen segment)
  - Friend Group Coordinators
  - Solo Enthusiasts
- Used reach/mission alignment for prioritization
- Created specific persona: Sarah, 35, mother of two

##### 3. Problem Identification (<10 min)

- Mapped user journey: pre-visit → arrival → in-park → memory capture → post-visit
- Identified three problems:
  - Group Coordination Chaos (chosen)
  - Memory Fragmentation
  - Social Planning Friction
- Used frequency/severity framework for prioritization

##### 4. Solution Development (<10 min)

- Proposed three solutions:
  - Theme Park Companion (chosen)
  - Park Lens
  - ParkPal Groups
- Used impact/effort framework
- Detailed MVP scope
- Comprehensive derisking strategy

### ## Best Practices Identified

#### ### Framework Application

1. Use the Rule of 3s for exploration (segments, problems, solutions)
2. Use the Rule of 2s for prioritization (two dimensions)
3. Create clear scoring frameworks (High/Medium/Low)
4. Take deliberate pauses between sections

#### ### Critical Success Factors

##### 1. Company Context

- Always tie to company mission
- Leverage existing company strengths
- Consider platform-specific constraints

2. Structured Thinking
  - Start with ecosystem view
  - Use consistent prioritization frameworks
  - Create specific personas
  - Map complete user journeys
3. Risk Management
  - Address technical risks
  - Consider privacy implications
  - Plan for adoption challenges
  - Start small and scale

### ### Performance Evaluation Guidelines

Score each dimension on a 5-point scale:

1. Product Motivation (4/5)
  - Mission alignment
  - Clear statement
  - Societal impact
  - Platform relevance
2. Target Audience (4.5/5)
  - Ecosystem understanding
  - Clear segmentation
  - Prioritization logic
  - Persona development
3. Problem Identification (4/5)
  - Journey mapping
  - Problem definition
  - Prioritization framework
  - Mission alignment
4. Solution Development (4.5/5)
  - Solution variety
  - Prioritization logic
  - MVP scope
  - Risk management
5. Communication (4/5)
  - Structure
  - Transitions
  - Framework usage
  - Conciseness

### ## Areas for Improvement

1. More quantitative analysis in segmentation
2. More specific examples throughout
3. More concise explanations
4. Include success metrics
5. Deeper technical considerations
6. More specific societal impact discussion

## ## Interview Navigation Tips

1. Own the structure but check for alignment
2. Take thoughtful pauses
3. Use frameworks consistently
4. Keep explanations focused
5. Tie everything back to mission
6. Be ready to adapt based on feedback