

```

# Product Sense Interview Evaluation Framework

## Scoring Scale Overview
1 = Major gaps/issues
2 = Below expectations
3 = Meets expectations (passing)
4 = Above expectations
5 = Exceptional

## Evaluation Dimensions

#### 1. Product Motivation & Mission (Weight: 20%)
**5/5 Score Requirements:**
- Clear description of product/experience fundamentals
- Strong connection to company mission
- Compelling articulation of market gaps/needs
- Deep insight into why this matters now
- Specific, actionable mission statement

**Common Issues:**
- Generic mission statements
- Missing status quo analysis
- Weak connection to company strategy
- Insufficient market context

#### 2. Target Audience (Weight: 25%)
**5/5 Score Requirements:**
- Comprehensive ecosystem player identification
- Clear rationale for selected group
- Well-defined, mutually exclusive segments
- Strong prioritization framework
- Vivid, specific persona development

**Common Issues:**
- Overlapping segments
- Missing key stakeholders
- Weak segment prioritization rationale
- Overly broad/generic segments

#### 3. Problem Identification (Weight: 25%)
**5/5 Score Requirements:**
- Complete user journey mapping
- Distinct problems tied to journey steps
- Clear severity/frequency scoring
- Problems align with target segment
- Strong prioritization rationale

**Common Issues:**
- Listing needs instead of problems
- Similar/overlapping problems
- Missing journey steps
- Weak problem prioritization

```

### ### 4. Solution Development (Weight: 20%)

#### \*\*5/5 Score Requirements:\*\*

- Three distinct solution approaches
- Clear impact/effort evaluation
- Solutions directly address chosen problem
- Detailed MVP description
- Thoughtful risk analysis

#### \*\*Common Issues:\*\*

- Solutions don't solve core problem
- Similar solutions with minor variations
- Missing technical feasibility consideration
- Weak MVP definition

### ### 5. Communication Structure (Weight: 10%)

#### \*\*5/5 Score Requirements:\*\*

- Clear section transitions
- Regular interviewer check-ins
- Efficient time management
- Structured thinking demonstration
- Clear prioritization frameworks

#### \*\*Common Issues:\*\*

- Poor time management
- Missing check-ins with interviewer
- Unclear structure
- Rambling/unfocused responses

## ## Example Evaluation

### ### Strong Response Indicators

- Starts with clear structure outline
- Makes specific, relevant assumptions
- Demonstrates deep understanding of target users
- Shows clear prioritization rationale
- Maintains logical flow throughout
- Provides specific examples
- Considers business value
- Identifies key risks

### ### Weak Response Indicators

- Jumps straight into solutions
- Makes vague/generic statements
- Misses key stakeholders
- Lacks clear prioritization
- Shows circular/confused thinking
- Provides surface-level analysis
- Ignores business context
- Overlooks major risks

## ## Evaluation Best Practices

1. Score each dimension independently

2. Look for specific signals in each section
3. Consider both content and structure
4. Evaluate against level-appropriate expectations
5. Provide specific improvement areas
6. Consider overall narrative coherence
7. Look for demonstration of key PM skills:
  - Structured thinking
  - Prioritization ability
  - User empathy
  - Business acumen
  - Risk awareness

#### ## Common Pitfalls to Watch For

1. **\*\*Motivation/Mission:\*\***
    - Missing market context
    - Weak company mission alignment
    - Vague value proposition
  2. **\*\*Target Audience:\*\***
    - Non-exclusive segments
    - Missing ecosystem players
    - Poor segment selection rationale
  3. **\*\*Problem Identification:\*\***
    - Needs vs problems confusion
    - Missing user journey steps
    - Weak prioritization
  4. **\*\*Solution Development:\*\***
    - Solutions don't address core problem
    - Missing feasibility consideration
    - Weak MVP definition
  5. **\*\*Communication:\*\***
    - Poor time management
    - Missing check-ins
    - Unclear structure
- #### ## Final Notes
- A score of 3/5 in each dimension is passing
  - Strong responses maintain consistent quality across all dimensions
  - Look for demonstration of PM fundamentals throughout
  - Consider both tactical execution and strategic thinking
  - Evaluate communication effectiveness separately from content