Basic question types
- Behavioral
- Product
    - Design
    - Strategy
- Analytical
    - Estimation
    - Debugging
- Technical
    - Algoritihims
    - Systems design

For every question
- Structure, waypoint, summarize
- Take the lead, think aloud, collaborate
- Co-manage time
- Keep going
- Use frameworks as inspiration

Behavioral
NSAR:
- Nugget
- Situation
- Action
- Result

CASAS
- Clarify
- Approach / user needs
- Solution
- Alternatives
- Success

Product Design
CIRCLES
- Comprehend situation
- Identify customer + personas
- Report customer needs
- Cut through prioritization
- List solutions
- Evaluate tradeoffs
- Summarize recommendation

Innovation ideas
- Partnership
- Recommendations
- Subscriptions
- New tech

Product Strategy
Consumer decisionmaking
- AIDA: attention / interest / desire / action
- REAN: reach / engage / activate / nurture

Marketing
- 4P's: product / price / promotion / place

Market entry
- SWOT: strengths, weaknesses, opportunities, threats
- 5C's: company / competitors / customers / collaborators / climate
- Porter's 5 Forces: rivalry / buyer power / supplier power / threat of substitutes / threat of new entrants

Analytical Estimation
- Clarify the question
- Inputs
- Equation
- Alternatives
- Answer
- Sanity check

Common benchmarks
- US population: ~300M
- US households: 130M, ~40% w/ kids <18
- Global population: ~8B
- 1440 mins / day
- 2.5M secs / month

Analytical Debugging
Always start by digging into the circumstances

AARRR
- Acquisition
- Activation
- Retention
- Revenue
- Referrals

Technical Algos

Technical Systems Design
- Requirements
- Data structures
- System architecture