



# Case Studies

# Agenda

1. Case Studies
2. What Interviewers Look For
3. AIDA and REAN Frameworks
4. 4 P's Marketing Mix
5. SWOT Analysis
6. The Five C's
7. Porter's 5 Forces





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“Most of the product manager interviews expect you to work on a case study. It helps recruiters understand your product skills, problem-solving approach and communication skills.” - The Medium

**1.**

# Case Studies

What are Case Studies?

## What are Case Studies?

The case study interview typically consists of a single session, in which the candidate is presented with an **authentic business scenario** related to the company they are interviewing with. The candidate is asked to **study the problem, perform analysis**, and **render advice** on how to handle the scenario.

# Approaching a Case Study

1. Ask clarifying questions
2. Determine the user group
3. Identify value of product to business and users
4. Propose an implementation plan to address the case study (e.g., how would you fix the problem identified, how would you update the product, etc.)
5. Define metrics
  - a. How would you measure the success of the product?

**Note:** Case Studies can tie in all the elements of PM interviews learned in this class (Product Design, Product Improvement, Analytical, etc.), but applied to a real life business product.



**2.**

# What Interviewers Look For



Key Facts to Remember

# General Guideline to Follow for Case Studies

## ■ **Structure a problem**

- Break it down into smaller components.

## ■ **Show strong instincts**

- Should be able to make good business decisions, even with limited data.

## ■ **Drive, Not Ride**

- Drive the interview forward. Be exhaustive in your response to a question (e.g., consider all factors of a question).



**3.**

# AIDA and REAN Frameworks

Customers Purchase Decision Making Process

# Customers Purchase Decision Making Process - AIDA

## Attention or Awareness

Need to catch the attention of the audience.

## Interest

With the customer's attention, you need to get them interested in the offering. What are the advantages and disadvantages?

## Desire

Need to convince the customer that they want your product.

## Action

After all of these steps, then customers take action to purchase the product.

**Purpose:** Models the decision-making process.

# Customers Purchase Decision Making Process - AIDA

## AIDA for Sales Promotion



# Customers Purchase Decision Making Process - REAN

## Reach

The customer is aware of your product.

## Engage

The customer is engaged and considering your product.

## Activate

The customer takes action to purchase the product.

## Nurture

The customer has purchased the product, and it's now your responsibility to nurture this relationship.

**4.**

# 4 P's of Marketing Mix

Place, Product, Promotion, and Price

# Marketing Mix (4 P's)



**4Ps of Marketing Mix**

# Marketing Mix (4 P's)

## Product

The actual item being offered that should cater to a customer's wants or needs.

## Price

The price will determine how many and what type of customers purchase the product.

## Promotion

Encompasses all forms of advertising, PR, word of mouth, sales staff.

## Place

The customer has purchased the product, and it's now your responsibility to nurture this relationship.

**Purpose:** Way to understand the different aspects of a product's approach to marketing.

**5.**

# SWOT Analysis

Strength, Weaknesses, Opportunities, and Threats



# SWOT Analysis

**Purpose:**  
Structure to  
analyze  
companies  
and products

S STRENGTHS	W WEAKNESSES	O OPPORTUNITIES	T THREATS
<ul style="list-style-type: none"><li>• Things your company does well</li><li>• Qualities that separate you from your competitors</li><li>• Internal resources such as skilled, knowledgeable staff</li><li>• Tangible assets such as intellectual property, capital, proprietary technologies etc.</li></ul>	<ul style="list-style-type: none"><li>• Things your company lacks</li><li>• Things your competitors do better than you</li><li>• Resource limitations</li><li>• Unclear unique selling proposition</li></ul>	<ul style="list-style-type: none"><li>• Underserved markets for specific products</li><li>• Few competitors in your area</li><li>• Emerging need for your products or services</li><li>• Press/media coverage of your company</li></ul>	<ul style="list-style-type: none"><li>• Emerging competitors</li><li>• Changing regulatory environment</li><li>• Negative press/media coverage</li><li>• Changing customer attitudes toward your company</li></ul>

6.

## The Five C's

Company, Collaborators, Customers, Competitors,  
and Climate

# The Five Cs (Situational Analysis)

**Purpose:**  
Provide an  
overview of  
the  
environment  
for a product  
or decision



## Company

- Products
- Competitive advantages
- Goals
- Brand



## Collaborators

- Partners & investors
- Suppliers & distributors
- Service providers
- Content relationships



## Customers

- Target audiences
- Customer motivations & Behaviors
- Communication channels
- Customer perceptions



## Competitors

- Established & emerging competitors
- Competitor strengths & weaknesses
- Competitor strategies & tactics
- Capability gaps



## Climate

- Laws & regulations
- Social & behavioral trends
- Economic trends
- Technologies

**7.**

# Porter's Five Forces

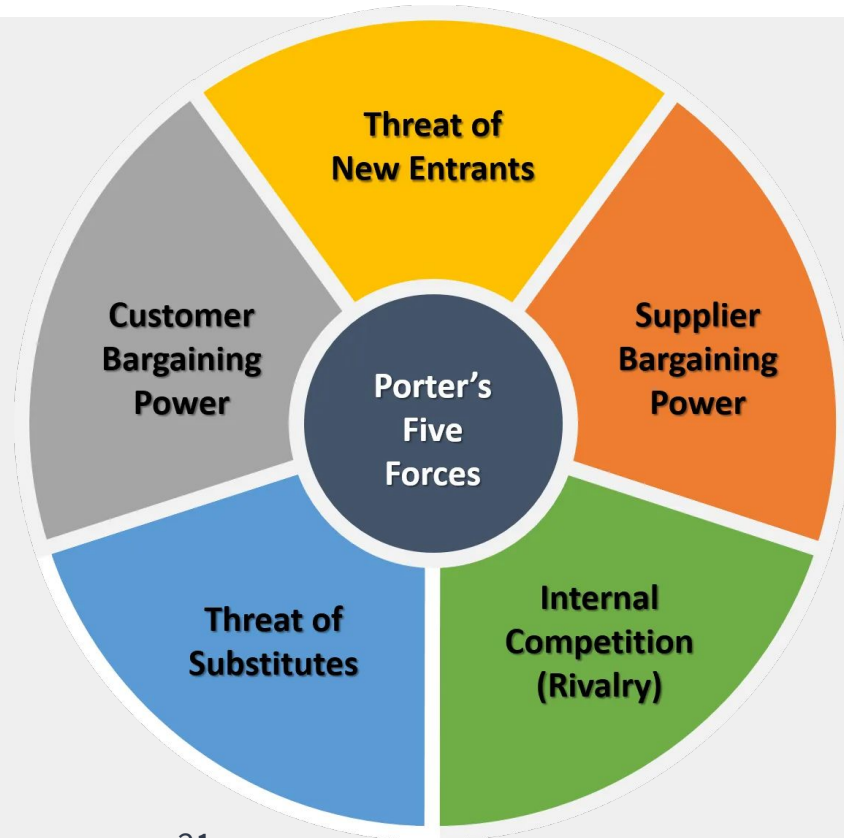


For Industry Analysis

# Porter's 5 Forces

## **Purpose:**

Framework for  
Industry Analysis.  
Is useful for  
understanding a  
company's  
decision.



# Porter's 5 Forces

## Rivalry

More competitors generally leads to more heated competition, as does more direct competition.

## Customer Bargaining Power

If a company or industry has relatively few buyers or some buyers have a very disproportionate share of revenue, these buyers will wield considerable power.

## Supplier Bargaining Power

Like buyers, suppliers gain influence over a company if the company is heavily dependent on them.

## Threat of Substitutes

Competition exists not just from direct competitors, but also from substitute products.

## Threat of New Entrants

With few barriers to entry in an industry, companies are constantly vulnerable to competition. If they price their goods too high, another company will enter the market and capture market share.