

# Case Study – PM Internship

## Introduction

### Welcome!

This case study is designed to evaluate your product thinking, problem structuring, creativity, and ability to balance business impact with technical feasibility. We encourage you to think big but also stay realistic with your assumptions, scope, and rollout.

### Case Topics (Choose Any ONE)

1. **Self-serve campaign creation tool for SMB advertisers**
  - Define the MVP scope, features, and success metrics.
2. **Alerting system for anomalies in ad campaign performance**
  - Define trigger rules, thresholds, and notification methods.
3. **GPT-powered customer support tool for an e-commerce platform**
  - Define MVP features, conversation flow, and escalation handling.
4. **AI-powered personalized recommendations for a travel booking app**
  - Define recommendation flow, data sources, and success metrics.

## Submission Format

Your final submission must include both **documentation** and a **working prototype**.

### 1. Document (PDF / PPT – max 5–7 pages)

- Problem understanding & key assumptions
- MVP scope and feature list (MVP vs nice-to-have)
- Success metrics (business & user)
- Risks, edge cases & mitigation
- Rollout / experimentation plan

### 2. Vibe Code

- You can use any vibe coding platform of your choice (eg: Vercel, Replit, Lovable, Cursor etc) to implement your MVP
- The submission needs to be a working prototype hosted on any platform of your choice
- Expected output: Share a publicly accessible hosted URL where we can view and interact with your prototype

**Deadline:** Submit within **36-48 hours** of receiving the case.

## Evaluation Parameters

Our panel will review your submission based on the following:

1. **Problem Understanding & Assumptions** – clarity and completeness of how you framed the problem.
2. **Structured Thinking** – logical breakdown, frameworks used, and flow of ideas.
3. **Solution Quality & Creativity** – robustness of solution, trade-offs considered, innovation in approach.
4. **Technical Awareness & Feasibility** – understanding of technical aspects (AI/Adtech/product constraints).
5. **Metrics & Rollout Plan** – success metrics, edge cases, risks, and rollout/experimentation design.
6. **Product Sense** – strength of Adtech understanding and/or AI-first product thinking.

## Tips for Success

- Be concise – focus on clarity and depth, not length.
- Use simple wireframes/flowcharts to illustrate user journeys or system flows.
- Highlight trade-offs and justify your decisions.
- Show how you would measure success and iterate post-launch.

Please note – this is primarily a **Product Management** case study, with *Vibe Coding* being one component of it. The focus is on original thinking, out-of-the-box ideation, and structured product sense. We encourage you to invest more time in bringing unique perspectives and making the solution your own.

We've already come across several classic GPT-style ideas, so what will stand out is fresh thinking, clarity, and creativity in how you approach the problem.

**All the best!**