**PM Interview: Strategy Question Answered: How’d you keep Facebook marketplace safe?**

Problem

* Keep buyers and sellers safe from scams.
* Can you think of 5 different ways in which you could come up with different technical integrity safeguards, to solve this problem.

Solution:

* Marketplace as a whole:
  + Maximize revenue through peer-to-peer sales
* FB’s goal
  + Connecting people
* Side goal
  + Payments (which can establish trust) -> bridge
* Competition
  + EBay
  + Craigslist
  + Etc.
* Strengths of Craigslist which can be overpowered by FB
  + Safeness and realness of the other person (trustworthiness)
    - Auto generated email id and password.
    - FB can leverage through profile pages and establish trust.
    - Seller focused view for a profile can be established.
  + Buyer seller interactions
    - Difficult to establish chat between buyer and seller.
    - FB can take advantage of this using messenger.
  + Product authentication
    - FB can establish authenticity using Computer Vision and searching for the photo through the social media.
    - Allowing high quality images to be uploaded from mobile.
  + Product quality
    - Depends on type of product you are buying.
    - Video based media to ensure quality.
    - Social network to vouch for the product a user is buying.
  + Monetary Security
    - Minimize the cache, FB can leverage third party apps like Venmo
    - FB can market its payment systems and integrate it to its system, to establish user trust on payments, instead of using Third party apps.
  + Product Exchange Security
    - Partner with companies like Amazon to leverage Dropbox, or UPS offices, to establish safe and secure exchange transaction.
  + Refund
    - FB can push people to Payment Systems customer support page, and investigation can be done, when things go wrong.
  + Customer Feedback
    - Customer and Seller pages for feedback, for future transactions.

Priority 5 features (Sticking to the goal):

* Buyer and Seller pages with reviews
* Buyer and Seller communication pages feature
* Streamline online payments
* Recourse options
* Incentivize high-quality media

Risks involved with the proposed features

* Figure out the right amount of information through the pages, so that no bias is present in the pages for the product.

Funnel of the Product Development process

* Communication with the people you are interacting with
* Product you are enquiring about
* Transaction
* Recourse