**PM interview for travel at Facebook**

Clarifying Questions:

* Are we doing this for Enterprise for Consumer based product?
* Are we doing this for business trips or consumer-based products?
* Do we have any constraints of any kind for building the product?
* Do we want this to be a separate product or a product that is integrated on Facebook itself?
* Are we targeting any demography or any specific geography?
* Why was there any need for this product?
* Now focus on Vision of Facebook

Vision of Facebook

* Social Networking
* How can FB travel be built on top of this vision.
  + People can share their travel plan, and plan accordingly.

Goal of the Product

* User engagement.
* User Segments
  + Millenniums (25-35)
  + Gen-Z (16-25)
  + Boomer (>35)
* Largest group will be Millenniums and Gen-Z
* Under this there will be 3 other subcategories.
  + Solo travelers
  + Group travelers
  + Travelers attending some event
* We will be targeting the Group section first

Pain points for a Group trip

* Deciding a place for travel.
* Deciding an itinerary
* Finding interesting things to do as a group.
* Splitting expenses
* Sharing photos

Features filling Gaps

* Vacation Suggester
  + Add people to a group
  + Identify their current location
  + Ask for dates of travel
  + Suggest a place for the group through a suggester.
* Experience Suggester
  + FB can show a board of different places you can visit at this destination.
  + Time it takes
  + Cost it takes
  + How many people can take part in this.
* Group Matching
  + Large experiences for people who like to travel in group.
  + Solo travelers can also be added to these groups.
* Moonshot Idea – Use VR to show them their potential vacation
  + Leverage Virtual Reality tools of FB
  + Give a virtual experience to travelers for their trip that is to be planned.

Prioritize the Features

* Vacation suggester
* Experience suggester
* Group Matching

Metrics for Success

* Number of vacations group created
* Time to taken to discover a vacation simulator
* Time spent on a vacation simulator.
  + Likes on photos shared
  + How frequent a same traveler using FB groups to travel.
  + How he rates his experience?

How to make money on this?

* Ads on FB pages
* Partner with B2B channels
* Expand into Enterprise and generate revenue from business trips.

Missing part

* Leave with a hypothesis, in choosing one of the solutions.
* Taking more time to brainstorm and improve making silences shorter.
* Careful on focusing too many pain points.
* Instead of saying a Vacation suggester, maybe could have said vacation assistant, where the assistant takes care of the making the itinerary based on certain inputs by the user.
* Metrics – Could have focused on how many users actually book trips through the FB travel application.