

1 Types of Product Interview Questions

- Defining a product metric
 - What metrics would you analyze to validate changes to an existing feature?
 - What metrics would you analyze to validate their hypothesis?
- Diagnosing a metric change
 - How would you investigate the root cause behind a metric going up or down?
 - What if other metrics changed at the same time?
- Brainstorming product features
 - Should a company launch a new product?
 - What feature ideas would improve a certain metric?
- Designing A/B tests
 - How would you set up an A/B test to measure the success of a new feature?
 - What are some likely pitfalls you might run into while performing A/B tests and how would you deal with them?

2 Big-Picture Advice

- Ask clarifying questions
 - Who is the end-user?
 - Who is the stakeholder?
 - What is our goal?
- Establish problem boundaries
 - Inform interviewer what you're purposely choosing to ignore to solve the problem in the time allotted.
- Talk Out Loud
- Be conversational
 - Am I on the right track?
- Keep goals forefront
- Bring in outside experience tactfully

3 How to develop your product sense

- Create a daily habit
 - Who was the product created for?
 - What's the main problem it was designed to solve?
 - What are the product's end-user benefits?
 - How do the design and marketing convey the product's purpose and benefits?
 - How does the product tie in with the company's mission and vision?
 - i.e. Snapchat vs. Instagram (communication vs. consumption)
- Analyze the reviews and calibrate
 - Reddit to see unfiltered conversations
 - Apps: The App Store and Google Play
 - Enterprise Products: G2 Crowd and Gartner Special Reports
 - Physical: Amazon reviews

4 How to develop your business sense

- Business Model
 - How does the business monetize? What product levers can be pulled to improve the business' ability to monetize?
- Metrics
 - Which key performance indicators (KPIs) would I measure? What factors/variables influence those metrics?

- Landscape
 - Who are the competitors?
 - Who are the partners?

5 How to develop your domain experience

- I.E. you have an Uber Eats Interview coming up.
 - Learn how Uber makes money and how much of it comes from their transportation products versus delivery business
 - How does Uber Eats fit into Uber's overall strategy?
 - What are the key inputs for Uber's pricing and payout algorithms that determine how much it charges a customer and how much it pays the delivery driver and restaurant?
- If public, look at earnings reports/note business metrics
- If private, look at comparable companies.
- Google search "company name business model"
- Look at Company's Engineering Blog
- Use the product!! Smaller companies will test you.
- Useful in asking interviewer questions at the end. i.e. "I was reading about the food delivery time estimation algorithm on the blog and found X fascinating. I was curious why you used approach Y, and if you ever thought about trying out Z instead?"