

Google apm info session.

make resume quantitative

What that can look like on a resume

Extracurricular leadership

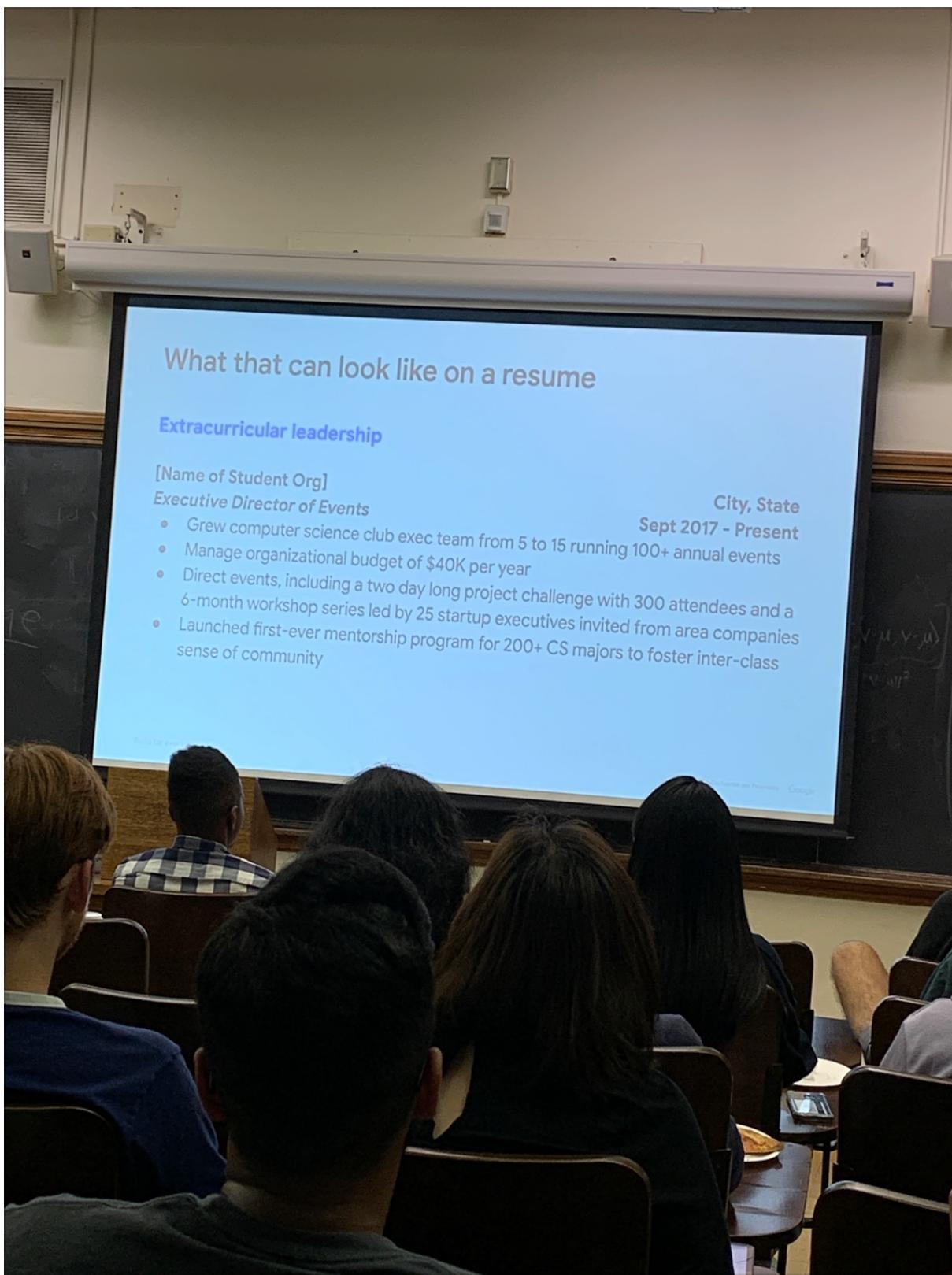
[Name of Student Org]

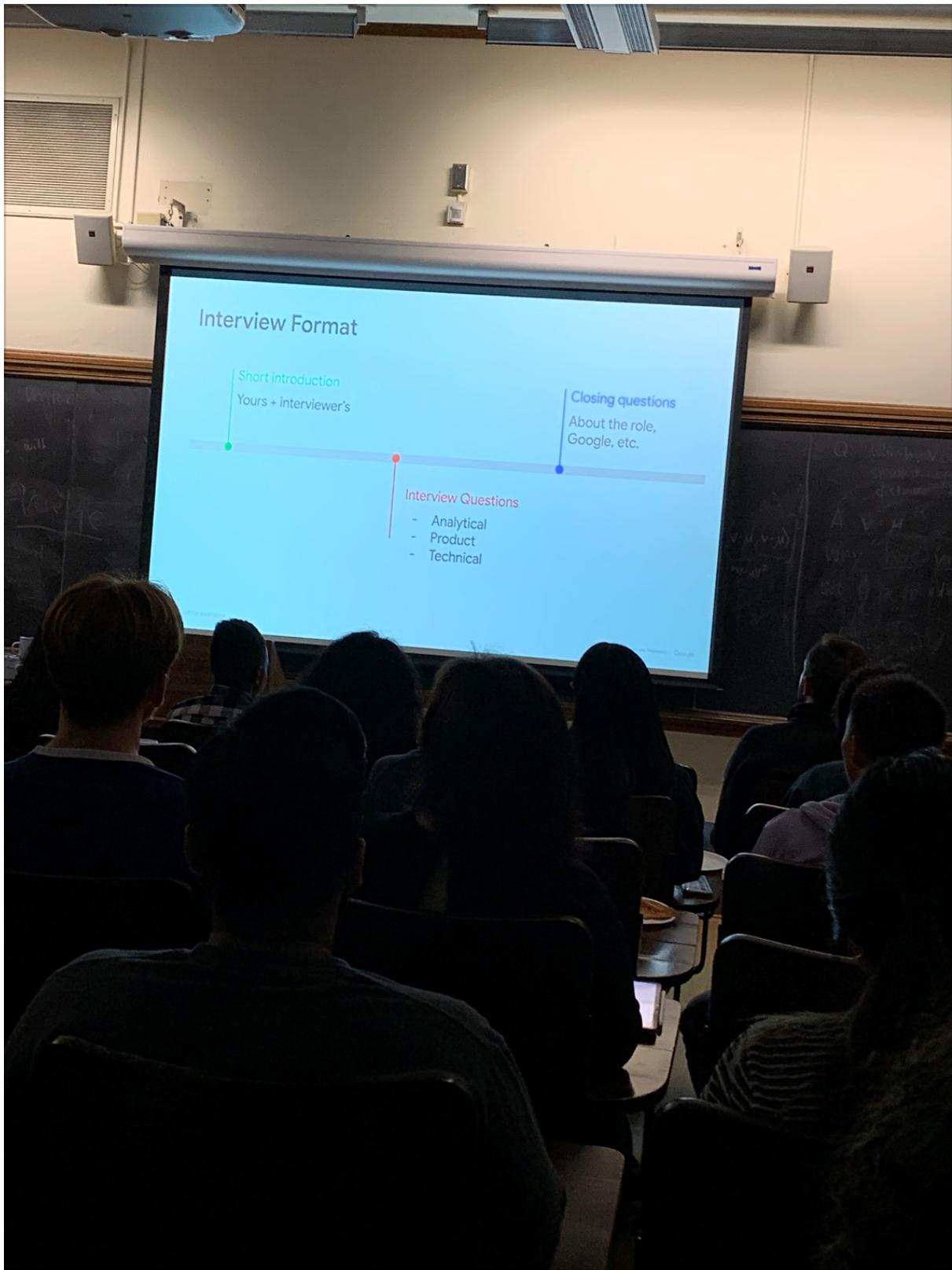
Executive Director of Events

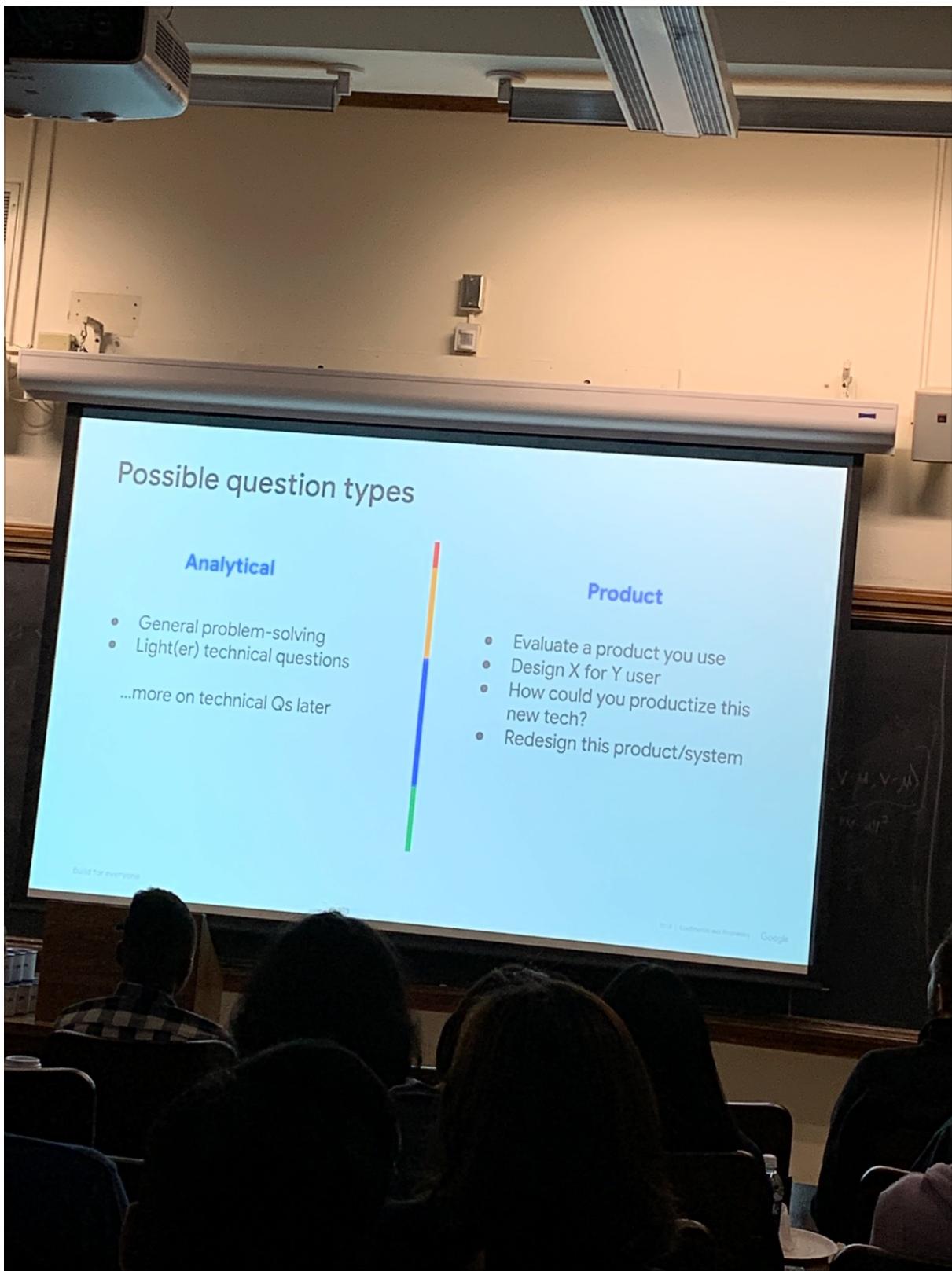
City, State

Sept 2017 - Present

- Grew computer science club exec team from 5 to 15 running 100+ annual events
- Manage organizational budget of \$40K per year
- Direct events, including a two day long project challenge with 300 attendees and a 6-month workshop series led by 25 startup executives invited from area companies
- Launched first-ever mentorship program for 200+ CS majors to foster inter-class sense of community



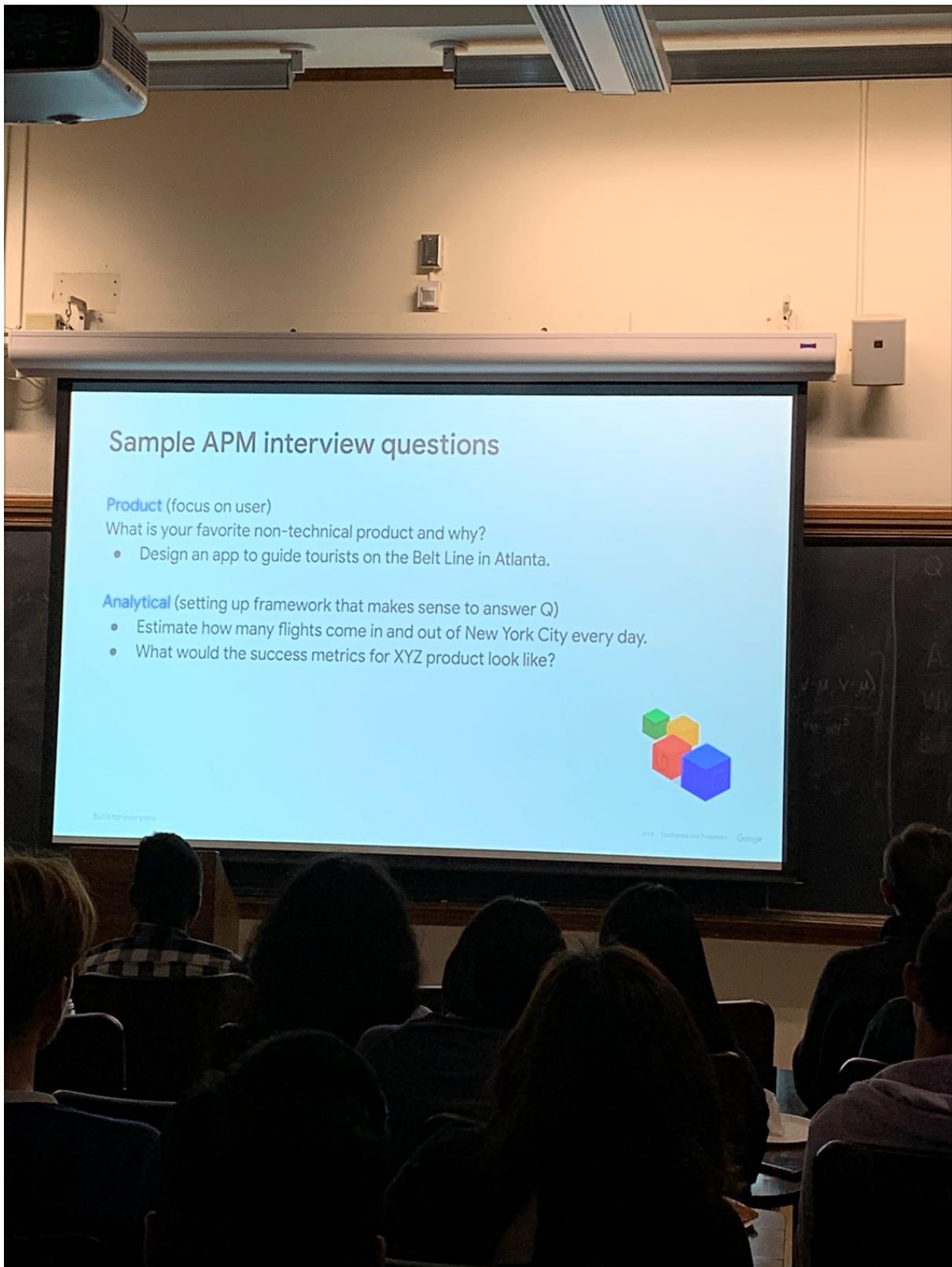




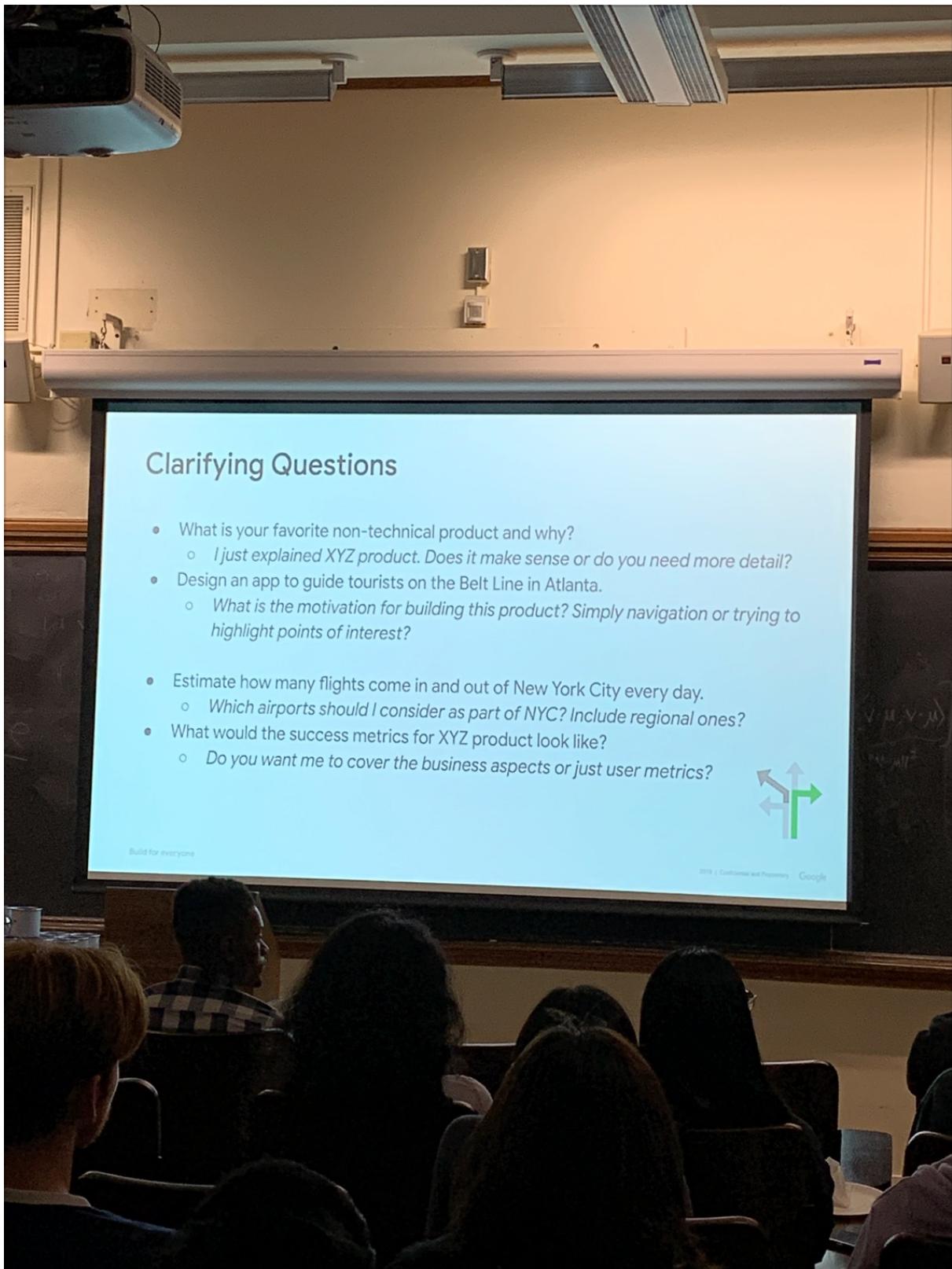
E.g of analytical

- How do large websites operate
- How does DNS work?

Methodical, strategic, analytical ability, product insight, communication and creativity



- Set up a framework for analytical questions
- At the end of the estimation question, take a moment to revise your estimate based on any assumptions you've made - correcting yourself as you go reflects well



Always ask clarifying questions after the problem statement

- Clarify the goals

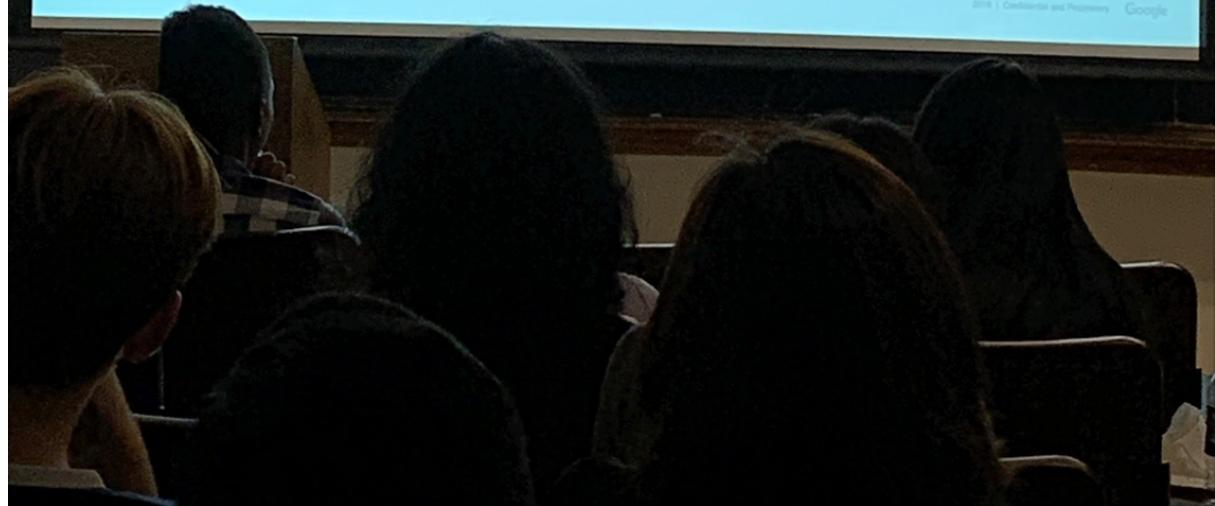
Candidate evaluation

- How did the candidate **analyze** the problem?
- Did the candidate approach the problem **methodically** and **logically**?
- Did the candidate miss any special or **edge cases**?
- Does the candidate have a strong foundation in basic computer science **concepts**?
- Does the candidate have strong **product** ideas?
- Can the candidate **explain** their ideas clearly?



Build for everyone

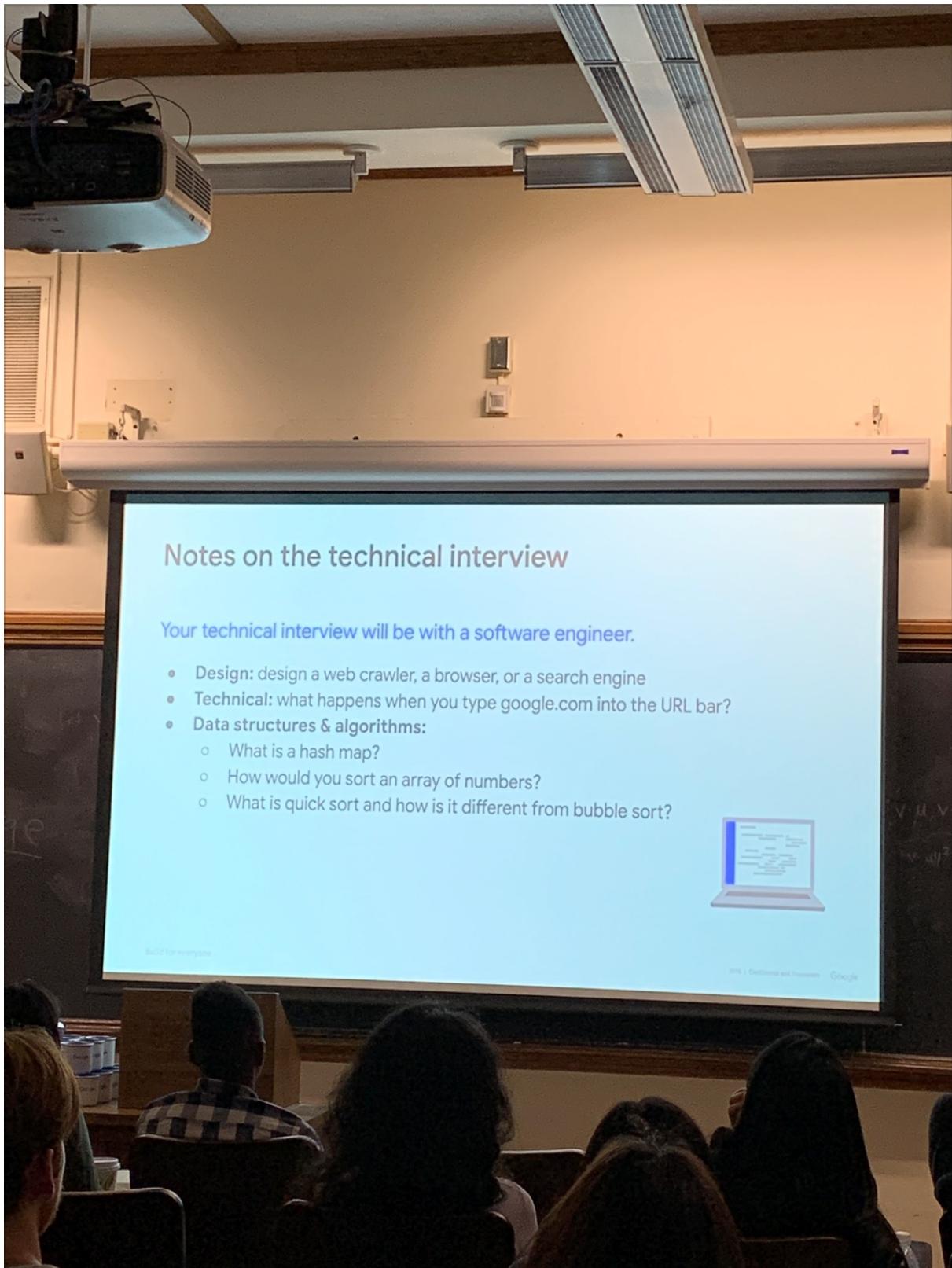
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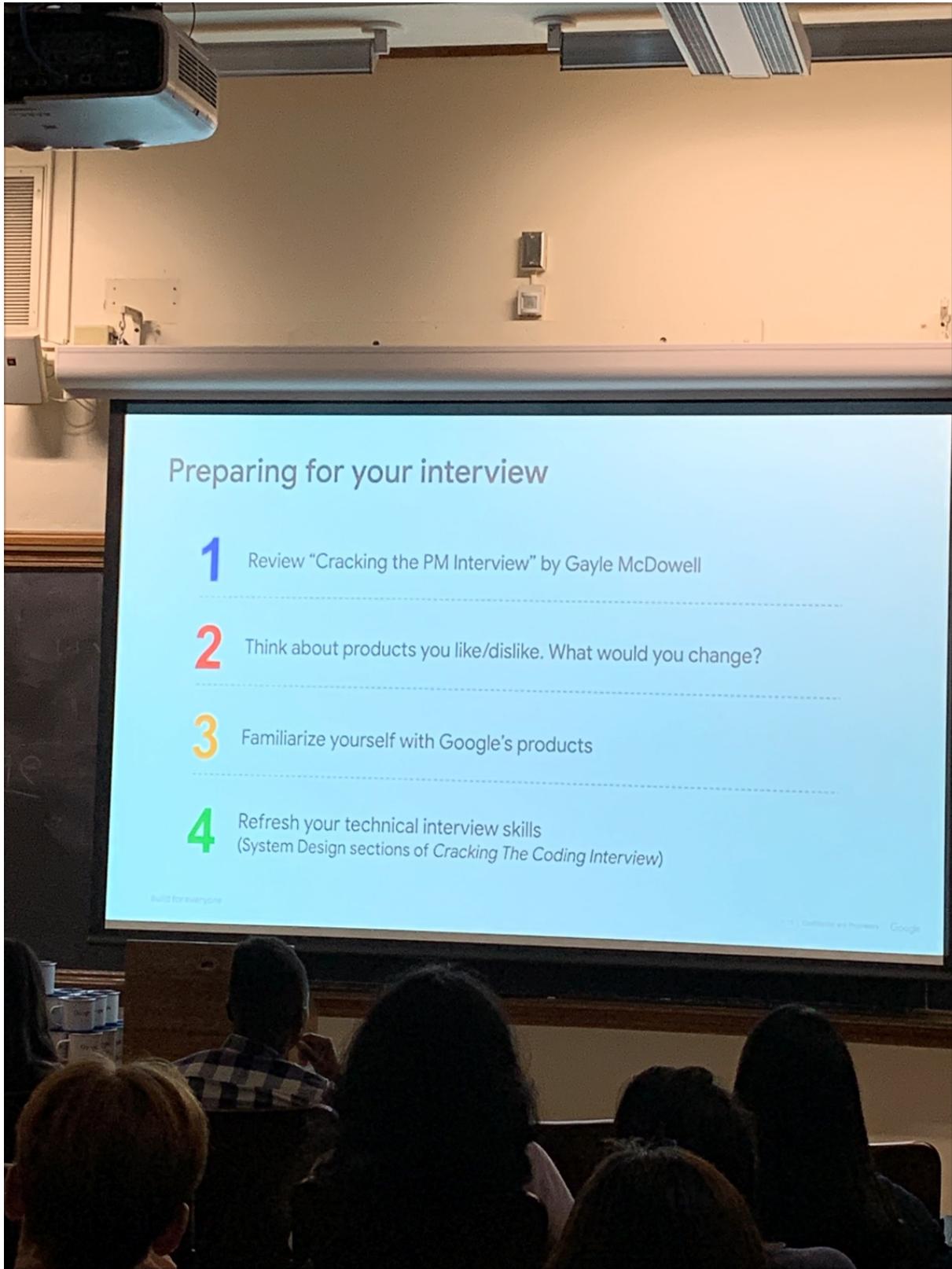
Framework:

- What is the product
- What do the users want
- What are competitors doing
- What are the metrics for success?

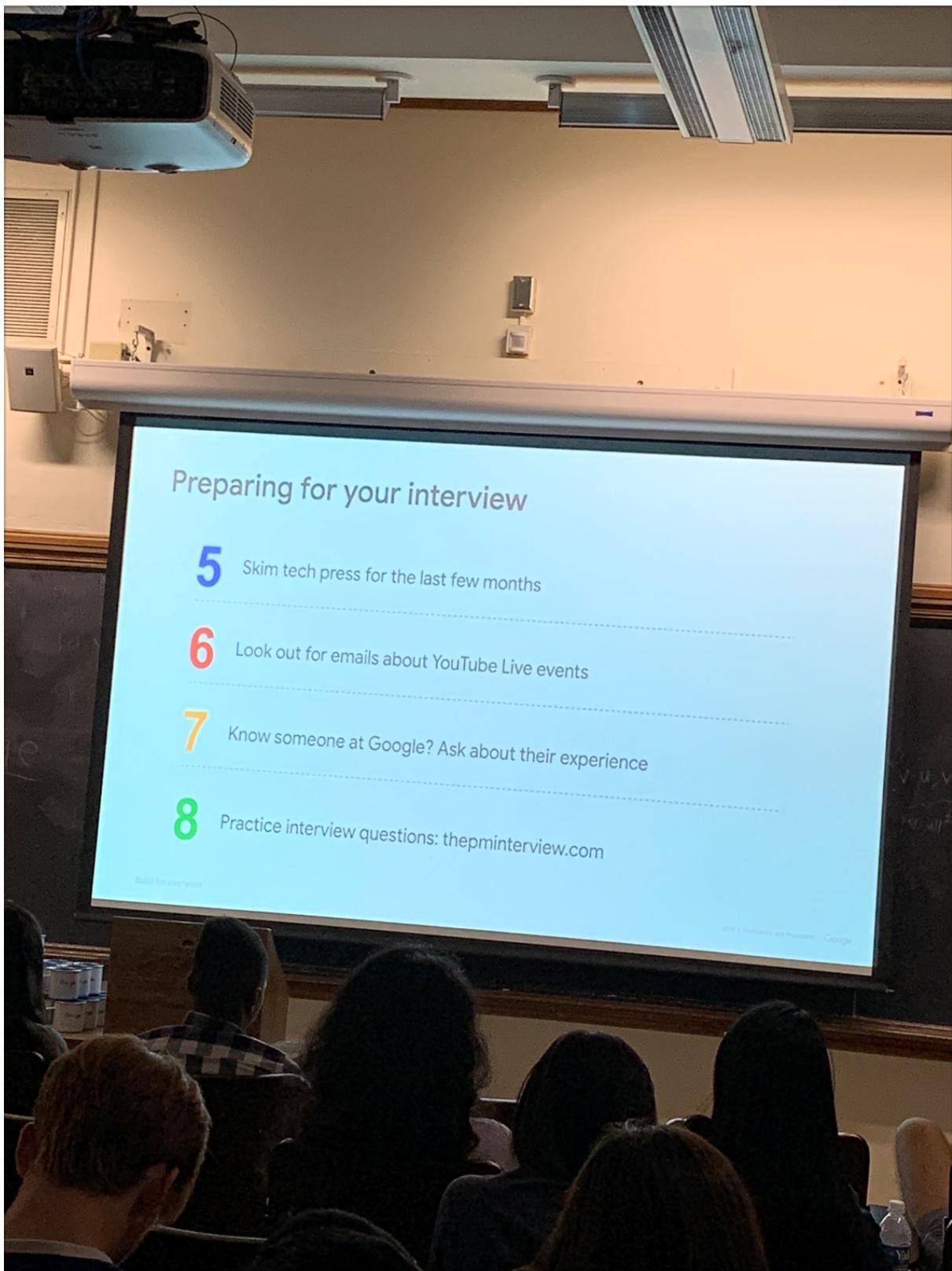
Lay it all out in the beginning and then go through it



The URL bar question gets asked a lot



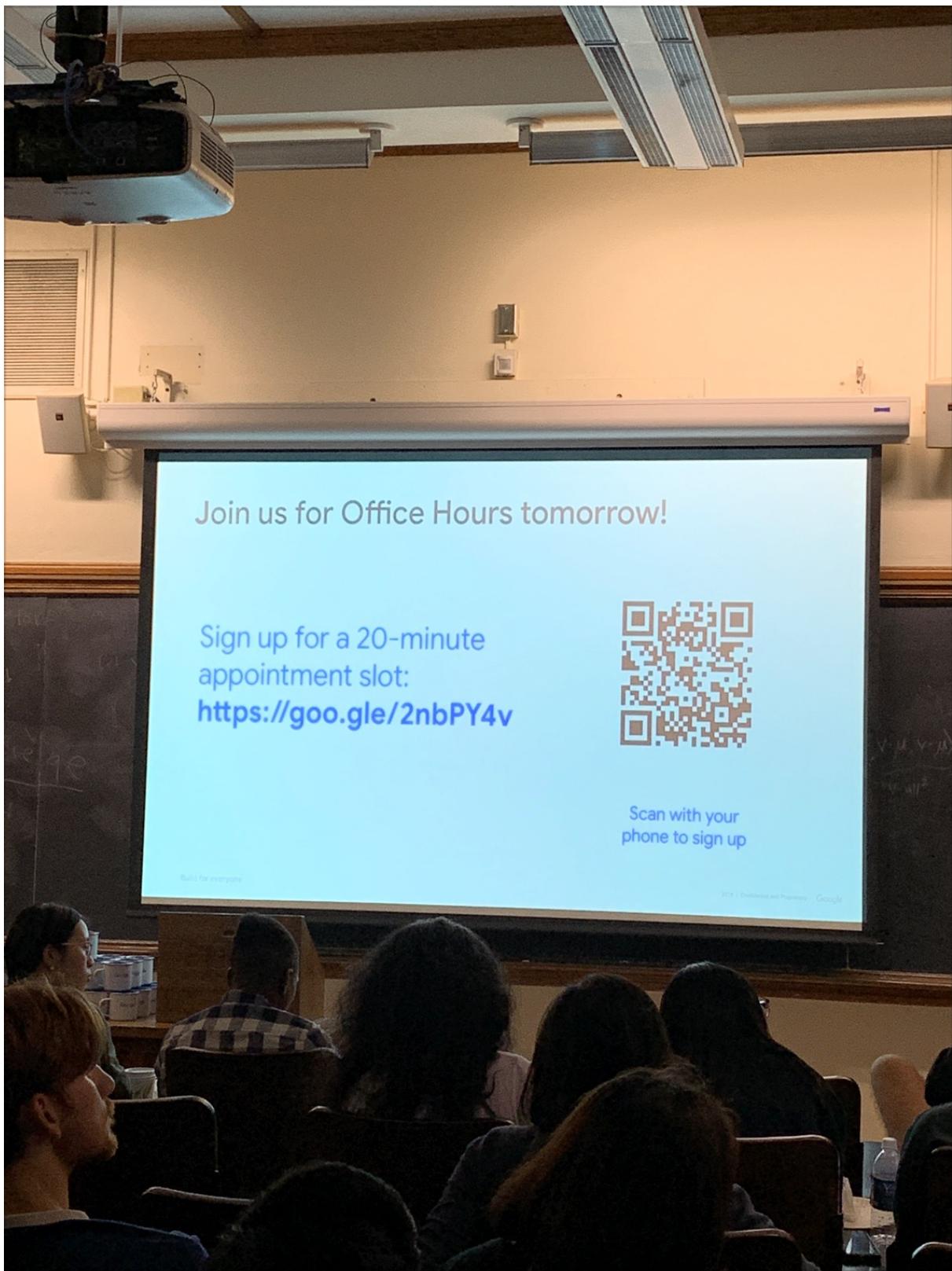
Shanelle talked about her favorite email client and bonded with her interviewer over that



Stratechery

Podcast: exponent

Recode/Decode



Daily life

- Emails
- Querying things
- Eat food
- Meeting with manager

- Meeting with designer
- Writing work : proposals, decks etc
- One pager
- PRD: specifications for product/use cases. The biggest document the PM owns over the life cycle of the project
 - The Bible for what the project should look like



Design a public transport system for kids

Clarifying questions

1. What age group / type of users

1. Elementary and preteen
2. Use cases
 1. School extracurricular a and home
3. Cost constraints
 1. Don't worry about costs
4. Technical constraints
 1. Scale
 1. Large city or neighbor hood
5. Current systems in place
 1. Trains and school busses

What are the goals

1. Safety
2. Ease of use
3. Efficiency
4. Comfort

Pain points are usually more specific and less fluffy than goals

What are the users

1. Kids (K-8)
 1. You decide what kids are
2. Their parents
3. Secondary users
 1. Coaches, teachers, principals
 2. The driver

You can mix in personas

Prioritize the users, who are you optimizing for?

The pain points

1. Safety
 1. Stepping on the platform
 2. Late night travel
 3. Strangers
2. Confusion / ease of use
 1. When will kids arrive home?

2. How do you tell the schedule?
 3. How to get around the station?
 4. What to do when there are delays or breakdowns?
3. Parental Supervision
1. Are kids misusing the transport or running away?
4. Other
1. Bullying between kids

Draw it in the same way

Draw the lines and the columns

Existing solutions (and how they connect to pain points)

1. School buses
2. Car pooling
3. Train stations / subways
4. Buses
5. Ride sharing apps
6. Walking or biking or scooting

Which of the previous pain points do all of these connect to?

Brainstorm solutions in a big picture approach

1. App on phone
 1. Protections
 2. Clarity
 3. adult and child separate interface
 4. Works with existing transport
2. Hardware
 1. Communication / tag devices
 3. Children's lane in the roads
 4. A moonshot idea to show creativity
 1. Be honest about technical constraints and realistically possible

Prioritization

1. Which one to focus on?
2. E.g. the app

At any point when you are brainstorming, you can add in new pain points in your structure and come back to brainstorming

Ask for time to think when you're coming up with ideas. Don't ramble or die

SPECIFIC features

1. GPS tracking so parents can see
 1. What about kids without phones?
 1. A keychain that the kid has
2. Multiple languages
3. Parent child communication
 1. Messaging
 2. Auto notifications for ETA
- 4.

Connect features to the previous columns

Prioritization of features

- Which features are harder to implement? / engineering effort?
- Which ones are the most useful?
- Which ones require the most investment?

Rank the features with their priority

Give explanations to the interviewer for the prioritization

Metrics for success

1. The number of users
 1. A decrease of students on existing transport / solution
 2. An increase of people using our solution
2. Tag on/ tag off rates for RFID chips
3. Consumer satisfaction scores

Prioritization: which metrics are the most essential to measure

Questions to ask during talk

- Building consensus with a team
- Product lifecycle / agile timelines
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