

#### Design a ...

- 1. Ask questions.
- 2. Provide a structure.
- 3. Identify users.
- 4. Describe use cases & goals.
  - If altering existing product, how well does it meet user needs?
- 5. Design the product.

# **Estimation Questions**

- 1. Clarify.
- 2. Think about what you know.
- 3. Make an equation.
- 4. Consider significant edge cases.
- 5. Solve components.
- 6. Sanity Check.

How many golf balls can fit in a 747? How many keyboards are sold in a year?

- Use nice, round numbers.
- Don't get too detailed. You're only going for a ballpark

#### Improve ...

- 1. Identify product goal.
- 2. Describe product issues.
  - Put users first!
- 3. Explore possible solutions.
- 4. Describe implementations 3. How does it compare to of solutions.
- 5. Explain how you would validate implementations are successful.

## Favorite product and why

- 1. What problems does it solve?
- 2. How does the product accomplish these goals? Why do you love it?
- the alternatives?
- 4. How would you improve

# **Product Questions**

#### Preparation

- Analyze your favorite physical product, website, and mobile app.
- Understand metrics: users, traffic, referral, engagement, retention, revenue, costs, etc.
- Analyze company's product: users, goals, strengths, challenges, competitors, tradeoffs.



🐈 FOCUS ON THE USER! 🔶



## **Case Questions**

#### Marketing

- First analyze the company, competitors, customers, and landscape.
- Then design your marketing plan to fit goals.

## Launching a Product

- 1. Discuss vision for product.
- 2. Determine goals of launch.
- 3. Design overview of launch.
- 4. Plan pre, during, & postlaunch.

### Strategy

- Macro: What is the product's strategy?
- Micro: How does the product align with company strategy?
- Think: mission, goals, strengths, weaknesses.

## **Problem Solving**

- 1. Isolate the problem.
- 2. Diagnose the cause.
- 3. Solve the problem.
- 4. Consider tradeoffs.

Frameworks: Customer Decision Making Process, Marketing Mix (4 P's), SWOT Analysis, Situational Analysis (5 C's), Porter's Five Forces. Rarely directly useful, but good inspiration to create your own framework!

#### **Pricing and Profitability**

- Calculate with: cost-plus pricing, value pricing, competitive pricing, experimental pricing.
- > Structures: ad-supported, freemium, tied, a la carte, subscription, free trials, razor blade model.

#### Brainstorming: How many things can you do with a paperclip?

- Don't worry about a stupid idea. Be creative!
- Strengths and Key Assets: A paperclip is thin, bendy, metal, light, pokey, etc.
- One vs. Many: What can you do with one paperclip? What if you had many?
- As-Is vs. With Modifications: What can you do with a paperclip as-is? What if you can modify it (melt it down, etc.)?

# Drive. Don't make your interviewer ask a bunch of follow-ups. Take charge. Drive, don't ride.

- Instincts: Show good instincts. Your interviewer is testing how you'd perform without all the research.
- Framework: Structure is key. Come up with your own framework to tackle each problem.







Books by Gayle

# It's always about ...

- > Structure: Demonstrate that you can break down a problem and discuss it in an organization fashion.
- User-Focused Thinking: Put yourself in the user's shoes and think about what they want.
- Problem-Solving Ability: Companies want smart people.