FAANG Interview Template Library

UX Design, Product Manager & PM-Technical (L3-L7)

🎨 UX Design Templates

Case Study Presentation Template

1. Problem Statement (2-3 min)

- **Context**: What product/feature/system?
- **User Problem**: What specific pain point?
- **Business Impact**: Why does this matter?
- **Constraints**: Time, resources, technical limitations
- **Success Metrics**: How will we measure success?

2. Research & Discovery (3-5 min)

- **Research Methods Used**:
  - ☐ User interviews (n=___)
  - ☐ Surveys (n=___)
  - ☐ Analytics review
  - ☐ Competitive analysis
  - ☐ Usability testing
- **Key Insights**: 3-5 major findings
- **User Personas/Journey Maps**: Visual representation
- **Problem Validation**: Evidence of problem severity

3. Design Process (5-7 min)

- **Ideation Methods**: Sketches, workshops, brainstorming
- **Concept Development**:
  - Initial concepts (show 2-3 directions)
  - Why these directions?
- **Design Evolution**:
  - Low-fi → Mid-fi → Hi-fi progression
  - Key decision points

- Trade-offs made

4. Solution Details (5-7 min)

- **Final Design**: High-fidelity mockups/prototypes
- **Design System Integration**: Component usage
- **Interaction Design**: Micro-interactions, transitions
- **Accessibility**: WCAG compliance, inclusive design
- **Cross-platform Considerations**: Mobile, web, native

5. Validation & Impact (3-5 min)

- **Testing Results**: Usability metrics, user feedback
- **Launch Metrics**: Adoption, engagement, satisfaction
- **Iterations Post-Launch**: What changed and why
- **Lessons Learned**: What would you do differently?

Behavioral Question Response Template (STAR+)

Situation (Context Setting)

- **Company/Team Context**: Size, stage, domain
- **Your Role**: Level, responsibilities
- **Timeline**: When did this occur?
- **Stakes**: What was at risk?

Task (Challenge/Objective)

- **Specific Challenge**: What needed to be solved?
- **Success Criteria**: How was success defined?
- **Constraints**: What limitations existed?
- **Stakeholders**: Who was involved/impacted?

Action (Your Approach)

- **Strategy**: Overall approach
- **Specific Steps**: Numbered list of actions
- **Collaboration**: How you worked with others
- **Tools/Methods**: What you used

- **Obstacles**: Challenges faced and overcome

Result (Outcome & Impact)

- **Quantitative Impact**: Metrics, percentages
- **Qualitative Impact**: Team morale, user satisfaction
- **Recognition**: Awards, promotions, feedback
- **Long-term Effects**: Lasting changes

+ Reflection (Growth)

- **Lessons Learned**: Key takeaways
- **What You'd Do Differently**: Hindsight insights
- **Skills Developed**: New capabilities gained

UX Take-Home Assignment Template

Assignment Brief Structure

```
Project: [Feature/Product Name]
Time Allocation: [X hours recommended]
Deliverables:
- [ ] Design mockups (specify fidelity)
- [ ] Design rationale document
- [ ] Prototype (optional)
- [ ] Presentation deck

Context:
[Company background]
[Current state]
[Problem to solve]

Users:
[Primary persona]
[Secondary personas]
[Use cases]

Constraints:
- Technical: [Platform, existing systems]
- Business: [Budget, timeline]
- Design: [Brand guidelines, design system]

Success Metrics:
- Primary: [Main KPI]
- Secondary: [Supporting metrics]

Evaluation Criteria:
- Problem understanding (25%)
- Design process (25%)
- Solution quality (25%)
- Communication (25%)
```

📊 Product Manager Templates

Case Study Analysis Framework

1. Problem Definition (20%)

- **Market Context**: Industry, competition, trends
- **User Segmentation**: TAM, SAM, SOM
- **Problem Validation**:

    - Quantitative evidence
    - Qualitative insights
- **Opportunity Sizing**: Revenue/impact potential

2. Solution Framework (30%)

- **Product Vision**: One-line vision statement
- **Strategy**: How to win in this market
- **Prioritization Framework**:

Feature	Impact	Effort	Priority	Rationale
A	High	Low	P0	Quick win
B	High	High	P1	Strategic
C	Low	Low	P2	Nice-have

- **MVP Definition**: Core features for launch
- **Roadmap**: 0-3 months, 3-6 months, 6-12 months

3. Go-to-Market (25%)

- **Launch Strategy**: Phased vs. big bang
- **Channel Strategy**: Distribution approach
- **Pricing Strategy**: Model and rationale
- **Partnership Strategy**: Key relationships
- **Marketing Message**: Value proposition

4. Metrics & Learning (25%)

- **North Star Metric**: Primary success indicator
- **Metrics Framework**:
    - Acquisition: [metrics]
    - Activation: [metrics]
    - Retention: [metrics]
    - Revenue: [metrics]
    - Referral: [metrics]
- **Learning Agenda**: Hypotheses to test
- **Iteration Plan**: How to evolve post-launch

PM Behavioral Response Framework

Opening Hook

Start with impact: "I led a initiative that resulted in [specific outcome]..."

SCIPAB Structure

- **Situation**: Context and challenge
- **Complication**: What made it difficult
- **Implication**: Why it mattered
- **Position**: Your role/approach
- **Action**: What you did (60% of response)
- **Benefit**: Results and learning

Key Elements to Include

- **Data Points**: Specific metrics, not generalities
- **Stakeholder Management**: How you influenced
- **Trade-offs**: Decisions and rationale
- **Leadership**: How you drove outcomes
- **Learning**: Growth from experience

PM Take-Home Product Spec Template

markdown

```
# Product Requirements Document (PRD)

## Executive Summary
[2-3 sentence overview]

## Problem Statement
### User Problem
[Detailed description]

### Business Opportunity
- Market Size: $XXX
- Growth Rate: XX%
- Strategic Importance: [explanation]

## Solution Overview
### Product Vision
[One-line vision]

### Key Features
1. **Feature Name**
   - Description:
   - User Benefit:
   - Success Metric:

## User Stories
### P0 - Must Have
- As a [user type], I want to [action] so that [benefit]

### P1 - Should Have
- As a [user type], I want to [action] so that [benefit]

## Success Metrics
### Primary KPIs
- Metric 1: [definition, target, measurement]
- Metric 2: [definition, target, measurement]

### Secondary Metrics
- [List of supporting metrics]

## Risks & Mitigations
| Risk | Probability | Impact | Mitigation |
|------|-------------|---------|------------|
| Technical debt | Medium | High | Allocate 20% sprint capacity |
```

```
## Timeline & Resources
### Phase 1: MVP (Month 1-3)
- Team Size: X engineers, Y designers
- Key Milestones: [list]

### Phase 2: Enhancement (Month 4-6)
- Additional Resources: [specify]
- Key Features: [list]

## Appendix
- User Research Data
- Competitive Analysis
- Technical Architecture
```

🔧 PM-Technical Templates

Technical Case Study Framework

1. Problem Scoping (15%)

- **Technical Context**: Current architecture/stack
- **Scale Requirements**:
  - Current: X QPS, Y users
  - Target: X QPS, Y users
- **Performance Constraints**: Latency, reliability
- **Technical Debt**: Existing limitations

2. Technical Strategy (35%)

- **Architecture Decision**: Monolith vs. microservices
- **Technology Choices**:

```
| Component | Options | Choice | Rationale |
|-----------|---------|---------|-----------|
| Database  | SQL/NoSQL| DynamoDB| Scale needs|
| API       | REST/GraphQL| GraphQL| Flexibility|
```

- **Build vs. Buy**: Make/buy/partner analysis
- **Platform Approach**: APIs, SDKs, extensibility

3. Implementation Plan (25%)

- **Technical Roadmap**:
  - Phase 1: Core infrastructure
  - Phase 2: API development
  - Phase 3: Scale optimization
- **Team Structure**: Squads, ownership
- **Migration Strategy**: If applicable
- **Technical Risks**: Performance, security, scale

4. Technical Metrics (25%)

- **Performance Metrics**:
  - Latency: p50, p95, p99
  - Availability: 99.9% SLA
  - Throughput: requests/second
- **Engineering Metrics**:
  - Deploy frequency
  - Lead time
  - MTTR
- **Platform Metrics**:
  - API adoption
  - Developer satisfaction

PM-Technical Behavioral Template

Technical Decision Making

Structure: Problem → Options → Analysis → Decision → Outcome

Example Framework:

1. **Technical Challenge**: [Describe system/scale issue]
2. **Options Considered**:
   - Option A: Pros/cons, cost, time
   - Option B: Pros/cons, cost, time
3. **Decision Criteria**: Performance, cost, maintainability

4. **Stakeholder Alignment**: How you got buy-in
5. **Implementation**: Phasing, risk mitigation
6. **Results**: Performance gains, cost savings

PM-Technical Take-Home Template

markdown

```
# Technical Product Specification

## Overview
**Product**: [Name]
**Technical PM**: [Your name]
**Date**: [Date]

## Technical Requirements

### Functional Requirements
- FR1: System shall support X concurrent users
- FR2: API response time < 200ms at p95
- FR3: Data consistency across regions

### Non-Functional Requirements
- Availability: 99.95% uptime
- Security: SOC2 compliant
- Performance: < 100ms latency
- Scalability: Linear scaling to 10M users

## System Design

### High-Level Architecture
[Include architecture diagram]

### API Design
```yaml
POST /api/v1/resource
Request:
  {
    "field1": "string",
    "field2": "integer"
  }
Response:
  {
    "id": "uuid",
    "status": "created"
  }
```

Data Model
```

```sql
Table: users
- id: UUID (PK)
- email: VARCHAR(255) (unique)
- created_at: TIMESTAMP

Table: transactions
- id: UUID (PK)
- user_id: UUID (FK)
- amount: DECIMAL(10,2)
```

Technical Trade-offs

Decision	Option Chosen	Alternative	Rationale
Database	PostgreSQL	DynamoDB	ACID needed
Caching	Redis	Memcached	Persistence

Implementation Plan

Phase 1: Foundation (Week 1-4)

- [ ] Set up infrastructure
- [ ] Core API development
- [ ] Basic monitoring

Phase 2: Scale (Week 5-8)

- [ ] Caching layer
- [ ] Load testing
- [ ] Performance optimization

Risk Analysis

Technical Risks

1. **Risk**: Database bottleneck at scale
   - **Mitigation**: Read replicas, sharding strategy
2. **Risk**: API versioning challenges
   - **Mitigation**: Versioning strategy from day 1

Success Metrics

Technical KPIs

- API Latency: p50 < 50ms, p99 < 200ms
- Error Rate: < 0.1%
- Availability: > 99.95%

Business KPIs

- API Adoption: 100 partners in 6 months
- Transaction Volume: 1M/day by Q4

📋 Level-Specific Adjustments

L3-L4 (Junior/Associate)
- **Focus**: Execution, learning, collaboration
- **Scope**: Single feature/component
- **Metrics**: Task completion, quality
- **Behavioral**: Growth mindset, teamwork

L5 (Mid-Level)
- **Focus**: Ownership, initiative, impact
- **Scope**: Full product area
- **Metrics**: Product metrics, team efficiency
- **Behavioral**: Leadership, conflict resolution

L6 (Senior)
- **Focus**: Strategy, vision, influence
- **Scope**: Multiple products/platform
- **Metrics**: Business impact, team development
- **Behavioral**: Executive communication, mentorship

L7 (Staff/Principal)
- **Focus**: Organizational impact, industry leadership
- **Scope**: Company-wide initiatives
- **Metrics**: Strategic objectives, talent pipeline
- **Behavioral**: Executive presence, thought leadership

🎯 Evaluation Rubrics

Case Study Evaluation (All Roles)

Criteria	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Problem Understanding	Deep insights, nuanced view	Clear understanding	Basic grasp	Superficial
Structured Thinking	Frameworks, clear logic	Organized approach	Some structure	Disorganized
Solution Quality	Innovative, practical	Solid, feasible	Adequate	Unrealistic

```
| Communication | Compelling, concise | Clear, professional | Understandable | Unclear |
| Business Impact | Quantified, strategic | Clear value | Some value | Unclear value |

### Behavioral Evaluation

| Criteria | Excellent (4) | Good (3) | Fair (2) | Poor (1) |
|----------|---------------|----------|----------|----------|
| Situation Clarity | Vivid context, stakes clear | Good context | Basic setup | Vague |
| Personal Impact | Led/drove outcome | Significant contribution | Participated | Minimal role |
| Specific Actions | Detailed steps, methods | Clear actions | Some specifics | Vague actions |
| Results | Quantified, lasting impact | Clear outcomes | Some results | Unclear impact |
| Learning | Deep insights, growth | Good reflection | Basic learning | No reflection |

### Take-Home Evaluation

| Criteria | Excellent (4) | Good (3) | Fair (2) | Poor (1) |
|----------|---------------|----------|----------|----------|
| Problem Solving | Novel approach, thorough | Solid approach | Basic solution | Incomplete |
| Technical Quality | Production-ready | Good quality | Acceptable | Poor quality |
| Documentation | Comprehensive, clear | Well-documented | Adequate | Minimal |
| Time Management | Efficient, prioritized well | Good use of time | Rushed sections | Incomplete |
| Presentation | Polished, engaging | Professional | Adequate | Unprofessional |

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## 💡 Pro Tips

### For Case Studies
1. **Start with impact**: Lead with the outcome, then explain how
2. **Show your work**: Process matters as much as outcome
3. **Be visual**: Use diagrams, flows, mockups
4. **Acknowledge trade-offs**: No solution is perfect
5. **Include metrics**: Quantify everything possible

### For Behavioral Questions
```

1. **Recent examples**: Last 2-3 years preferred
2. **Your role**: Be clear about YOUR contribution
3. **Conflict examples**: Show maturity and growth
4. **Failure examples**: Focus on learning and recovery
5. **Prepare 10-15 stories**: Cover different competencies

For Take-Homes
1. **Time-box**: Don't exceed recommended time
2. **Document assumptions**: Be explicit
3. **Show range**: Demonstrate breadth of skills
4. **Polish matters**: Typos and errors hurt credibility
5. **Follow instructions**: Address all requirements

📚 Additional Resources

Recommended Preparation
- **Mock interviews**: 10+ practice sessions
- **Case study portfolio**: 3-5 polished examples
- **Behavioral story bank**: 15-20 STAR stories
- **Take-home practice**: 2-3 full assignments

Study Materials by Role
- **UX**: Design systems, accessibility standards, research methods
- **PM**: Market analysis, metrics frameworks, strategy
- **PM-T**: System design, API patterns, scale challenges

Company-Specific Research
- Understand each company's:
  - Products and ecosystem
  - Design language/principles
  - Technical stack and challenges
  - Business model and metrics
  - Culture and values