

(h/t to Aditya who took these notes)

Basic things to take care of and structure to follow for all type of questions:

1. Take time and think first once the question is asked
2. Underline the keywords in the question
3. Ask clarifications on the underlined keywords
4. Create a high-level structure/tree based on the framework that you intend to use
5. Go broad and then go deep
6. Your details should showcase that you're thinking of every possible scenario even though it might seem minor

Design

X for Y

1. Think about what that product does at a root level
2. Think about TG, their lifestyle and current behaviour regarding the product
3. Go deep into user stories
4. Break the product into components and reuse each component into different use cases based on TG & user stories
5. Get clarity if you're expected to think of radical solutions or think in terms of feasibility

Structure to follow

1. Why are we building this?
2. Who we're building it for?
3. Understand life, JBTD, user segments, lifestyle, etc.
4. Current behaviour
5. Any competitors?
6. Offer 2 major solutions and ask which one to go deep into
7. User stories for the one you're going deep into
8. Prioritize a solution based RICE or Impact vs Effort
9. Design solution - MVP
10. Mention gaps in your solutions and things that you knowingly skipped
11. How would you measure success
12. Wrap up

Company specific

1. Go deep into company vision, goals, metrics instead of focusing much on actual user stories
2. Understand your hypothetical role in the company
3. Once you figure out the above, base your entire answer on those factors
4. Tweak your answer based on the type of industry, niche and product your question is around

Structure to follow

1. Understand vision, goals and metrics of the company
2. Company's focus: AARRR
3. Does it fit the OKRs
4. North star
5. What are the problems the product faces? Pain points of users
6. How would you solve the problem?
7. Ideas can be really bold and risky or iterative. Learn about the culture of the company to suggest them. Try to come up with one big idea at least. Hypothesis
8. Why this feature vs other feature?
9. Prioritisation framework to pick this feature
10. How do we decide what to pick in this feature? What is the problem area?
11. How would you implement the solutions? Think of scrappy solutions. Figure out all the tech and business constraints for implementing the solutions
12. Pre-mortems
13. Define MVP (mostly solutions for above)
14. Talk to tech if MVP feasible
15. Start wireframing MVP
16. Think of happy path, edge cases, partial states (try to cover the 9 states). Tackle other states but only after tackling happy path
17. How do you validate the solutions? What metrics will you track? Will you do some AB testing? UT plan if any to validate some hypothesis
18. Wrap up

Data

RCA

Structure to follow

1. Time of the day/week/month (trend analysis)
2. Seasonality (trend analysis)
3. Product
 - a. Mobile, desktop, web, app
 - b. Product funnel
 - c. On-going experiments
4. Users
 - a. New vs Existing
 - b. Acquisition channels
 - c. Attribution
 - d. Platform - Android, iOS, Windows
 - e. Device type - high end vs low end
 - f. WiFi vs 3g
 - g. Geography
 - h. Languages
 - i. Activation
 - j. Power user vs medium usage vs low usage

5. Infra or Tech
 - a. Server downtime
 - b. Logs
 - c. Alerts
6. Marketing/PR
7. Competition
8. External factors

New Features/Metrics/Dashboard

Structure to follow:

1. Company vision, goals, OKRs for the timeline
2. Pirate metrics
3. Dashboard
 - a. List down all metrics related to the OKR, specific industry or product type
4. Based on the metrics listed above, correlate the questions asked and answer them.

Writing PRDs

[Example PRD \(Emoji Reactions on Twitter messages written by Manas\)](#)

Structure to follow:

1. What is X? (X is the feature you're trying to build)
2. Why build this? (should indicate strong why)
 - a. Specify relevant data to back this
 - b. Identify correlation with data for the feature
 - c. Request from users
 - i. Survey
 - ii. FGDs
 - iii. Zendesk Tickets
 - d. Competition parity
3. Why build this feature over others?
4. Pre-launch data & research
5. User stories
6. Goal of the feature
7. Success metrics
8. Potential metrics impact
9. DACI
10. Product requirements with priority, milestone and status
11. User flow
12. Onboarding flow

13. Non product requirements like marketing & PR updates
14. Out of scope items
15. Configurability
16. Rough timeline
17. Roll out plan
18. Post launch research plan
19. Post launch impact analysis
20. Open questions
21. Feature development checklist
22. MOMs

Storytelling tips for behavioral questions

- Remember that you are the hero of the story. Your actions should be clear. The content should be meaty. Don't tell stories in which you are the side character
- Don't keep saying 'ummm', 'hmmm'. This can only be avoided through practice
- What are the 3 keywords you want the interviewer to take away once you are done with your answer?
- What emotions do you want the interviewer to feel? If you are answering stories of success the interviewer should feel happy and proud of your success. For that you need to incorporate pride in the story. It should feel like you are proud of yourself first. Only then the emotion transfer will take place