Leanna in *beta*

Your PM interview prep guide

Study resources and interview questions, organized by interview type.

Product Sense

Also: product design / product thinking

Tests how you choose a user problem, prioritize solutions and explain product decisions.

Product Analytics

Also: analytical thinking / execution

Tests how you set goals, choose metrics, investigate changes and weigh tradeoffs.

Leadership & Drive

Also: behavioral / experience

Tests how you lead, collaborate, handle setbacks and learn, using your own work examples.

Screening: Be ready to explain your background, interest in the role and relevant experience.

RESOURCES / Click a title to open

- **Meta: PM Interview Prep Guide**: Official guide to the interview stages, assessed skills and preparation. Start here for Meta-specific expectations.
- **Exponent: Product sense mock**: A worked product conversation. Useful for studying answer structure.
- **Exponent: Execution mock**: YouTube goals and declining usage. Useful for connecting product goals, metrics and diagnosis.
- **Exponent: Execution live session**: Another execution discussion to compare approaches.
- **Rohan Katyal: Product Sense**: 2022 preparation article. Useful for connecting user needs, prioritization and product decisions.
- **Rohan Katyal: Execution & Metrics**: 2021 preparation article. Useful for organizing goals, tradeoffs and metric-change reasoning.
- **Lewis C. Lin: Mock practice community**: Practice-partner entry point. Useful for answering aloud and getting feedback. Check entry terms.
- **Lewis C. Lin: Question bank**: Question examples and a linked question bank. Useful for broadening practice across question types.
- **StellarPeers: Getting started**: Frameworks, worked cases and peer mocks. Useful for moving from reading to live practice.

FRAMEWORKS

Product Sense

1. **Direction.** Clarify the goal, constraints and why this opportunity matters for the company.
2. **Users.** Compare groups by needs and opportunity. Pick one and explain why.
3. **Problem.** Walk through the user journey. Prioritize a pain point by severity and frequency.
4. **Solution.** Compare distinct ideas by impact, effort and risk. Describe the smallest useful version.
5. **Success.** Name a success measure, a key risk and what you would test next.

Product Analytics

1. **Context.** Clarify the product, user value and decision the analysis should support.
2. **Metrics.** Specify the metric, population, time window and baseline. For rates, define the denominator.
3. **Analysis.** Goal-setting: choose an outcome metric and guardrails. Metric decline: check data, find affected segments and investigate causes. Tradeoff: compare options against one goal and define a test.
4. **Action.** State your conclusion, uncertainty and the evidence that would change your decision.

Adapt the framework to the question and explain your choices.

Interview questions and your story grid

17 questions across three interview types. Click the linked names for more.

Product Sense Lewis C. Lin + Meta	Product Analytics Lewis C. Lin + Meta	Leadership & Drive IGotAnOffer
1. How would you design an online shopping app?	1. New registrations fell 10%. What would you investigate?	1. When did you resolve tension between teams?
2. What would you build with unlimited bandwidth and almost no latency?	2. For a chosen product, what goals and metrics would you set?	2. When did you challenge your manager's view?
3. Which three products do you use every day?	3. What success metric would you choose for Facebook News?	3. How did you juggle competing projects?
4. How would you design and launch a new kind of bike?	4. How would you assess Airbnb's success over two years?	4. When did you act with incomplete information?
5. How could Google improve the experience of flying?	5. How would you measure the performance of an arrival-time estimate?	5. What did a professional failure teach you?
6. Choose a great product. Why is it good, and how would you improve it?		6. How did you respond to hard feedback?

Condensed examples: Sense 1–5 and Analytics 3–5, Lewis C. Lin; Sense 6 and Analytics 1–2, Meta. Leadership, IGotAnOffer. Candidate reports are not employer-confirmed questions.

YOUR LEADERSHIP & DRIVE STORY GRID

S = Situation T = Task A = Your actions R = Result and learning

Use brief notes for two examples per theme. Include only details you can share.

Theme	Example 1 · S / T / A / R	Example 2 · S / T / A / R
Resourcefulness and results	S: T: A: R:	S: T: A: R:
Continuous growth	S: T: A: R:	S: T: A: R:
Resolving conflict	S: T: A: R:	S: T: A: R:
Ownership and accountability	S: T: A: R:	S: T: A: R:

Personal preparation themes, not an employer scoring rubric. Independent guide; no employer endorsement.