Product Designer Interview Questions And Answers Guide.

Product Designer Job Interview Preparation Guide.

Question # 1

Tell us why Facebook Product Design?

Answer:-

It's important to have a good reason, not just "because it's Facebook" or "because it would be great on my resumé". Their goals have always been clear, impacting and changing lives, making a difference, delivering relevant news, focusing on communities, user-centered approach to design, amongst others. Find which one you share their passion with and you can't go wrong.

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Question # 2

Why do you want to work for our company as Product Designer?

Answer:-

Deckers seeks to provide value, serve the community, all while rooting in the same foundation that Doug Otto started, creative, out of the box, adventurous, fun.

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Question # 3

Tell me how do I make my company name show up when I search it on Google?

Answer:-

a search in Google of: Site:www.globalguideline.com shows that your website is "indexed" or Google has crawled your site and added it to it's list. This is good. In order to give you an exact reason why your site isn't showing up I would need to run an audit and take a look.

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Question # 4

Tell me what are the best SEO software tools for startups?

Answer:-

For understanding SEO you will need the following tools:
A hrefs - it's an amazing tool to find the right keywords, and backlink profile. Find incorrect or spammy links and remove them using this tool. Ahrefs is expensive, so I'll suggest a way to get it for a cheaper price, below.

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Question # 5

Tell us what team would you like to be a part of and why?

Answer:-

I had this one thought out alreadyâ€Š-â€ŠGroups. Apart from the obvious reasons that there is a visible effort and focus that Facebook has placed on this area recently, it is something that goes back to their roots of community based social networking.

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Question # 6

Tell us how do you decide who works on what?

Answer:-

I like to think that we're very thoughtful about who joins what team. It's not an exact science, but there are some clear facets.
Our group of Facebook products-and Facebook itself-span a lot of territory from consumer products to business tools, from complex systems to independent experiences. We have products and projects that rely heavily on strategy and product thinking, and we also have those that have bigger needs in interaction and visual design. The recruiting and interview process helps determine what products might be a good match for each new designer. At times we'll hire people who are strong in a very specific area because we already have an open role in mind for them.

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Question # 7

Tell me how would you design a to do list?

Answer:-

Product design questions test the applicant's ability to think on their feet and create a full product or feature. New product design questions can be very high level ("design a lamp"). Start with identifying the goal of the product-if the interviewer won't tell you, state your assumptions so that you have something to build on. Decide which metric or business driver you will impact most. From there, identify the possible users for the new product or feature. Select the one that seems most relevant.

You won't have time to cover everything in the answer. Once the user is selected, move on to use cases, goals, and scenarios for that user. The use cases should naturally result in a set of features for your new product. Prioritize these and close by linking back to the goal of the product, the business strategy, and the user needs you are meeting. Show you aren't afraid to color outside the box by including a range of features in the product or tackle a novel problem. Present a range of ideas ranging from mundane to outlandish and demonstrate that you can generate a broad range of ideas and decide among them quickly.

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Question # 8

Tell me why develop a new product?

Answer:-

You don't develop new products just because "a new product is needed." You have to carefully check and define the reason(s) for your new product. After all, responding to a competitor's move, a brand pivot, or responding to user complaints are reflected very differently in your product brief and design.

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Question # 9

Tell us what's one thing you love and one thing you hate?

Answer:-

What I love most is that I've been able to get an enormous range of experience at one job, and that I have been in direct control of that path.

I've worked on three teams over my three years at the company: Payments―specifically Payments in Messenger―and simultaneously designed the first launch of Safety Check. I worked on Privacy for nearly a year, and I started on Facebook's K12 Initiative at the beginning of this year. These teams have all had products and features focused around my areas of interest: complex problems faced by people using Facebook, often dealing with a common thread of trust.

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Question # 10

Tell me how would facebook enter the mobile handset market?

Answer:-

This is a common variation of the strategy question. Case study questions can be tricky. To prepare, research the market that your target company is in, as well as adjacent markets and competitors. Review recent tech business stories and analysis to understand current business strategies in play and what issues tech leaders are grappling with. If you are caught off-guard, you will at least have some analogs you can draw upon.

Like the product design questions, start your answer with stating your assumptions about the current business strategy and goals of the company in question. Common case study questions involve new market entry-Michael Porter's Five Forces framework can be a good starting point. Discuss how the new market or segment fits with the company's core business and complementary business opportunities. Understanding the company's underlying value proposition can help put a seemingly unrelated business opportunity into context.

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Question # 11

Suppose you were starting over, broke, and had 400 dollars to your name, what would be your first steps to make an income?

Answer:-

One word - Udemy. Find something that inspires and helps you grow. Wait for it to go on ridiculous sale (like $200 to $15) - it always does. This will help get you into a daily positive mindset vital for you next steps. Finding some kind of work to keep the wolves away from the door and al... more

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Question # 12

Explain me would a platform that is similar to LinkedIn that focuses more on interests and personal connections be successful?

Answer:-

It can be successful provided you add genuine job posting and searching in the platform.

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Question # 13

Tell me an example of a problem which you faced on any job that you have had and tell how you went about solving it?

Answer:-

Feedback on club activities to better serve and hold events.

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Question # 14

Tell me when looking to sell my company, how can I determine its value if it's service based and has no subscription model?

Answer:-

So you're saying that your business is a service business like auto repair, home buying, or any of millions of businesses that have existed for many many years. This is not a problem. Businesses like yours are bought and sold every day. The secret is a track record of profitable cash.

Question # 15

Stakeholder's role in analyzing needs?
a. Answer questions
b. Clarify project mission statement
c. Review and validate models and documents
d. a, c
e. a, b

Answer:-

d. a, c
Explanation: Clarifying project mission statement comes for analyzing product design problem.

Question # 16

Understanding Stakeholder's needs are called?
a. Needs analysis
b. Needs elicitation
c. Needs identification
d. All of the mentioned

Answer:-

a. Needs analysis
Explanation: Understanding of these needs are called needs analysis.

Question # 17

User- centered design comprises of which of these principles?
a. Stakeholder focus
b. Empirical Evaluation
c. Iteration
d. All of the mentioned
e. a, c

Answer:-

d. All of the mentioned
Explanation: It includes all the following principles.

Question # 18

What are the most common scenarios for resolutions?
a. Designers frequently work bottom up or skip levels of abstraction
b. To specify some part of product design to its physical level details before others are specified
c. Both a, b
d. None of the mentioned

Answer:-

c. Both a, b
Explanation: The choices represents the most common scenarios worked out under resolution techniques.

Question # 19

Stakeholder's role for Generate/Improve alternatives?
a. Participate in generation and improvement
b. Answer the question
c. Be subject of emperical studies
d. All of the mentioned

Answer:-

a. Participate in generation and improvement
Explanation: Generate or improving alternatives includes active participation.

Question # 20

What does top down process follows?
a. The overall flow of activity during product design resolution is from higher to lower levels
b. The overall flow of activity during product design resolution is from lower to higher levels
c. All of the mentioned
d. None of the mentioned

Answer:-

a. The overall flow of activity during product design resolution is from higher to lower levels

Question # 21

Product design is mainly?
a. Top-down approach
b. Bottom-up approach
c. None of the mentioned
d. b alone

Answer:-

a. Top-down approach
Explanation: Product design is top down approach.

Question # 22

Confirming with stakeholder that a product design satisfies their needs and desires are called?
a. Requirements validation
b. Requirements elicitation
c. Requirements analysis
d. None of the mentioned

Answer:-

a. Requirements validation
Explanation: It is also called as validation or requirement validation for confirming with stakeholder that a product design satisfies.

Question # 23

Lower level of abstraction includes?
a. Product features
b. Functions
c. Properties
d. All of the mentioned

Answer:-

d. All of the mentioned
Explanation: Lower abstraction includes all the choices mentioned.

Question # 24

Collection of stakeholder's needs is called?
a. Requirements elicitation
b. Requirements validation
c. Needs Elicitation
d. a, b
e. a, c

Answer:-

e. a, c
Explanation: Collection of stakeholders needs are called needs elicitation, needs identification, requirements elicitation.

Question # 25

Top 15 Product Designer Job Interview Questions:

Answer:-

* What type of computer software are you custom to using in your designs?
* Tell me about a situation when it was important for you to pay attention to details. How did you handle it?
* Tell me about a recent successful experience in making a speech or presentation. How did you prepare?
* Give an example of a problem which you faced on any job that you have had and tell how you went about solving it.
* When given an important assignment, how do you approach it?
* Tell me a little bit about your work experience in this industry.
* Do you enjoy travel for work?
* How well do you know our consumer target market?
* Why would you be a good fit for us?
* Why do you want to work for our company?
* Tell me about a design you really liked, but the design was never created.
* How do you go about factoring in safety of the product, when you're designing it?
* Tell me about a time when your design had to high of production costs. How did you tweak it?
* In a current job task, what steps do you go through to ensure your decisions are correct/effective?
* Why develop a new product?

Question # 26

Explain me how would you improve our product?

Answer:-

This common product management interview question is meant to test your ability to propose impactful changes to an existing product. Weak answers will either be one obvious improvement or a rambling set of changes which do not move any metrics. A strong answer starts with identifying the goals of the product and the target

customers. A key metric or metrics should be identified by which to measure the improvement.

From there, a set of use cases can be identified which will lead to a set of alternatives for product improvements. An important skill to demonstrate when answering this question is the ability to prioritize. From the set of possible personas, use cases, and improvements, select the ones that most closely meet the goals and metrics identified at the outset. Presenting several alternatives at each level is a great opportunity to show creativity and your ability to think outside the box. In some cases, linking to product strategy will be critical to providing an on target answer. Answering this question without building the links between strategy, business metrics, and user needs will result in a random response that will likely miss the mark.

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Question # 27

Tell me how can you acquire a unique knowledge that sets you apart from your competition and provides high value while gaining attention?

Answer:-

I operate numerous businesses in niche fields and I know several Life Coaches and Self-Development coaches. From what I see with all of these examples, firstly your customers will be buying into YOU so make sure you have a unique and relatable story and experience to draw on.

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Question # 28

Tell us what's the design culture like?

Answer:-

We are invested in our design teams and the design community. We value inspiration, connection, and innovation.

Our design team hosts the Facebook Design Lecture Series where we bring in speakers from diverse perspectives that aim to inspire, elevate, provoke, and educate our entire Facebook community. We host our Artist in Residence program in which we bring in artists and designers to create installations in our workspaces. Our Analog Research Lab offers poster-making, screenprinting and woodworking, and they brings in external classes like TypeCamp. We have meetups like Draw Club, where anyone can come in and join an informal drawing class. We have quarterly hackathons-a permanent part of our product and design culture-where anyone can bring an idea to life and propose it in a few short days. We invest in building and teaching designers the best tools for the job like Sketch, Origami, and Framer.

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Question # 29

Tell me how well do you know our consumer target market?

Answer:-

It's much like the people that work for you. Adventurous, fun, and conscious about environment.

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Question # 30

Tell us when given an important assignment, how do you approach it?

Answer:-

Process, What my role is, resources and support I need.

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Question # 31

Tell me what are some quality examples of companies using lean product cycle?

Answer:-

Toyota and motorolla

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Question # 32

Tell me what are the biggest challenges people face when doing customer discovery?

Answer:-

Start with Audience Design. Many great resources will turn up searching for this topic.

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Question # 33

Tell me how do you work with engineers?

Answer:-

For me, it's been crucial to consider developers as my design partners. We work in a fast-paced environment, and products are often designed and built simultaneously; we don't work in silos. Rarely is there a formal hand off of final designs and specs to a developer team. The best teams work collaboratively. We sometimes might have entirely different skill sets, but they're always complementary. Often, we have overlapping expertise and interests.

I do my best to bring my engineers in early in my design process so that they can share ideas, feedback and constraints with me.

Likewise, I want to be involved in the development process so I can connect research and share the intentionality behind design decisions, and ultimately help the product get to the best state possible.

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Question # 34

Do you know what are the boundaries as Product Designer?

Answer:-

Every project and product should have preliminary main boundaries which define the playground zone. These boundaries should be wisely defined-they have to be big enough for innovation opportunity, but not so big that you lose focus.

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Question # 35

Tell us what does your day look like?

Answer:-

Schedule-wise, I get in fairly early, usually shortly after 8am. I'm able to leave when I see fit, usually between 4 and 5pm. I used to be rigid about refusing to work on my "off" timeâ€Š-â€Špast experiences have compelled me to value and protect personal timeâ€Š-â€Šbut now I'm comfortable going home and finishing up a thing or two in the evening if needed or prepping for the week on a Sunday.

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Question # 36

Suppose you are the CEO of Research In Motion. What would you do?

Answer:-

Strategy questions require that you put aside product-level considerations and focus on the business and available market opportunities. This type of question is frequently amenable to a diagnostic approach which begins with an assessment of the current state, identifies gaps, and proposes a future state solution. A Strengths, Weaknesses, Opportunities, Threats analysis can be a good place to start.
Focusing on financial metrics and broad market needs (versus individual user needs) will enable you to uplevel your answers. Competition and partnerships come into play more prominently in strategy questions than they may in product questions. A CEO will not be thinking of individual products and perhaps not even product lines. Overall company value proposition and market segment needs will be the right level to consider for this question.

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Question # 37

Tell us do we have the knowledge as Product Designer?

Answer:-

It is most important to understand in advance whether you have the knowledge and the technology needed to develop your product. When the answer is no, you have to define what is needed to achieve the missing knowledge.

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Question # 38

Tell me how can I know when to go with my gut or when to trust the data when making a business decision?

Answer:-

It is a question of using your "gut" with guidance. Data needs to be understood and applied within context anyway, that is where the human factor enters. So when your gut is giving you ideas, think of it as a new direction worth exploring.

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Question # 39

Tell us how would you determine the price for piece of wearable technology?

Answer:-

For a pricing question, Lin suggests triangulating between the customer's willingness to pay, competitive pricing, and cost-based pricing. Understanding the cost structure is a good basis, but won't get you all the way to the answer. Consider what alternatives the customer has and what type of demand and supply dynamics there are in the market.
If you are targeting a heavily business-oriented product management role, you will need to have pricing frameworks in you back pocket so that you are not a deer in the headlights at the whiteboard.

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Question # 40

Tell me what design considerations did you make while creating the UI spec?

Answer:-

That got me right back on track, and I made a quick mental note to focus on the design. Another important thing to remember is to not blabber away, but try to have more of a conversation in this part. The recruiter will always have questions, so try not to go on with a saga, but leave room for questions in between. A free flowing conversation will leave more room for you to correct yourself, come back on track, and get cues as to what the recruiter is expecting to hear.

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Question # 41

Do you know what are the product's main KPIs?

Answer:-

Defining KPIs (Key Performance Indicators) is crucial. You have to define the product's quality and performance expectations in advance. It will save you a lot of work, time, and confusion.

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Question # 42

Tell me what is your favorite growth hacking trick?

Answer:-

Search for the term... Meetup Group Construction Kit which explains how to abuse Meetup for pleasure + profit.

Question # 43

Explain me a little bit about your work experience in this industry?

Answer:-

I have been an Administrative Assistant off and on for years. I have dealt with demanding deadlines and have been successful.

Question # 44

Do you know who is on the team?

Answer:-

You have to know who are you working with. Normally, a new product development team should include four to six people from management, R&D, marketing, manufacturing and logistics.

Question # 45

Tell us do we really need a new product?

Answer:-

Developing a new product takes a lot of resources. Sometimes you can achieve the same (or nearly the same) results for a much lower cost. Upgrading an existing product or even changing the marketing strategy sometimes can do the trick.

Question # 46

Do you know what are we missing?

Answer:-

You never know about it all in advance. A product design is a process of asking questions and answering them concurrently. Asking the right question is halfway to a solution. The product brief should also include questions that you'll have to answer down the road.

Question # 47

Explain how can growth hacking be applied to offline activities?

Answer:-

The same methodologies apply, as Sean Ellis has said before growth hacking comes only when you have put thought into the whole customer experience. I have been running marketing and strategic campaigns for almost a decade and I gotta tell you that growth hacking in offline

Question # 48

Tell me who is the project leader?

Answer:-

It's crucial to nominate a product design project manager-someone to be in charge of everything, from product briefing to production. You really don't want an R&D manager who passes the stick to a manufacturing manager that passes it to a marketing manager. It's a multidisciplinary process, but there should be one manager.

Question # 49

Do you know what would be the product's slogan?

Answer:-

I don't mean a professional copyright slogan, but one sentence that accurately defines the essence of your product-the main value of the product. You won't believe how helpful a slogan can be to focus a design work.

Question # 50

Explain me how does the product fit into the product line?

Answer:-

Most companies have more than one product. You have to define the new product's location and its relationship with your other products. You can handle this by using a Product Matrix method.

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