

Product Manager interview checklist

Product manager hiring usually runs as a recruiter screen, a product sense or design case round, an analytical or metrics round, a round with engineering or design leads on execution, sometimes a take-home product document, and a final leadership and HR discussion.

10 QUESTIONS TO PRACTISE OUT LOUD

1. How would you prioritise a backlog of twenty feature requests from sales, support and leadership?

What it checks: Whether you prioritise against goals using a consistent method, and can explain trade-offs to the people whose requests lose out.

2. Tell me about a feature you launched that did not work. What did you do next?

What it checks: Whether you measure outcomes honestly, own failures and learn from them, including deciding to remove things that do not work.

3. You are moving from engineering into product management. Why make this switch?

What it checks: Whether your move into product is well reasoned and backed by real product work you have already done, not just a wish for a new title.

4. How would you define success metrics for an autopay reminder feature in a payments app?

What it checks: Whether you can link a feature to user and business outcomes, pick a primary metric and add guardrails against harmful side effects.

5. Describe a disagreement with your engineering lead and how you resolved it.

What it checks: Whether you work as a partner with engineering, listen to technical concerns and resolve conflict with data, not authority.

6. What do you like about our product, and what would you change first?

What it checks: Whether you have used their product seriously and can give thoughtful, respectful critique, which shows genuine interest in the role.

7. Daily active users of our app dropped 15 percent overnight. How would you investigate?

What it checks: Whether you approach a metric drop systematically, separating data issues from real changes and narrowing the cause by segment.

8. Tell me about a time you used customer research to change the direction of a product.

What it checks: Whether you actually talk to users and let evidence change your plans, rather than using research only to confirm what you wanted.

9. What compensation are you expecting for this product manager role?

What it checks: Whether your expectations are realistic for the level and company stage, and whether you discuss equity and fixed pay sensibly.

10. Design a grocery delivery feature for elderly users who live alone.

What it checks: Your product sense: understanding the user and their real problems, choosing one problem to solve and proposing a focused, testable solution.

TIPS FOR THIS INTERVIEW

- Use the company's product for at least a week before the interview, and note two things you like and two you would test changing.
- Practise product design cases out loud using a simple structure: clarify the goal, pick a user, list problems, choose one, propose solutions and define metrics.
- Prepare for metric drop and A/B test questions by revising basic funnels, segmentation, statistical significance and guardrail metrics.
- Have three launch stories ready with numbers: one success, one failure and one where you changed direction because of customer evidence.

THE DAY BEFORE

- ☐ Confirm the time, venue or video link and the interviewer's name
- ☐ Plan your route and leave time for traffic, or test your camera, microphone and internet
- ☐ Keep copies of your resume, ID proof, certificates and photographs in a folder
- ☐ Iron your clothes and charge your phone and laptop
- ☐ Do one final run-through of your introduction, then stop and rest

ON THE DAY

- ☐ Arrive 15 minutes early, or log in 5–10 minutes early for a video call
- ☐ Greet everyone politely, including the receptionist or coordinator
- ☐ Listen to the full question, pause, then answer in a clear structure
- ☐ Take brief notes of names and key points
- ☐ Ask your prepared questions and confirm the next steps before you leave