

Interview Prep Guide



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Welcome to your prep guide for your Product Manager interview at Meta. Whether you're taking your initial screen or your full loop interview, our Product Managers put this guide together to help you understand what to expect and how to prepare. We recognize interviewing can be stressful so we hope this guide provides the information and resources you need. Remember, your recruiter is there to support you so please reach out to them with any questions.

Interview process overview

What will your interview process look like?

Product Management interviews consist of an initial interview and, if you continue with the interview process, a full loop interview round. You can expect the following interviews in each round:

- **Initial screen interviews:** Product Sense & Analytical Thinking
- **Full loop interviews:** Product Sense, Analytical Thinking, Leadership & Drive

Before you dive into the details of the prep work found in this guide, here's an overview of what to expect from your Product Sense and Analytical Thinking interviews to help you gain a high-level perspective.

Both the Product Sense & the Analytical Thinking interviews are case studies that include hypothetical questions. The questions sometimes cover products that may be associated with Meta (e.g., Facebook Birthdays, People You May Know, Ads, Marketplace, Video), cover other products that aren't related to Meta products, or may prompt you to create something new.

For all of your conversations, it's good practice to step back and talk through why a problem matters before jumping into specific solutions. In both interviews, your interviewers will be assessing the following:

- **Structure:** Use a framework of your choice to solve the problem methodically.
- **Ability to discuss tradeoffs:** Feel free to use a prioritization framework to assess more complex scenarios, such as evaluating pros and cons of two possible solutions in order to choose the best one to implement.
- **User empathy and ability to think about different user segments:** For example, in the Analytical Thinking interview we're expecting you to identify and track relevant metrics and/or results based on the specific user segment.
- **Creativity and innovation:** Especially important in Product Sense interviews, the creativity or uniqueness of the solution is as important as the process you go through in devising it.

Product Sense interview preparation

Both initial screen & full loop interviews

What can you expect?

This interview will focus on your product knowledge, creativity, problem solving skills, and awareness. Questions could center on a product that you feel is a great product, why it's a great product, and what you'd do if you were a PM or the CEO of that company. Other potential questions that could come up in this interview are looking at an existing consumer-facing product within the Meta ecosystem like Facebook Groups or Instagram Small Businesses and figuring out how you'd evolve it. Your interviewer will be able to give you guidance along the way, although you should be leading the conversation.

What do we look for?

In addition to setting the vision for their teams and describing the most important problems to solve, Meta Product Managers often will roll up their sleeves and work with their teams to identify and articulate ways to improve our products for the people who use them. During this interview, our Product Managers are looking at:

- How you take an ambiguous idea and create a great product
- Your ability to empathize with the user
- Your intentional design choices
- How you prioritize to get things done
- How you create goals and handle different constraints to the product

Our interviewers will be evaluating your skills across 4-5 focus areas depending upon the specific role for which you are interviewing:

- Understanding the product landscape and motivation
- Determining the target audience
- Identifying and prioritizing the problem
- Developing creative and impactful solutions
- Making intentional design choices

How to prepare

During your interview, as you identify ideas and solutions, we may ask you to sketch out what your interface could look like and how people would use it, so it's important to practice utilizing a whiteboard or a piece of paper to think out loud. As part of your prep, it may be helpful to do a practice interview where you focus on demonstrating your ability to build a great product from the ground up. This could be done individually by recording yourself or you could recruit a friend to assist.

Tips to Keep in Mind

Avoid jumping into answering a question / problem right away. Take the time to frame the problem well and ask questions, if need be, to create the framework.

Be concise and straightforward in answering. You only have 45 minutes to get through a lot of material.

Be able to pivot quickly and don't hesitate to prove your point because the interviewers may want to push back to see how you handle that.

It's OK to make assumptions—call those out in your thinking to help you move forward in your interview.

Analytical Thinking interview preparation

Both initial & full loop interviews

What can you expect?

This is a very analytical, metric- / KPI-focused (OR principle-driven and results-focused) interview. Meta is a deeply data-driven (and principle / results driven) company with more than 3 billion users across our family of apps. Given the large amount of data we have available to us, we expect our product managers to be able to look at data to make decisions.

In your Analytical Thinking interview, we'll ask questions about how you identify and prioritize opportunities, and execute against them to build products. This interview will focus on how you analyze a set of constraints and problems to come up with the right set of metrics / results to measure success. We'll also ask how you adapt your plans and troubleshoot problems with new information and changing circumstances.

What do we look for?

At Meta, Product Managers leverage strong critical thinking skills to create logical structures geared to help guide decisions for their team. These logical frameworks serve as the backbone of the product, keeping technical decisions grounded in the real-world problem that their product is solving for in the community.

Our Product Managers need to leverage these frameworks to provide their team a focused plan driven by high-impact goals. Product Managers often have to make difficult prioritization and tradeoff decisions in pursuit of these goals, and adapt their plans as the team executes. At its core, this interview seeks to answer the question: can you use data and/or logical rationale to make decisions?

More specifically, during this interview, our product managers will be evaluating your skills across 4 focus areas:

- Articulating a product's rationale
- Setting reasonable, measurable and prioritized goals
- Measuring impact and identifying metrics
- Evaluating trade-offs

How to prepare

When coming up with solutions, it's important to show your ability to prioritize and execute well. As you prepare, some example questions to think through include: "We've recognized a 10 percent drop in newly registered users. What data and/or results would you need to look into to understand and fix the problem?" or "If you're the product manager for 'X' product, define the goals and metrics."

Leadership & Drive interview preparation

Only full loop interview

What can you expect?

In your Leadership & Drive interview, we'll focus on understanding how you motivate a team, drive alignment, build relationships, and work with others. While the Product Sense and Analytical Thinking interviews use hypothetical cases, the Leadership & Drive interview focuses on behavioral questions using your past experiences.

What do we look for?

Your interviewer will ask four to five behavioral questions to assess your ability to build and support a team and lead various efforts. We will be looking for specific examples so would recommend using the S.T.A.R. (Situation, Task, Action, Result) format when responding. As you answer the interviewer's questions, you'll want to ask yourself if your responses include examples that show how you:

- Demonstrate initiative.
- Exhibit introspection and self-awareness in terms of self-growth.
- Can be open about your mistakes and talk through examples of what you've learned from them.
- Lead and support a team, including managing conflict and displaying empathy.

More specifically, the focus areas that our interviewers will be evaluating include:

- Driving resourcefulness and results.
- Seeking opportunities to grow and learn.
- Taking ownership and accountability.
- Resolving conflict.

Appendix / resources

Links to exercises, information and guides to help you prepare

Our Product Managers collected some helpful resources with content and activities for your interviews. Take a look through the list as you prepare.

About Meta

- [About Meta](#)
- [Meta Newsroom](#)
- [Meta Products](#)
- [Meta Careers](#)
- [Meta Life](#)

Interview prep

- This [article](#) shares one useful framework in parsing ambiguity to build great products.
- [Product Management Interview Q+A Sessions](#)

Frequently asked interview questions

Q: What if I am unfamiliar with the product mentioned in the question?

A: We do not expect you to know every single product. We DO expect you to research and understand the broader area around our popular products. During the interview, please ask your interviewer to provide a little more context if you are not familiar with the product. You can also have your interviewer verify that your understanding of the most important points is correct.

Q: How do you approach / go about choosing metrics?

A: Go back to the motivation of a product: its mission. What value is it providing to the user? Choose a metric that will tell you whether you are actually making progress towards these goals. We expect 1-3 metrics to be prioritized and the reasons behind the prioritization need to be articulated.

Q: During the interview, which is better: coming to an actual solution or the thought process?

A: Both the quality of the solution and the thought process are important as neither are sufficient on their own. Interviewers need to be brought along on the journey so that they understand what the candidate is thinking and the final solution also needs to be something reasonable.

Q: Is it OK to pause during the interview to brainstorm ideas or ask clarifying questions?

A: It is absolutely OK to pause and brainstorm during the interview, but be sure to share your thought process and not just provide a final solution to the interviewer. You should be walking the interviewer through your reasoning. Additionally, it is encouraged to ask clarifying questions, but make sure to strike a balance between getting clarification and making some reasonable decisions yourself.

Q: What are commonly seen pitfalls for the Product Sense interview?

A: Diving straight into a solution without thinking through what the problem is, why we are solving it, why it is a problem, who the users are, and what is the value proposition. Additionally, not brainstorming all the different problems that could be solved and then prioritizing them to choose the most impactful one to solve.

Q: What are commonly seen pitfalls for the Analytical Thinking interview?

A: Not thinking about the goal / rationale of the product and, therefore, not ensuring that the metrics are able to demonstrate whether or not these goals are being met and not being able to precisely describe the metrics are actually measuring. Additionally, not proactively prioritizing.

Q: How important is it to select a very specific user segment rather than focus on a broader segment that may have a larger impact in total?

A: This choice will depend on the product and the specific question. It doesn't matter what you end up with as long as you can articulate the reasoning for the decision to the interviewer.

Thank you for taking the time to review this guide!