

Product Manager interview questions

Whenever a business works on a new product, one cannot rely on project managers alone. Even though overseeing the creation process is essential, business owners should not forget about product branding and positioning. Eventually, marketers will play a crucial role in that. Still, they will need to work with someone who understands every little detail about the product — that is, a product manager.

Product managers are responsible for a variety of tasks, from considering the main target audience of a new product to fine-tuning every little detail in the product development. Of course, hiring the right person for the job can make the difference between a successful product positioning strategy and a failed one. Product managers have to be inspired, creative, and flexible. There are plenty of questions you can ask potential candidates at a job interview, but we suggest you start with the basics.

Questions about previous experience

Describe the most successful projects in your portfolio.

Describe the least successful project in your portfolio.

Have you ever rejected a job offer? Why?

How do you define successful products?

How do you allocate company resources for product development?

Imagine you need to implement two important features, but the current budget only allows for one. What would you do in this situation?

Pick one product you use every day and give suggestions on how it can be improved.

Do you prefer working in B2C or B2B sphere?

Do you think one product can be suited both for B2C and B2B segments?

What is your definition of a successful design?

What do you think makes for the best user experience?

What is the best way to set prices for a particular product?

Company and product-centered questions

How would you improve our product? Give specific suggestions.

Do you have any ideas on improving our product functionality?

Should we narrow down our target audience or make the product more suited for the general public?

What is the most important improvement we should implement in the next month? Six months? A year?

Which corners could be cut to launch faster?

Behavior and team-working questions

How closely do you think different divisions should cooperate?

What is the best way to communicate with customers?

What is the best way to communicate with investors?

How do leadership and management differ, in your opinion?

How do you treat situations when your team members disagree on something?

Describe the most challenging workplace conflict you had to solve?

Do you think colleagues could be friends in real life?

Personal questions

Describe the product of the future (no matter how crazy or technically impossible it may seem now).

What is your favorite product example? Why?

Which popular product do you personally dislike? Why?

Describe your ideal weekend.