

# Tech Casing 101

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# Two Types of Casing

## Formal (HARD)

- Consulting
- Banking / Finance
- Traditional

## Informal (SOFT)

- Tech
- Design Consulting
- More modern orgs



# They want to understand...

- How you think
- How you communicate out loud what you think



# Corp Strategy

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## *Tech Casing*

Take an ambiguous problem and list all the areas you would investigate / dive deeper and do some reasoning

# What to Expect

- Open-ended questions like:
  - Gmail is considering charging \$20 for its service. How would you reason through if this is a good idea and what to recommend?
  - The Adobe digital marketing cloud team acquired a company in 2017 but its growth has been stagnant. How would you deep dive to find out why?
  - We are considering launching Youtube Music to other markets. How would you determine which ones?
  - How would you evaluate how to improve the product launch process to make launches more successful?

# Signals

- Ask for clarification and narrow scope of question
- Layout a framework, or a structure
- Hypothesize, brainstorm and deep dive
- Have a final recommendation, and discuss strategic tradeoffs
- Structured thinking & clear communication

# Product Sense

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## *Tech Casing*

Take an ambiguous problem and build it into a great product that solves consumer needs

Solving for users, but balancing business needs  
*feasibility, usability, viability*

# What to Expect

- Open-ended questions like:
  - How would you build a new podcast product?
  - How would you design a product that could translate animal thoughts?
  - What would you build to differentiate Reels from Tiktok?
  - How would you design a birthday product for Uber?
  - Should Facebook enter the recruiting / jobs market?
  - How would you monetize Google Maps?
  - Should LinkedIn make a separate messaging app?

# Signals

- Identify meaningful problems and pain points to address
- Segment customers thoughtfully
- Brainstorm ideas, prioritize and discuss tradeoffs to arrive at a solution that solves the problems
- Set goals and measure the tangible impact of your ideas
- Structured thinking & clear communication

**What's your  
Favorite Product?**

Talk about how it solves a  
user problem well

Talk about how it stands out  
from the competition

**How could you improve  
this product?**

Talk about user problems it  
doesn't address or solve well

Pick a problem and  
brainstorm ideas on how to  
solve it

Talk about tradeoffs and  
walk through how you would  
prioritize a solution to build

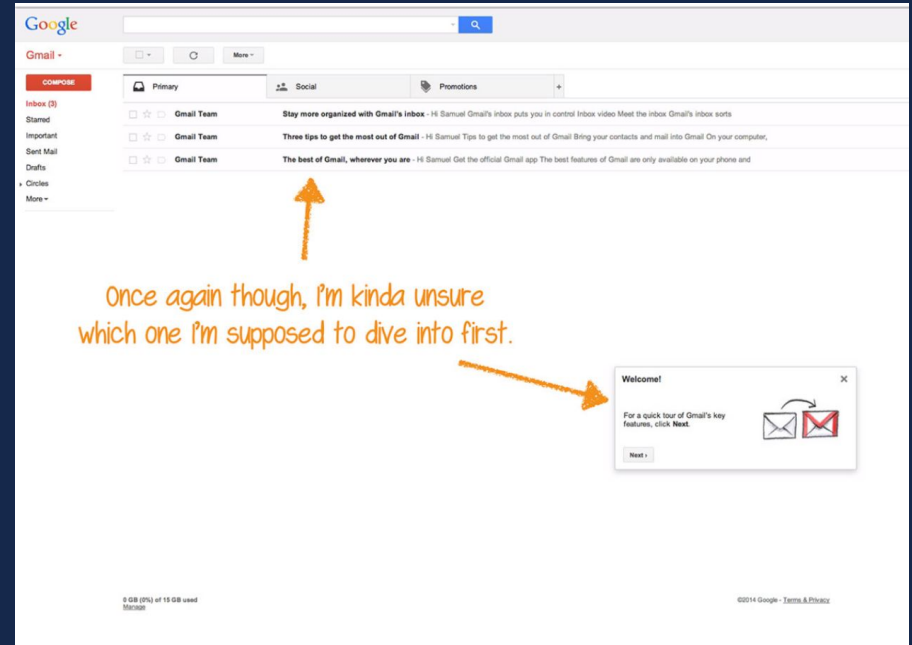
**How would you know your  
solution is successful?**

Talk about company mission  
or strategy and how your  
idea fits into that

Talk about potential  
success metrics

# How to Prep: Improving Product Sense

- How to Develop Product Sense - Blog post
- Product Teardowns (aka. breakdown or deconstructs)
  - Understand how features impact users
  - Have a mental library of “affordances” for retention / monetization / virality

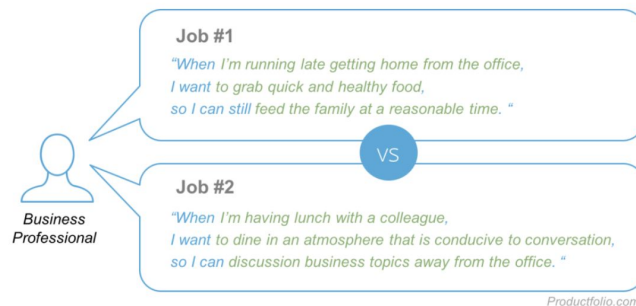


# How to Prep: Improving Product Sense

- Practice Product Language
  - SVPG
  - Blackbox of Product
- Frameworks
  - Familiarize yourself with some frameworks but **CONTEXTUALIZE** them
  - Get used to thinking about business <> user all the time

## 5. Job To Be Done

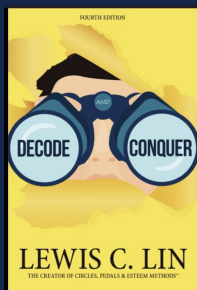
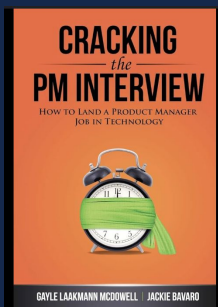
Also known simply as JTBD, this framework focuses on identifying customers' needs, based on scenarios rather than personas. Championed by Clayton Christiansen, it calls for a deeper understanding of the customers, including their goal or "job" that they would need your product to do. Job To Be Done shifts the center of attention from the product to customers. It helps to grasp the customers' thought processes when purchasing so that product teams can know what to focus on.



Read more about the [Jobs To Be Done](#) →

# How to Prep: Interview

- Great Books
  - Cracking the PM Interview
  - Decode & Conquer
- Interview Resources
  - Rocketblocks
  - Exponent



## Super Eats

Drill: Overall context > Company background

Super is a young, aggressive logistics company that has popularized mobile app enabled ride sharing. You're one of the leads within the Super Eats group, a new team responsible for launching the food delivery service that directly competes with services like GrubHub, Doordash, Postmates and more. Super has a strong position in the global ride sharing market and is looking to leverage their large user base and logistics competency to gain a foothold in the meal delivery space as well.

## Part 1: Prioritization

Drill type: Prioritization, Category: Product iteration

The Director of Product in your group has asked you to lead a redesign of menu item detail page, which is the specific page that contains details about the menu item – every single item offered on Eats has one of these pages. In the current iteration, these pages are very simple and each menu item detail page has three components: an image, a title, a price and a special request input field. Given the simplicity of the current page and its limitations, many restaurants have only uploaded 55% of their current menus items. The goal of this redesign is to provide restaurants with maximum flexibility to offer all their items as they would in their own restaurant. Finally, she adds that you should consider the importance of catering to high volume restaurants like Chipotle, Panda Express and McDonalds, which have been surprisingly popular on the platform. Engineering has indicated that they could likely support any three of the below in the next sprint. Which three items would you prioritize, in what order, and why?