



SCENARIO QUESTION 1 FOR PRODUCT MANAGER PHYSICAL INTERVIEW

Thank you for your interest in the product manager position at our Facility Management software company. We would like to invite you to participate in a short product launch exercise that should take you a few hours to complete.

Our company, **Limestone**, has developed a new technology platform designed to help Facility Managers, Estate owners, Companies, Landlord etc manage Access into their Facility and also helps Tenants find suitable apartments for them. We are planning to launch the product in three months and have a budget of six million naira for the launch.

As our Product Manager, your task is to develop a high-level product launch plan that will effectively introduce **Limestone** to our target audience. Specifically, we are looking for you to address the following:

1. What research would you conduct to understand our target audience and the available market?
2. What features and benefits of Limestone would you highlight in your marketing and sales efforts?
3. What channels would you use to reach our target audience, and what messages would you convey through each channel?
4. What pricing and packaging strategies would you use to make Limestone attractive to Facility Managers, Estate Owners, Landlords and Tenants?
5. What metrics would you use to track performance and measure the success of the launch?
6. Based on your product launch plan, please provide a checklist of activities that need to be tracked to ensure a successful launch.

Please provide a brief product launch plan, including key actions and timelines. You do not need to provide budgets or specific details at this stage.



SCENARIO QUESTION 2 FOR PRODUCT MANAGER PHYSICAL INTERVIEW

Thank you for your interest in the product manager position at our healthcare software company. We would like to invite you to participate in a short product launch exercise that should take you a few hours to complete.

Our company, **CloudClinic**, has developed a new telemedicine platform designed to help connect patients with healthcare providers virtually. We are planning to launch the product in three months and have a budget of six million naira for the launch.

As our Product Manager, your task is to develop a high-level product launch plan that will effectively introduce CloudClinic to our target audience. Specifically, we are looking for you to address the following:

7. What research would you conduct to understand our target audience and the market for telemedicine platforms?
8. What features and benefits of CloudClinic would you highlight in your marketing and sales efforts?
9. What channels would you use to reach our target audience, and what messages would you convey through each channel?
10. What pricing and packaging strategies would you use to make CloudClinic attractive to healthcare providers and patients?
11. What metrics would you use to track performance and measure the success of the launch?
12. Based on your product launch plan, please provide a checklist of activities that need to be tracked to ensure a successful launch.

Please provide a brief product launch plan, including key actions and timelines. You do not need to provide budgets or specific details at this stage.