Principal Product Manager Customer Exercise — Candidate Instructions

Principal Product Manager customer exercise

Purpose

This exercise helps us understand how you turn an ambiguous customer problem into a focused product decision. We are looking at how you use evidence, make tradeoffs, work with AI, and explain what you would ship and learn next. The case is synthetic. There is no hidden answer and no expectation that you know Kamiwaza's product in advance.

What to submit

Submit all of the following:

1. A product brief of no more than 1,000 words, using the provided template or a document with the same sections.
2. A low-fidelity workflow mock with four to six frames. Include at least one uncertainty, failure, or permissions state.
3. A recording of your complete working session.
4. Any source files needed to view the brief and mock. PDF is preferred for the final brief and mock.

You may also submit a small working prototype. It is optional but encouraged. We will evaluate it as another way to communicate and test your thinking; the prototype itself is not scored separately.

Recording requirements

Record your full screen, camera, and microphone for the entire working session. We require all three because the working process is a primary part of the assessment.

- Start recording before you open the case materials.
- Aim for 60 minutes of recorded work. You may use up to 90 minutes.
- Upload time does not count toward the limit.
- Keep the recording continuous whenever possible. Do not edit it into a polished presentation.
- If recording fails, resume immediately in a clearly numbered second segment and explain what happened.
- Use a clean desktop and close personal or confidential applications before recording.

AI use

You are required to use an AI tool during the exercise. You may choose the tool. Keep your prompts, the AI's

responses, your edits, and your verification visible in the recording. Talk through:

- how you give the AI context and constraints;
- what you delegate and what you decide yourself;
- how you inspect, challenge, and verify its work;
- one suggestion you accepted and why;
- one suggestion you rejected or corrected and why; and
- any material uncertainty that remains.

The quality of a generated document is not enough by itself. We are interested in how effectively you direct the tool and retain ownership of the decisions. Human assistance is not permitted.

Recommended working sequence

1. Read the customer scenario and evidence pack.
2. State the customer problem and the evidence you consider most important.
3. Decide what the first release should and should not do.
4. Write the brief and create the four-to-six-frame workflow.
5. Verify the proposal against the technical, compliance, capacity, and timing constraints.
6. Walk through the result, the key tradeoffs, what you would validate next, and your AI decisions.

Use the evidence IDs when supporting material decisions. Distinguish supplied facts from your assumptions, and explain how an unresolved assumption affects the first-release choice.

Upload

Upload the recording, final brief, mock, and source files to the submission folder in your invitation. Accepted formats are MP4, MOV, PDF, DOCX, PPTX, PNG, JPG, Figma export, HTML, and ZIP. Do not upload credentials, private source material, or dependency directories.

Kamiwaza uses the submission only for hiring evaluation. Access is limited to the hiring team, and the submission is scheduled for deletion 90 days after the final decision. If you need an adjustment or encounter a technical problem, reply to the invitation before the deadline.