

Ex-Meta PM reveals what makes a great problem statement in product sense interviews

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SUMMARY

The speaker emphasizes that a problem is not merely a motivation or a need, but rather a subjective experience tied to a specific moment and feeling. They illustrate this by discussing how an individual's unique circumstances, like Margaret's arthritis, shape their experience of a problem, highlighting the importance of human connection in understanding these situations.

- *A problem is defined as a negative experience intertwined with a specific story, moment, and feeling.*
- *It is subjective and experienced by individuals in unique ways.*
- *The example of Margaret illustrates how physical limitations can lead to feelings of disconnection and sadness.*
- *Understanding a person involves looking at their objective situation rather than just their emotional state.*
- *Human connection plays a crucial role in how problems are perceived and experienced.*

a problem is not a motivation and a problem is not a a need even and a problem is is is not a property of a person. Okay. So a problem is u when something is happening I'm having some really negative experience for some reason. It's a it's a story. It's a story paired with a moment in time paired with a feeling. That's kind of how I think about it. And it's experienced by someone really specific. So like Margaret when her arthritis is acting up, needing to go to her room and rest up and have to withdraw from the social interaction that she wants to be part of makes her feel like really disconnected and like a little little sad. That that that human connection to like that feeling I think is the key difference. But how we define people like Margaret is not about their general feelings. How we define people like Margaret is her objective situation that she's