Course Title: Five Steps to Build a Most Lovable Product
Course Code: WSP 120
Instructor: Jin Zhang
Course Schedule: Saturday & Sunday, May 2-3, 2020, 9am-4pm

Course Summary:
This workshop will provide a five-step framework for developing the Most Lovable Product, and help students figure out where to concentrate when preparing to launch a new product. In this two-day workshop we will focus on key areas such as problem statements, user definition, and iterative approaches. The workshop will include interactive classroom discussions, hands-on activities, and guest speakers with real-world maker experience.

Grade Options and Requirements:
- No Grade Requested (NGR)
  - This is the default option. No work will be required; No credit shall be received; no proof of attendance can be provided.
- Credit/No Credit (CR/NC)
  - Students must participate in both class sessions.
- Letter Grade (A, B, C, D, No Pass)
  - Students must participate in both class sessions, and complete the Shark Tank Pitch along with the Group (to be discussed further in class).

*Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.*

Tentative Daily Outline:
Saturday:
- Introduction
- Project activity
- Love the problem, love the users
- Guest speaker

Sunday:
- Love the repetition, love the why, and love your developers
- Guest speaker
- Project activity

Please contact the Stanford Continuing Studies office with any questions
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