Course Title: Five Steps to Build a Most Lovable Product  
Course Code: BUS 285  
Instructor: Jin Zhang  

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 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, guest speakers and/or panels with real-world maker experience. This workshop will run for two weekend mornings.

Note About Live Attendance and Recording:  
This class is on-line but taught live. While the class sessions will be recorded, students are strongly encouraged to attend via the live sessions to gain the full benefit of the course. We will have interactive class discussions as well as group project time, neither of which is easy to make up without the virtual live classroom environment.

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 at least 3 out of the 4 class sessions.  
- Letter Grade (A, B, C, D, No Pass)  
  ○ Students must participate in at least 3 out of the 4 class sessions, and complete the Shark Tank Pitch along with your assigned 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:  
Please contact the Stanford Continuing Studies office with any questions  
365 Lasuen St., Stanford, CA 94305  
continuingstudies@stanford.edu  
650-725-2650
1st Saturday: Introduction
   Why Is MVP No Longer Enough
   Love the problem
   Group activity
1st Sunday: Love the users
   Love the iteration
   Guest speaker
   Reflection and Group activity
2nd Saturday: Love the why
   Love your developers
   Guest speaker
   Reflection & Group activity
2nd Sunday: Pitch day!
   Alumni panel
   Wrap up