Course Title: The Mobile Formula: The Three Rules behind the Most Successful Mobile Products
Course Code: BUS 232
Instructor: SC Moatti

Course Summary:
Mobile has eaten the world... Because our mobile products are with us always, they have become an extension of ourselves. Companies that want to succeed in mobile need to build mobile products that count, not products that talk at us.

Through case studies, lectures, and prominent guest speakers, BUS 232 will help you set up a framework to build successful mobile products. It is particularly relevant to entrepreneurs, product managers and marketers who are working in mobile as well as those who seek to work on mobile projects.

Required reading: “mobilized, the insider’s guide to the business and future of connected technology” by SC Moatti, who is also the instructor for the course.

Course project: students will pick a mobile product of their choice and run it through the Mobile Formula, using a template provided by the instructor. Some students will be invited to share their project with the class.

Note: guest speaker appearances are contingent and subject to possible change.
*Please see course page for full description and additional details.

Grade Options and Requirements:

• No Grade Requested (NGR)
  o 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)
  o Score will be determined by student participation and completion of class project.

• Letter Grade (A, B, C, D, No Pass)
  o Written work, as assigned by the instructor, will determine a student’s grade.

*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.

Please contact the Stanford Continuing Studies office with any questions
365 Lasuen St., Stanford, CA 94305
continuingstudies@stanford.edu
650-725-2650
Tentative Weekly Outline:

Class 1:
- Topics covered
  - Introductions/Logistics/Course Plan
  - Mobile: the new gold rush
  - Overview of the three rules of great mobile products
  - Group exercise: Defining success in mobile
- Class assignment
  - Read chapter 1 of "mobilized, the insider's guide to the business and future of connected technology"

Class 2:
- Guest speaker: Mick Johnson, Facebook ex-Mobile Head
- Topics covered
  - Mobile-first transition
  - Discussion with guest speaker
- Class assignments
  - Watch video showcasing Facebook mobile transition: [link to video]

Class 3:
- Guest speaker: Eric Singley, Yelp Product VP
- Topics covered
  - Sharing economy: a new industry powered by mobile
  - Class exercise: Understanding mobile-only offerings
  - Discussion with guest speaker
- Class assignments
  - Watch video showcasing Lyft case study: [link to video]

Class 4:
- Guest speaker: Ross Yesikov, Pandora Product Lead
- Topic covered
  - Framework: beauty is required for mobile success, but what makes great mobile products beautiful?
  - Class exercise: Defining beauty in mobile
  - Deep dive: how to make mobile products beautiful
  - Class exercise: Standing out in mobile
  - Discussion with guest speaker

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• Class assignments
  o Read chapter 2 of “mobilized, the insider's guide to the business and future of connected technology”
  o Watch video showcasing Pandora case study: http://www.manifesto411.com/videos/one-trillion-streams-and-counting-pandora/

Class 5:
• Guest speaker: Medha Ghatikesh, myFitnessPal Product Lead
• Topic covered
  o Framework: personalization is required for mobile success, but what makes great mobile experiences unique?
  o Class exercise: Defining personalization in mobile
  o Deep dive: how to make mobile experiences unique
  o Class exercise: Segmenting, targeting and engaging in mobile
  o Discussion with guest speaker
• Class assignments
  o Read chapter 3 of “mobilized, the insider's guide to the business and future of connected technology”
  o Watch video showcasing myFitnessPal case study: http://productsthatcount.com/2015/06/729-myfitnesspal-marketing-vp-on-how-to-disrupt-yourself/
  o Select a mobile product for final class project
  o Be prepared to ask questions about final class project

Class 6:
• Guest speaker: Chris Neumann, Founder and CEO of CROmetrics
• Topics covered
  o Framework: optimization is required for mobile success, but how do mobile companies improve their products?
  o Class exercise: Optimizing mobile products
  o Deep dive: how to constantly make mobile products better
  o Class exercise: Testing, measuring and getting ready for launch in mobile
  o Discussion with guest speaker
• Class assignments
  o Read chapter 4 of “mobilized, the insider's guide to the business and future of connected technology”

NO CLASS ON THURSDAY, NOVEMBER 10
Class 7:
• Guest speaker: Herve Pluche, SAP ex-mobile VP
• Topic covered
  o The future of mobile: Internet of things, smart cities and more
  o Discussion with guest speaker
• Class assignments
  o Submit final class project
  o Read chapters 5 and 6 of “mobilized, the insider’s guide to the business and future of connected technology”

NO CLASS THURSDAY, NOVEMBER 24

NO CLASS THURSDAY, DECEMBER 1

Class 8: NOTE -THIS CLASS TAKES PLACE ON MONDAY DECEMBER 5
• Topic covered
  o Final class projects presentation
• Class assignments
  o Be prepared to present your final class project and comment on those presented by others