# [How to Start a Startup](http://startupclass.samaltman.com/) by Sam Altman

# **Lecture 17: How to Build Products Users Love, Part II (**[Video](https://youtu.be/F4K_qVlYQkg))([Transcript](https://genius.com/Hosain-rahman-lecture-17-how-to-build-products-users-love-part-ii-annotated))

## Name \_\_\_\_\_\_\_\_\_\_\_\_

## Task:

View the related video and reference the linked transcript. Download this document and answer the following prompt in the space provided. Complete responses using college-level writing are required. Submit the completed document to the Moodle site as either a .docx or .pdf file.

1. Who is Hosain Rahman? What is his company?

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1. Do a web search on Houain. What is the current status of the company?

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1. Crafted innovation, beauty and engineer

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1. What is Hosain’s definition of the “Internet of Things (IoT)”?

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1. What was the companies produce in the IoT space?

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1. What is at the center of Hosain’s organizing principle for IoT?

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1. He uses the term “Full Stack”. What does this mean?

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1. Describe some of the initial friction between the software team and the hardware team.

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1. He uses the term “A/B” testing. Use web resources to determine the definition or testing process.

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1. What are the six phases of his creation process? Give a short description of each.

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1. What type of professionals participate in their Product Experience team?

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1. What are the five components of their framework supporting their creative process?

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1. What value does their “Experience Continuum” provide when building?

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1. Give an example of how they do/did user research to get really great answers?

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1. Describe what value his storyboards and constraints provide in the development process.

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