

# Intro to Ideas and User Needs



LECTURE  
SUMMARY

## Covered in this lecture:

*Taught by:*



### Introduction to Section 4

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- ▶ Any product was first an idea or a need in someone's mind
- ▶ The product manager is **NOT** the idea person
- ▶ Your job is to gather ideas from everyone and decide what to build and when to built it, given all the things that are happening inside the company and in the market

*See you next lecture!*