Personal Reflection

COMM 5961

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When I made a summary for the past semester, I suppose design thinking and computational thinking are two keywords for me. Specifically, design thinking enables me to have a global thinking for problem definition while computational thinking and tools help me to realize my solutions.

During my last internship worked as a product operator, I firstly knew a successful internet product design must possess its particular function or content which can satisfy users' needs. However, analyzing users' needs globally and recognizing the real need is not an easy thing for me at that time. I used to look at problems one-sidedly until I learned the users' current journey mapping and the UX elements framework in this class. It really changed my thinking mode and enabled me to possess a more rational and logical thinking way.

Besides, thanks to professor's introduction for those useful front-end tools and data collection tools, I have the ability to transform my ideas to a real website in an easy way. What's more, I also learned how to use data monitor tools such as Google analytics to do A/B test and improve the usability of the website.

I am really thankful and appreciated to what I have learnt in this semester which not only for the technical tools and coding study, but also a

systematic thinking way. For my learning goal in the future, I hope to learn more App development tools and learn how to choose the valuable data to analysis users' behavior in order to find their real needs. I also want to know more knowledge about how to apply AI technology in app design. I am really looking forward to the next year's class and hope to get the opportunity to apply new technology to solve a real business problem.