

Assignment #10: Self-Reflection

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Maybe the most important thing I learned from this course is not how to build a website, not the codes and the organization of them, but recognizing and identifying user needs. It is really a disaster when the final project's deadline coming. However, the reason is not that I had not worked hard to learn the website design, how to collect and present the data in a reasonable way, how to carry out usability and A/B test. It is mainly because that I did not understand what users I am targeting and their needs. Therefore, I set up a very complicated page that requires so much information and to be honest I cannot handle it at the present stage at first.

Actually, I had not realized the importance of user need and site objective until I began to start my final project. I took it for granted that the understanding of codes and organization of grids is what I should pay much attention. And this is the biggest mistake I made during the course. Codes are important, but it is not the most important thing that matters.

In the future, I want to combine the technology and skills I learned from this course with deeper analysis of user needs and market. I wish to learn more efficient way to collect data, especially for those requiring collecting from several pages. When I build my websites on impressionism art and museums, I have to do several steps: First, I need to know the paintings' name and their authors and copy the link of the image. Second, I will search the painting's name and look for the Wikipedia page of it in order to discover the museum exhibiting it. Then, I need to visit the museum's website and find relevant pages. Finally, I have to search for the precise location of the museum on Google Map. In fact, all the steps can be concluded in a standard procedure. If we can learn a convenient way to collect such kinds of data with some codes or software, less time and energy will be spent

on the data collection part. Therefore, more attention could be paid to user need researches, tests and analysis. We have learned how to present the data and how to find a way of presenting them in the most suitable way, and data collection is also essential if we want to develop products or services because they are the core contents.

Data analysis is considered significant nowadays. And I have questions on what data to analyze. It seems that we focus more on how to present them in the past learning journey.

What's more, I think Google Analytics is a quite useful tool. I would be grateful if more relevant learning materials on its usage is provided. If the coming courses could mention some other methods or tools on carrying out researches on user need, I think that we will apply what we learned this semester to our future projects and jobs better.

Beside websites, I wonder if we can have some contents on mobile application design. A brief introduction is enough as we have known some basic regulations of how the codes work and the similar thinking and problem-solving mode can be used in the learning process.

To be honest, I think I need to practice and adopt the knowledge more frequently, for example, carrying out more experiments on more jQuery tables, Bootstrap templates to enhance what we have learned. I do hope we can have the chance to combine the things we have known with the new knowledge in the next semester.

I will keep optimizing my final project and finish the version I abandoned because of the burden of data collection later. Maybe with the coming courses, I will take less time and present it in a better form. And I also remember that we mentioned data protection in the past courses, and I am really about this session. Looking forward to learning this part and see you next month!