## DIGITAL DATA STRATEGY - Stockholm

## Assessment summary period 1, February 2016. Name: Jonas Lindström

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|  | 1. Have you yet reached the learning outcome? | 2. How have you engaged with the learning outcome to learn it? | 3. By what criteria have you assessed yourself? | 4. What evidence will you demonstrate to support your self assessment? |
| K3, Elaborate on tools and techniques for research, testing and optimization | Yes | Tutorials of GA Googling  Lectures  As far testing different outcomes I have used optimizly to set up A/B-tests in order test and optimize different suggestions of improvments on the page. | I had basic knowledge of google analytics before, but that was not anything more than to see like page-views on different pages. I now feel confident of knowing which tool i should use when and where | I will present my journey with our client Apoteket during the module monitoring and reporting. The journey inlcudes defining the right KPI for their purpose, implement it, meassuring all the steps within the funnel, take actions and suggest future strategies in order to improve their service. |
| S1, Source and analyze data using more than one tool and technique. | yes | I have been participating activly during lecturers, i have tried, used and researched different tools. | I have never sourced any other data then survey-data before. In terms os analysing data I have some prior experience of that, I now feel I have basic knowledge of how to source and analyse data. I also feel i know in what areas I want to dig deeper in. | I will cover this during my presentation of the client apoteket(GA) aswell as the journey of creating crimezone.se. (webscraping) and API:s. |
| S4, Create prototypes using HTML, CSS & Javascript | yes | I have been participated on the lectures during the module toolbox. I have done alot of coding, learning by doing..(ending up alot on stackoverflow etc..=)) | My previous experience of coding was very limited knowledge about HTML and CSS. I believe I can create (through some help of stackoverflow) pretty much whatever I want in tearms of frontend-development. | Screensshots of some things i have done. I will show you crimezone.se and take you through my journey and what i have done during the module toolbox and how the code work. |
| C1, Collaborate as an effective team member and leader | yes | Lectures, TDS, Susan weelands book ”how to create effective teams”. Toolbox, ideation-process, POD and reflections | An Understanding of the importance of team-building and to build a good team culture. Understanding the value of giving and reciving feedback in a constructive way. The importance of understanding the learning spiral for personal growth | Show some of the feedbacks i have recieved during the last projects. I will talk a little bit of how I have growned as an individuall and team member in forms of the new tools i have been learning.  Show a little bit of what tools I can use and when they could be applied |
| C2, Work methodically to develop relevant data driven business concepts | Si! | Research, ideation, future mapping, looking at other successfull companies business models and concepts. | Buisness concepts has been close to me in my previous experience as an entreprenour,when I now look back at my projects at hyper I can see that they all include data driven business concepts. | I will go through this during my journey at apoteket. I will also show some of my work from the cross-program ideas that I have been a part of, Volvo and Transdev. |
| C3, Perform effective documentation and presentation | YES | I have written the .PDF summary and script for the video of 3 out of 4 cross-program presenting the idea, concept and what value it would bring to the client, I have also been taking the oppurtunity to pitch the ideas in 3 out of 4 crossprograms. | Even though I had find it hard to present in front of an audience I have challenged myself to take the oppurtunity to do so as often as I have could. In terms of effective documentation I have learned how hard it is to summarize big and complex ideas in few words in terms of presentation and script for video | I will show 2 videos and/or talk about the projects from our crossprogram with Transdev and volvo |
| C6, Develop an action plan from an existing business strategy, implement KPI’s and predict the outcomes | YES | I have used my previous experience of running mid-size companies and added my new knowledge I have recieved at hyper in terms of lectures, my fellow friends at hyper and also getting inspiration from other succesfull companies that could be relevant for the purpose. | I take the possitive feedbacks i have recieved from both the industry-leaders, the clients and my other classmates. | I will cover this during my presentation on the client Apoteket. |
| **Any personal informal learning outcomes** |  |  |  |  |