COM5961 Self-reflection

LU Yun, 1155131858

Although this semester was partly affected by the socio-political conditions of Hong Kong, I do greatly appreciate each moment of studying COM5961, since my gain has far surpassed my expectations. This reflection essay contains my reflecting of the past as well as the expectation for the future.

Intending to switch my career direction from media and communication to Internet Industry, I have been constantly tried my best to dive into the web development world. Mastering multiple new tools from data processing to programming within a few months demands a lot and I felt quite frustrated especially in the initial stage of studying HTML/CSS/JavaScript. However, through exercising coding constantly and absorbing learning methods from my classmates, progress has been made by the end of this term. It inspires me to be persistent and humble when stepping into a new field. Although the limited studying period only presents a framework, this course still leads me to go through the context of web development massively and makes me clearly understand what kinds of knowledge and skills are required for seeking a job in this field. The studying journey never ends with the courses, it will become a lifelong process.

However, the most rewarding thing this course brought is never the functional tool itself but a new way of thinking. On the one hand, Design thinking requires me to turns user needs into solutions. The double diamond model taught in class provides a clear and effective instruction of how to design a user-centric product, which contains 5 stages including empathy, definition, ideation, prototyping and testing & implementation. Under this guidance, I did detect many interesting points that tend to be ignored, which is beneficial to my final project

and my way of design. On the other hand, computational thinking inspires me to build system and process data, giving insights on how to generate a data-centric product. Through following the steps of decomposition, patterns, abstraction, algorithm, testing, and automation, I exchange my character from user to producer, which empowers me to build a system representing future use.

An independent journey of designing a product from zero to one is precious and rewarding. I got the chance to study the most detailed procedure of developing front-end and back-end, as well as the performance analysis tools. Although I had been exposed to Google Analytics, Google Tag Manager, Google Optimize and UTM coding during my media planning internship before, at that time I just mechanically collected user data according to designated KPI, without considering the behind mechanism and logic. However, through leveraging these tools to optimize my project, I developed a deeper understanding of how monitoring software empowers the business to validate application design and analyze user engagement from a micro perspective.

Last but not least, there are still two suggestions for further improvement of this class. On the one hand, it is hard to see clearly when the process of programming being operated in class. Although similar tutorial videos are provided online, some specific details and designs still differ from one another, which are obstacles for deeper understanding. Tools like remote control software which links teacher's laptop with students' or class video recording are suggested to apply. On the other hand, more programming workshops are expected to be organized. I did find the ability of programming affects to what extent the idea and prototype could be realized.