

Personal reflection of the course Data Driven Product and Service Design

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Upon finishing the study of Data driven Product and Service Design, the most intense feeling I have is a feel of fulfillment. The feeling comes from the website I developed with the knowledge of HTML, CSS and JS, which I have never imagined before, and also the possibility for me to step into the field of technology and digital world.

In this course, the core idea is the product design thinking. By learning this method, I think I switched from a passive user of all the product I used to an active user that would like to think what's behind the interface. I used to be curious about why and how to develop digital products like mobile applications, website and mobile games but don't actually know where to start. The idea of design thinking provides me an approach to deconstruct these products and see more things about them. In the journey of design thinking, every step matters and when following design thinking method, we need to think deeper. One example is the skeleton plane where prototypes are made, through usability test and interview, the structure plane also need to be revised. When proceeding to the visual design, how to make the information and content displayed in a way that matched the HCI principle, we also need to go back to the skeleton plane and even the strategy plane, considering user needs and combine visual with the information structure. The product design process is a circle and design thinking also is not a simple method to follow, but need to really make it a thinking during the design process.

While I was writing the final report, I went through the whole process of learning and I believe there is still a lot of things for me to digest and I'm inspired to optimize my website in the vacation.

In the learning process, I also confirmed one thing that making use of the information and knowledge online is extremely important in nowadays world and it is totally possible to learn and practice by ourselves. With all these open resources and online courses, it is

really a waste not to make use of them to learn. In addition, using the appropriate and powerful tools can help us to go further in study and product design. For example, tools like Airtable and Parsehub are easy to learn and also powerful in different process of product design, Google Analytics is essential tool that we need to learn to better understand the digital world and users. This also demand us to learn more about statistics analysis.

Another thing that I appreciate a lot is the chance that I had to be a student helper of the Cyberport boot camp, where I saw so many peers with plenty of ideas and skills and try to create something new and start up a business. That was super inspiring for me because I never had the chance to see how people are really trying to use design thinking and startup method to create a product from scratch.

I hope starting from this course I can really have the courage to pursue what I' m interested in in the digital world. At last, thank you Prof. Suen a lot for spending so much time with us and make the course meaningful!