**MAD Project Journal – DATA+AI**

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| **Date:** 1/2/24 | **Course/topic: Topic/Goals** |
| **Prompt:** | **SMART Questions I want my website to cover:**  **Specific**: What is the most effective way to introduce data analysis as a topic? What is the most effective way that AI can assist?  **Measurable**: How many people prefer this design/content? How much of my website passes accessibility requirements?  **Action-oriented**: What designs can be prototyped and tested in-person to improve UX?  **Relevant**: How can I create a website that reflects the topics of Data and AI and the target audience?  **Time-bound**: How much content can I create and manage, to a high-standard, in the time scale of this project? |
| **Journal Entry:** | Feedback from work in MAD A for help with website and my final report.  The topic was presented well, but it isn't clear why this is important, you should have the argument for this matter in the text. The audience is identified well, but more information is needed explaining the value your website will bring to the field. The design puts into consideration the audience and the topic, but there could be a more critical distant tone when discussing other website.  It is clear what multimedia/interactive elements will be included and why.  The student has thought about accessibility to accommodate diversity and inclusion, going beyond regulatory minimum. Generally, critical reflective essays have two aspects, a traditional objective research section (using other people's work), and a personal reflective section; the reflective section applies the former, interrogates the results which lead to more research, which is applied, etc.. While there is some reference to other people's research and quite a thorough description of your process, there isn't enough detail in the interrogation.  Overall, there are too many sentence of the form 'I did X...'. All references clearly presented using a consistent format throughout the reflection, but there could be more in justification of your topic.  An excellent designed homepage that is easy to use. In the weeks however, it would be useful to have the 'hamburger' menu so you can navigate easier. Well done! All lab tasks are completed to a high standard, and the design is coherent. |
| **Other thoughts or questions:** | AI Tools I will just focus on ChatGPT to avoid the scope of the project being too large to handle.  I will break data analysis process into 6 steps – ask, prepare, process, analyse, share, act. Based on my learning from the data analysis, visualisation and communication course at UofG.  I will include about me section first to introduce me, what the project is about, overview of data analysis and ai.  Created scope of work to manage my project. |

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| **Date:** 2/2/24 | **Course/topic: UX cards** |
| **Prompt:** |  |
| **Journal Entry:** | Made UX card covering various topics to decide on navigation and layout of my website. |
| **Other thoughts or questions:** |  |

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| **Date:** 3/2/24 | UX – Wireframes and prototype website |
| **Prompt:** | https://miro.com/templates/wireframe/  I used miro to make mobile version of my website. Wireframes to test navigation and flow of my users. Miro-wireframes.pdf |
| **Journal Entry:** | Will present them to my peer group for feedback.  Using my template from MAD-a to create a prototype website for feedback and get users to try navigating. |
| **Other thoughts or questions:** |  |

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| **Date: 4/2/24** | **Course/topic: Creating presentation** |
| **Prompt:** | 3 slides plus title slide. |
| **Journal Entry:** | Presentation submitted 6/2/24 |
| **Other thoughts or questions:** |  |

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| **Date:** | **Course/topic:6/2/24** |
| **Prompt:** | SEO and responsive design. I already have media queries and meta tags for responsive design. All my content is currently implemented with flex box so it adjusts to different screen sizes. I added more meta tags with keywords, author and content, to improve SEO of my website. |
| **Journal Entry:** | Homepage images:  https://unsplash.com/photos/forest-trees-marked-with-question-marks-i--IN3cvEjg  https://unsplash.com/photos/file-cabinet-Q9y3LRuuxmg  https://unsplash.com/photos/a-person-using-a-vacuum-to-clean-a-carpet-cpIgNaazQ6w  https://unsplash.com/photos/white-microscope-on-top-of-black-table-gKUC4TMhOiY  https://unsplash.com/photos/man-using-gray-and-white-typewriter-rbgglHFy6Qw  https://unsplash.com/photos/a-man-riding-a-motorcycle-down-a-curvy-road-6bEzgiNa1Ls |
| **Other thoughts or questions:** | Editing in photoshop to reduce exposure for accessibility/readability and added noise/blur filter to draw focus to text. Reduced file size by saving at reduced quality to help load times. |

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| **Date:** 10/2/24 | **Course/topic: UX session** |
| **Prompt:** | UX session to discuss content of website and what categories it should be broken into. Then how the navigation should work. |
| **Journal Entry:** |  |
| **Other thoughts or questions:** | Key takeaways:   * Rename ask as this could be mistaken for FAQs. Change to plan. * Make sure the about section mentions the following points:   + Content is free tutorial   + Length of course. 6 weeks? Work at own pace?   + Certification? No, jumping off point for further study   + Mention example using for analysis   + Difficulty level of content – aimed a peer group |
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| **Date:** 20/2/24 | **Course/topic: Presentation Feedback** |
| **Prompt:** | See feedback below. Then my action plan. |
| **Journal Entry:** | While the topic is indeed interesting, you may improve by making it clear how the website will be organised to meet the objective (is it a tutorial on how to prompt engineer to learn data analysis?). Expand on website structure and design. Good that you identified two target audiences; however, as data science is a vast topic, you may want to consider subdividing further, perhaps by level or task. While chatGPT and other LLMs have great scope as learning resources, they may get stuff wrong as they are designed to be conversational - as such, make sure to include a strong rationale on why this website chose chatGPT as a learning tool. I would also include information on fact-checking. Lastly, good consideration of testing; consider expanding this to long-term testing as well.  The topic sounds interesting, especially with how popular AI tech is becoming. I think more detail is required, while i know the website is a tutorial website, what are the specifics?  While the target audience is defined, is it to be assumed that everyone is at the same level and also learns the same? How will this be taken into consideration?  Overall, a very useful tool that is both topical and educational.  Good topic and nice wireframe to show how this will look on mobile devices. Feels like the right design for what it is you have described. However, I'm not really sure what the website is, beyond learning with chatGPT. Needs more in-depth descriptions, and more detailed information about your target audience and how the website will be navigated by users. Testing is clear and thought out, just need more info!  I really like the topic due to its relevance at the moment and it is very interesting, the wireframes are a helpful visual too. Although I know the website is a tutorial, I'm not really sure what the aims of the website are beyond that as no clear purpose is defined. |
| **Other thoughts or questions:** | Summary of feedback and action required:   * More defined target audience. Age isn’t enough. Develop user personas. * Consider long-term testing. How will website be kept up-to-date? * User testing, how will I find target audience? DAVC class? * Define purpose in more detail. Tutorial to learn 6 basic steps of data analysis on a dataset of your choice, using python. * ChatGPT rationale and fact checking. |

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### Need another journal entry template?

If you have more journal entries to complete, please copy and paste one of the tables above and use it as a template for future entries.