

Task 2.1D - SIT223

Truong Khang Thinh Nguyen

September 22, 2024

1 Self-Reflection

1.1 Introduction

As part of my design thinking experience, I had the opportunity to work on **DolFin**, a cutting-edge finance platform created by **DataBytes**. DolFin's purpose is to help financially disadvantaged people manage their money more effectively. It uses open banking data to provide consumers with a comprehensive snapshot of their financial condition, as well as actionable insights and visual analytics. DolFin provides individualized financial advice by combining advanced AI-driven prediction models with a user-friendly chatbot. The initiative I worked on aimed to increase user confidence through transparency, which is critical for those who have encountered discrimination from traditional financial institutions.

Using the MoSCoW prioritization strategy, DolFin identified important features required to progress the platform. My involvement in this project was to help develop a "How it Works" website, which attempted to increase user trust by outlining the platform's operations and data handling methods. Through this experience, it allowed me to learn more about data-driven innovation in fintech while also improving my technical and design thinking skills.

1.2 Learning Objectives

Before engaging with the RapidS online resources, I set various learning objectives for myself to get the most out of the experience. Firstly, I wanted to learn how design thinking could be applied to real-world challenges, particularly in a data-driven profession like fintech. I wanted to strengthen my **teamwork skills**, especially when interacting with data scientists, engineers, and designers. Besides that, I aimed to improve my skills in **applying AI models** for predictive analysis, with a focus on how such models could be applied in financial applications. Lastly, I want to improve my skills in effectively **communicating technological solutions to non-technical audiences** in a clear and meaningful way, with a focus on building user confidence. My hope was that this experience would help me better grasp how AI and data science may be used to address complicated challenges in the banking sector, particularly for underprivileged communities.

1.3 Skills Assessments

Engaging with RapidS online resources gave me excellent insights into my capabilities and places for improvement. One of my **strong points** was my ability to work with data science and AI integration. I helped with the project by analyzing data and integrating AI-driven prediction models, which resulted in actionable insights for users. My knowledge of tools such as Jupyter Notebooks and Google Cloud Platform (GCP) helped me properly manage and analyze massive

datasets. Another strong strength was problem solving, particularly when communicating sophisticated AI models to non-technical people. I worked on DolFin's "How It Works" website, which simplified technical ideas for users and increased openness. In addition, I excelled at teamwork. By efficiently interacting with developers, designers, and data scientists, I helped to develop features that improved the platform's transparency and user experience.

However, I recognized a need to enhance my understanding of **user-centered design**. Although I was confident in the technical aspects, I realized that designing simple and intuitive user experiences for financially vulnerable users required greater attention. Ensuring the platform's accessibility, especially for those with low financial literacy, became a priority. Another area for improvement was **project management**, particularly in task prioritization. I found it challenging to balance tasks effectively using the MoSCoW prioritization method, which made it difficult to implement features in the optimal order.

1.4 Project Reflections

Working on DolFin gave me the opportunity to investigate real-world problems in the fintech business, specifically how to give financially disadvantaged consumers with appropriate money management solutions. By efficiently interacting with developers, designers, and data scientists, I helped to develop features that improved the platform's transparency and user experience. One major challenge was balancing the technology's complexity with the need for simplicity. The AI models powering DolFin were extremely advanced, but communicating them to a layperson, especially in a way that encouraged trust, necessitated careful design and user empathy. Another problem was implementing DolFin's roadmap, which was based on the MoSCoW prioritization process. Determining which features should take precedence was not always easy, especially given the different needs of the user community.

In contrast, the AI-driven models for financial predictions were successfully integrated into DolFin's platform, enabling users to gain insights into their spending habits and receive personalized financial advice through the chatbot. Additionally, the creation of a prototype for the "How it Works" page led to increased user engagement by fostering trust through clear explanations of how the platform managed data and generated predictions.

1.5 Professional Development Plan

For my professional development plan, I aim to improve my understanding of user-centered design principles to ensure that the solutions I create are not only technically sound but also intuitive and accessible to all users. I plan to enroll in courses or workshops focused on UX/UI design to gain a deeper understanding of how to build user-friendly platforms. Additionally, I will participate in design thinking labs or projects where I can practice prototyping intuitive interfaces.

In terms of project management, I want to strengthen my skills in task prioritization, particularly when applying methods like MoSCoW, to ensure features are developed in the correct order. I plan to take a course in Agile project management and learn to apply frameworks like MoSCoW and Scrum more effectively. I will also practice using project management tools like Jira or Trello in personal projects to develop stronger task management skills.

In the short term (1-3 months), I plan to complete a UX design course and apply project management strategies in small projects to improve my ability to balance priorities. Over the long term (6-12 months), I aim to apply for internships or capstone projects focused on UX design and project management, giving me the opportunity to apply these skills in real-world environments.

1.6 Conclusion

The DolFin project has given me significant expertise in fintech, specifically in applying AI to assist financially vulnerable persons with their accounts. Through RapidS resources and my work on DolFin's platform, I learned the value of user trust and transparency, as well as how to balance between technical innovation and user-centered design. Moving ahead, my professional development plan will guarantee that I continue to improve in areas such as user experience design and project management, allowing me to enhance my career in fintech and IT.