

# LEARNING OUTCOMES REFLECTION

This PDF serves as a reflection on the learning outcomes as I didn't have time to implement this text in my portfolio website. I hope this isn't an inconvenience to you.

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## LEARNING OUTCOME 1: USER INTERACTION (ANALYSIS & ADVICE)

You analyse the user, the interaction, and the user experience, also taking state of the art interactive technologies into account. You select a suitable design process to be able to advise on UX interventions based on a validated UX design.

During all the projects my main focus was on creating designs that truly met the needs of the users. To achieve this, I used different approaches to gather user information in creative ways. By asking myself relevant questions based on the situation, I gained important insights and adjusted my research methods accordingly. This ensured that my designs were well-informed and aligned with what the users actually wanted.

In addition to gathering user information, I used effective techniques to understand the users' perspective. One of these techniques was creating personas, which visually represented the characteristics, motivations, and goals of our target users. These personas helped guide my design decisions and ensured that our solution matched the users' needs. I also recognized the importance of clear communication in presenting our ideas. To achieve this, we made a storyboard that showed the problem, our proposed solution, and the intended user experience. These visual representations made it easier for others to understand our concept and visualize how users would interact with our design.

By following a user-centered approach, using innovative methods to gather user insights, and effectively communicating our solutions, I gained a deep understanding of the importance of meeting user needs. These skills and strategies will undoubtedly contribute to the success of future projects and designs.

## LEARNING OUTCOME 2: USER INTERACTION (EXECUTION & VALIDATION)

You execute and evaluate the user experience of an interactive product. You document the development process for the stakeholders.

Throughout the project, I used a step-by-step approach called design thinking to cover Learning Outcome 2 effectively. First, I put myself in the users' shoes and did thorough research to understand their needs. Then, I analyzed the gathered information to clearly define the problem and understand what the users were struggling with.

Next, I created prototype designs and got feedback from the users. I made improvements to the designs based on their input, making sure the final solution met their expectations. Once the prototypes were refined, I launched the website, but my interaction with the users didn't stop there. I continuously gathered their feedback and made iterative improvements to provide them with the best possible experience.

To document my progress, I created a summary called a proof of concept. It captured the project's key points, such as the initial problem, the research I conducted, the design iterations, and the final implementation. This summary showed how I followed a user-centered approach and emphasized the importance of user interaction and feedback in shaping the final product.

In conclusion, by using design thinking, including understanding user needs, prototyping, launching, and continuously improving based on user feedback, I successfully covered Learning Outcome 2. This approach ensured that the final product addressed user needs and provided an excellent user experience.

### LEARNING OUTCOME 3: SOFTWARE DESIGN

You design and evaluate a software system with existing components or libraries using predetermined quality criteria.

As a media design student, I initially felt overwhelmed by the importance of software design, which went beyond my usual focus on aesthetics. However, with the help of my mentors, I realized that software design plays a crucial role in the overall development process. They guided me in understanding how software design connects with my existing knowledge as a media design student, prompting me to explore this area further.

To meet this learning outcome, I considered the user's perspective throughout the development stages, I gained a deeper understanding of how software design functions.

In a group project, I had the opportunity to collaborate with enthusiastic teammates who shared my interest in software design. Together, we used visual tools like flowcharts to illustrate the system's process and structure. This exercise helped us better understand how the system would work and interact with users. Using my previous experience with flowcharts, I contributed by creating clear and effective flowcharts that showed how information flows within the system. Our collaborative effort emphasized the importance of clear documentation and aimed to create software that is easy to use and understand for the end-users.

In summary, by recognizing the importance of software design and receiving guidance from mentors, I expanded my skills as a media design student. Creating my own software design process and collaborating effectively in a group project allowed me to gain a deeper understanding of software architecture and apply user-centered design principles. By using visual tools and focusing on clear documentation, I ensured that the software designs I created were user-friendly and intuitive.

### LEARNING OUTCOME 4: FUTURE-ORIENTED ORGANIZATION

You carry out a problem analysis and on that basis, you determine the definitive problem and elaborate on this in a project plan.

I have always believed in fully immersing myself in the beginning stages of my projects to truly understand the assignment, define the problem, and set clear goals. To stay organized, I created two project plans that accurately reflect the assignment's objectives and goals. These plans outline the main question we're addressing, the smaller questions we need to answer, the methods we'll use to solve the problem, and the final deliverables we're expected to produce. By having these plans in place, I ensure that I have a clear path forward and that everyone on the team is on the same page. To help with organization and task management, I've used a tool called Trello, which has been really helpful in tracking our progress and keeping everything in order.

To create an organized environment that focuses on the future, I believe in involving and empowering each team member. I encourage them to create their own project plans, making sure that everyone understands the objectives and feels a sense of ownership in the project. This collaborative approach creates a positive work atmosphere and ensures that the entire team is working towards the same goals.

## LEARNING OUTCOME 5: INVESTIGATIVE PROBLEM SOLVING

You formulate sub-questions pertaining to the primary question and answer these using relevant research methods. You use the conclusions of the sub-questions to justify (design) choices.

By thoroughly examining the problems in each project, I gained a deeper understanding of the issues and what was needed to solve them. I did this by transforming the problems into clear research topics and breaking them down into smaller sub-questions. Answering these sub-questions was crucial in finding solutions to the main research problem. I conducted research using library resources and went beyond my comfort zone to interview and study the different target audiences for each project. This helped me create a portfolio that met the requirements of my study program, catered to the needs of my audience, and showcased my professional identity.

In the group project for the neighborhood map, we divided the main research topic into smaller sub-questions and randomly assigned them to team members. Each team member had to answer three sub-questions on their own and determine how their findings would contribute to addressing the main research question. I used my research to develop strategies that focused on protecting user privacy on the platform. Additionally, I found ways to actively engage local businesses in the project.

In summary, I used various methods to investigate the problems and find solutions by answering research questions, creating documentation like a MoSCoW, and asking myself "How might we" questions.

## LEARNING OUTCOME 6: PERSONAL LEADERSHIP

You methodically reflect on your professional identity and personal development.

Looking back at the semester, I can confidently say that I've gained a lot of knowledge in design. The materials and topics we covered were really interesting, and I know they will be valuable for my future projects and career development. I'm particularly focused on the product side of development, and the methods and frameworks we learned during this semester have expanded my understanding of starting something from scratch, even with limited information about the problem.

In my individual project, I had the chance to create my own personal brand, which will help me present myself in a positive way to the world. One important thing I learned was the importance of regular communication with my mentor. Their feedback was incredibly helpful, and they also taught me how to dig deep within myself and express my thoughts and emotions effectively.

The biggest lesson I took away from this semester is the power of motivation. Despite having multiple projects at school and work, and trying to maintain a social life, I realized that with the right motivation, I can achieve anything. As a professional, I now have new methods for researching and defining problems, as well as designing software systems to support my research. As a media design student, I've learned the essential skills that UX/UI designers need.

## LEARNING OUTCOME 7:GOAL-ORIENTED INTERACTION

You communicate with different stakeholders and team members about the ICT assignment, taking into account an international context.

Throughout the process of creating my portfolio, I had regular meetings with my semester coach, Joris. These meetings allowed me to learn from her expertise and receive valuable feedback to enhance my portfolio.

Similarly, in our group assignment with the Eindhoven municipality, we had weekly meetings with our teachers. During these meetings, we shared our work, engaged in discussions, and received feedback. This feedback played a crucial role in improving our Feedpulse project and shaping our approach for the international week project.

The consistent feedback I received not only helped me improve my communication skills but also had a positive impact on my social interactions.

Furthermore, maintaining open communication with stakeholders throughout the projects enabled me to understand their vision and develop solutions that met their specific needs. This collaborative approach proved beneficial in delivering successful outcomes.

## SELF-ASSESSMENT:

### LEARNING OUTCOME 1: USER INTERACTION (ANALYSIS & ADVICE)

In terms of this learning outcome, I am pleased to state that I have explored a few research avenues. Therefore, I would evaluate my performance as being at a high level, warranting a grade of G.

### LEARNING OUTCOME 2: USER INTERACTION (EXECUTION & VALIDATION)

Based on my accomplishments, I am confident in stating that I have sufficiently demonstrated my mastery of this outcome, warranting a grade of O.

### LEARNING OUTCOME 3: SOFTWARE DESIGN

While I acknowledge that my efforts in fulfilling this learning outcome may not have been as extensive as the first two, I still possess a solid understanding and knowledge of it. Therefore, I believe a grade of S accurately reflects my level of proficiency in this area.

### LEARNING OUTCOME 4: FUTURE-ORIENTED ORGANIZATION

Personally, I will acknowledge that my organization skills during this semester were not the best. I would say that my level was worthy of a S.

### LEARNING OUTCOME 5: INVESTIGATIVE PROBLEM SOLVING

Having carefully assessed the learning outcome mentioned earlier, I am self-assured in my ability to successfully fulfil its requirements, thus warranting a grade of G.

### LEARNING OUTCOME 6: PERSONAL LEADERSHIP

Upon reflecting on my journey this semester, I can honestly assess my growth and areas for improvement. While there is still work to be done on myself, I have come a long way since February. Therefore, I would confidently assign myself a grade of G as a testament to my progress.

### LEARNING OUTCOME 7: GOAL-ORIENTED INTERACTION

I can communicate well about ICT topics with my teammates and stakeholders. I would give myself a grade between G and O for this skill.