Personal Reflection

In this term, I took COMM 5961 as an elective course, and I think it's really worth it since I've actually learned ideas and techniques from the industry. Before this course, I knew that product manager needs to consider about users, but I don't know where to start. From the beginning of the course, instead of learning technique skills, I learned the design thinking process firstly. Walking through the whole process, I realized that the start point and end point of a user journey might be farther than I thought. It not only includes the steps when users are using the product, but also before-use and after-use. The shopping cart case was pretty impressive for me because I learned to define persona through the design thinking process. The "story" of persona is taken into account to complete the final product.

One more thing I learned about is elements of user experience. I have heard of the five stages before, but I didn't completely understand it until I made my website. The whole process of designing the website is a user-experience process. Firstly, I need to define the problem with strategy and scope, then I need to solve the problem with actual structure, skeleton, and surface. Although surface is most illustrational for users, it is an application of the ideas by the designer from abstract to concrete.

Furthermore, I got to understand why we need the web scraping tool to extract

data. Initially, my idea was to create a website for new media news and marketing cases. Then I found that I have to collect information one by one by myself, and I even have to create some contents. It is too hard to achieve in such short time, so I changed the subject. Using data from other website is really important as not everyone can be a content creator.

After learning the thinking process and concepts, I studied some fundamental coding skills of programming languages including html, CSS, JavaScript, and json. Even though I cannot create a website with all of my coding, the point is I can understand it thus it's helpful when I need to discuss it with developers at work.

In terms of future learning goals, I want to go on studying how to make a product, learning both front-end and back-end comprehensively. My goal is to make an application or mini program by myself for the whole process. As above says, even if I don't have to make them on my own, it is helpful when I need to discuss it with developers at work.