

DIGIB303 LEARNING LOG

BELONGS TO
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EXECUTIVE SUMMARY

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Word Count: 1140

THINKING BACK

My motive for taking this paper was simply because I had to as part of my supply chain major. Although not very inspiring it is true. However, as I progressed through the paper I realised there is a lot to learn if you put in the time and effort. Particularly you need to be able to analyse and reflect on the content to be able to understand how it all works. This was very apparent with the Perusall cases, although having this ability truly made you understand what you were reading. In other classes I feel that you read a case or assigned article but do not actually pick up on what it is trying to say and therefore lose the value you could have gained. On top of this I believe time management skills play a big role in this paper, there are a lot of moving parts and if you do not stay on top of it you can very easily fall behind and it is not easy to catch up.

One of the factors I believe hindered my completion of the paper was going online. While this was out of anyone's control not having physical lectures really took a toll and if you look through my learning log at the beginning of the core and through the start of lock down my learning moments are not as consistent. This is where the time management comes in and when I completed the test, I realised how important it was for me to stay on top of the content.

Most of my learning occurred in the second half of this paper as we began the Capstone Project. I was able to see the theory we had learned put into action. Specifically, in terms of the skills discussed in Leadership and IT. I was the co-ordinator so I had to be flexible and encouraging which at times was difficult when people in my team would not contribute.

THINKING FORWARD

One of my biggest regrets is that I did not invest more into this paper early on. I feel that if I had focussed more on the content in the first half of this paper through more learning log entries and more reflection it would have helped me greatly not only in the test but in the Capstone Project. The reason I think this is important is the Capstone Project is similar to what you could do in real life and those skills of researching, analysing and deep thinking could have taken place earlier and in a more constructive way.

If I had the opportunity to take this paper again and specifically redo the Capstone Project I think I would have started earlier like Eric suggested. Although it is a very simple change, I think this could make a world of a difference. Part of me feels our initial idea was somewhat rushed and we did not set aside enough time to truly develop it until later on.

Going forward I am going to start looking at the big picture from the beginning of the course rather than taking one assignment at a time. I think this will aid me not only in University but in the workplace as well. By looking at what is due, when it is due and what it involves, I can plan accordingly. This paper has taught me to focus on understanding rather than memorising content. In other papers I feel it is more about regurgitating the content back to the lecturer but that will not help you once you graduate. I need to set goals about understanding and applying what I learnt in order to fully utilise my learning experience

THINKING INWARD

The learning experience that was most meaningful to me was my reflection regarding the Test. As previously mentioned, my focus for papers was about memorising the content rather than understanding it and this really came to light when I completed the test. My thought process was that if I can fit as much information as possible on this cheat sheet that will be enough. However, once I started specifically the short answer, I realised that I had not truly understood the course content.

Personally, this was a let down for me as I always want to get good grades and feel like I have done all that I can to do my best. Therefore, it put in to question how I was learning and how much effort I was putting into the paper. I want to be able to learn skills from all the papers I take to prepare myself going into the workforce.

Following this I made changes to my mindset regarding this paper. My initial intention was to complete this paper as it was a part of my degree however I realised that I can learn a lot about how platforms and modern-day businesses are run. Thus, I changed my intention and my attitude about how I was going to learn.

The highest emotional point of my learning experience was the realisation that I could do better and would, also taking the time to reflect on the experience was eye-opening for me. On the other hand, the lowest emotional moment was right after submitting the test and realising I had not done enough to understand the content.

THINKING OUTWARD

The learning experience that stood out was the Capstone Project Recap where I discuss how I am struggling with getting members of my team to participate equally. Some members dominate the conversation while other remain silent. I am looking at this from coordinator not taking into consideration how my team members are feeling. For example, those who are not contributing come from high context cultures such as China and the Middle East where it is seen as rude to interrupt someone and usually respond when directly asked. On the other hand, the students who are dominating the conversation come from low context cultures where they feel free to give ideas and talk over one another. Both of these viewpoints make sense and as the team co-ordinator it is my job to take all of that into consideration. Now that I reflect on it, I believe my stance at the time was not constructive for our group project and because I did not take the time to talk to team members individually or give them a space to talk. This means their ideas which could have added value to our project have not been heard.

I think the problem does have historical and ethical considerations especially as behaviours are a result of our cultural upbringing. This means that some people are shy while others are outspoken however it does not mean that one person deserved to heard more than another



BOILING FROG

TUESDAY 4TH MARCH

WHAT IS IT: It is used as a metaphor for companies who refuse to react to changes in their industry

WHY IS IT IMPORTANT: While I know the idea behind what the boiling frog represents I never knew the name for it. In class I realized that people in these situations don't react simply because they are lazy. It is most likely because they are comfortable in their current position and therefore don't see any point in changing. Or they do not see the change as a viable threat as we discussed with Nokia and Apple. When Apple stated they would include touchscreen and music to phones Nokia thought it would never catch on and so kept to their same model. It is a lot harder to accept and be aware of change especially when you are at the top.

On further reflection although we as students learn about change and being adaptive, we can very easily fall into the same trap and become boiling frogs.





WHAT ACTUALLY IS DIGITAL TRANSFORMATION

THURSDAY 5TH MARCH



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graph TD; A((DIGITAL TRANSFORMATION (DT))) --> B((BEFORE:)); A --> C((DURING)); A --> D((AFTER));
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DIGITAL TRANSFORMATION (DT)

BEFORE:

I thought DT was when you transform a product or create a completely new product that involves tech

DURING

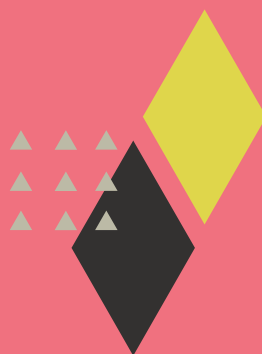
DT is just one component there are many stages of "going digital" and DT is the most extreme

AFTER

DT is a customer driven approach to strategically revolutionize an industry and requires the whole org to be on board

Digital Transformation is likely to take place where there is already some level of technology involved. It is about making an industry wide change rather than a company change.

However companies can still make a technological change. For example Digitisation is where companies make a shift from completely offline processes to going online. While this is a drastic change for the company and it may be revolutionary for them it is not considered digital transformation





LEADERSHIP AND IT

WEDNESDAY 11TH MARCH

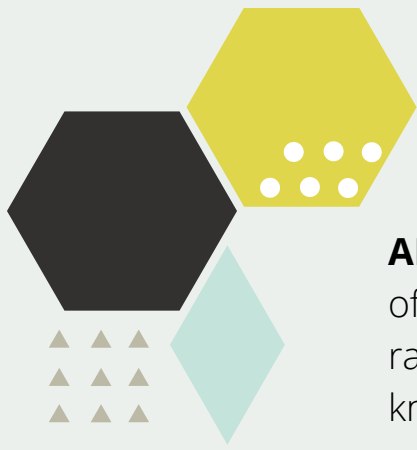
SLIDE 7: Eric discussed how in the past and currently as well there is a disconnect between Digital and Management. I definitely understand this as a Supply Chain and Marketing Student the 2 sides do not always see eye to eye or communicate which can cause major problems and conflict.

SLIDE 12: After going through the capabilities of being a good IT leader I didn't think any stood out as being specific to IT. They were all aspects that should apply regardless of what field you specialise in.

In the new age soft skills are seen as far more valuable than knowledge or "hard skills" so I think if you had the skills stated in the slides such as Business Understanding, Creating a Supportive Work Environment, Flexibility of Leadership etc. you could exceed in IT or Business.

NOTES GOING FORWARD:

- Make sure to pay attention through out the lecture
- Focus on what Eric is saying rather than copying what is written on the slides
- Ask questions in class!



IDEAS

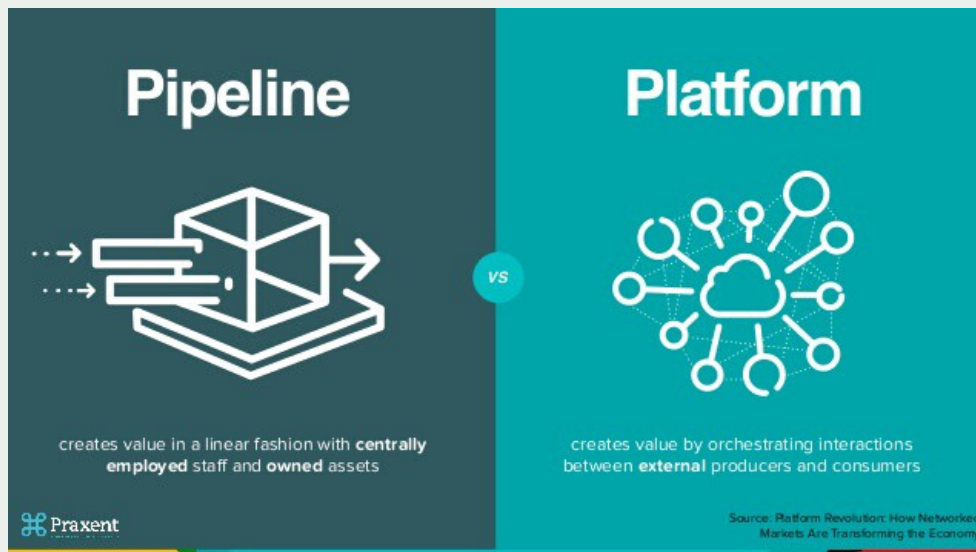
THURSDAY 12TH MARCH

AFTER CLASS REFLECTION: After looking at my notes and one of the sentences I had written from Eric's lecture was "Ideas rarely start out as great and always require more work". While I know that not all ideas are good ones but it reinforced that ideas need to be developed and discussed to become great

EDIT 10TH MAY: This idea was reinforced in the Capstone meeting today as we discussed possible ideas for our platform. Jatin had an initial idea that for medicine delivery and several of us built on the idea and adapted it. I think through the process of completing the canvases, we will again make changes to create a great final platform.

PLATFORMS

TUESDAY 17TH MARCH



Today's class was entirely new to me. Of course I knew that there was a difference between traditional companies and application based companies. However I had no idea that there was a difference between applications and Platforms or what that difference was.

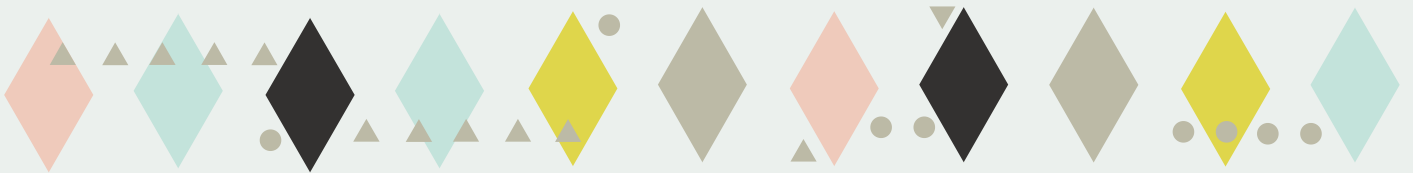
The most interesting part was about how platforms are double sided so producers who provide the content can then become customers. Secondly the idea is to use resources others have in place and facilitate interactions with people who need those resources. But that got me thinking that people are now purchasing resources so that they can be a part of the platform. For example Air bnb started for people who were going to be away from their homes and then instead of leaving the house vacant they could make money and rent it out to others. However people are now buying properties with the sole purpose of renting to others and making money and so the intention of the ecosystem has changed. How do companies cope with this? Because there are consequences for this such as people having to put in an extreme amount of effort and money in to making their property appealing, and if you are just an individual who wants to make some money while you are away the chances of your property getting booked are unlikely when other places look like hotels.

In another class (DIGIB202) we were also discussing Platforms and Pipelines and we were discussing how the platform will never own any of the resources they are providing but this can actually cause major trust with users of the platform.

This instantly got me thinking about how platforms deal with interactions gone wrong? Do they have get insurance or is all the liability on the producer or consumer? I feel that more often than not platforms do not take responsibility which decreases trust and security. For example Ola, a competitor to Uber, makes consumers tell their drivers a code they are given once they get in the car. This shows that Ola is putting procedures in place to increase trust and safety. Not sure how other platforms deal with this.

RESOURCE OWNERSHIP

FRIDAY 20TH MARCH



NETWORK EFFECTS

MONDAY 30TH MARCH

Predictions and Questions: Tomorrow I believe we will discuss the impacts of the number of users can have on a platform. Similarly to my reflection on Platforms I was wondering how companies/platforms might cope when there are too many producers are not enough consumers or too many consumers but not enough producers?

Because you are not creating the resource so you can't just stop or increase production like a traditional business. I know that Uber raises prices when rides are more popular for example after a rugby game or new years eve, or decrease prices during slow times. However I'm not sure if that relates to Network effects.



HCL CASE

THURSDAY 2ND APRIL

I came across a comment in the case talking about Setting objectives and overcoming initial objections. It reminded me how Eric mentioned a similar situation with Ford and we had a discussion in class regarding how to handle change management. It is easier to introduce an idea when a business is young and does not have history and tradition people are tied to. However bringing in a new idea will always result in objections. It is all about relating back to the goal/vision and what the business and employees should believe in.

This also resonated with me as during my summer internship at Fonterra they were going through the process of changing the company strategy and values. The whole idea was to bring it back to the people and to the co-operative. While it was easier for me to accept change considering I was new to the company, others that I worked with found it a lot harder for the reasons we discussed in class.



TRADE ME

WEDNESDAY 8TH APRIL



Although it started in 1999 there weren't any real competitors in NZ till 2015 with the introduction of Facebook Marketplace

TradeMe started out as a C2C but is now a mix of B2C and C2C as it is now seen as a more legitimate form of selling and promotion

It is interesting to see how TradeMe has expanded to more "serious" markets such as real estate and job seeking and succeeded.



EXPERIENCE ECONOMY

SATURDAY 25TH APRIL

THINK ALOUD

Customers want more than a store with items

As a customer I also feel this the atmosphere and the aesthetics of the store do contribute to whether I will buy from there

With so many alternatives businesses have to make the shopping experience go above and beyond

When I first went to a Bath and Body Works there the store was sectioned off with each section having a completely separate theme and I still remember how it looks

However with online shopping becoming more and more popular is it worth businesses investing in physical stores. How do you create experiences for online stores?

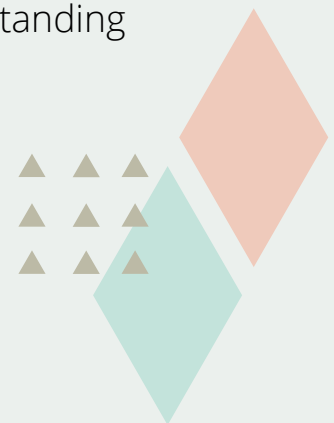
THE TEST

TUESDAY 28TH APRIL

AFTER TEST REFLECTION: I truly think I didn't do as great as I would have hoped especially with the multi-choice. I kept second guessing myself and choosing other answers when my first choice was correct. As well as this the short answer questions threw me off as I knew some aspects of all the questions but was not informed about all the questions asked. This makes me think I have not been understanding the content as well as I thought.

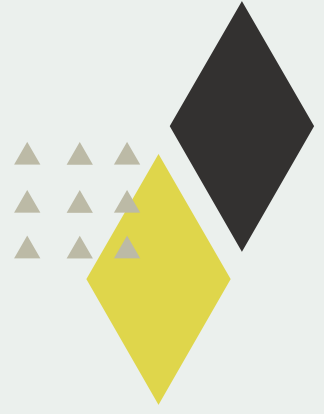
GOING FORWARD:

- Review notes more often i.e. within 48 hours of taking them
- If unclear about content do further research or directly ask Eric
- Pay attention to the recorded lectures and don't listen on 2x speed



NETFLIX

MONDAY 4TH MAY

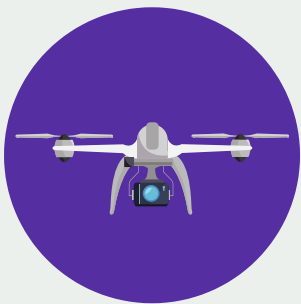


While researching the History of Netflix one thing I found really interesting was their cost structure. Any money they make is then invested into creating more "Netflix Originals" and getting shows on to their platform. And as competitors continue to utilise the same strategy Netflix is slowly losing its competitive edge. Now all Netflix can do is make sure their new releases are more interesting to their consumers than Apple TV Plus or Amazon Prime. Which doesn't seem like a viable strategy for the future.

As a customer of Netflix one thing I will say is that you can find shows and movies from Apple or Amazon on free streaming sites (yes a little bit illegal) but Netflix shows are notoriously hard to find outside of Netflix and therefore if you want to watch the content you have to have an account. Which I think is where Netflix trumps other similar services. With the way Netflix is set up I'm not sure what else they can do to have a more stable revenue model.

CAPSTONE PROJECT

THURSDAY 7TH MAY



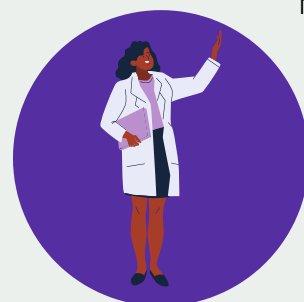
Something to do with
medicine and drone
delivery



Incorporate Vets and Pet
Health



Transferring patient
information



Medical Advice Platform



AIR BNB

MONDAY 11TH MAY

Going through the Case Study today one line really stood out for me, Brian Chesky the CEO of Air bnb said "***There were laws created for business and there were laws created for people***"

I thought this was a really interesting way to put as Air bnb sees people becoming the business and I think today's laws are not equipped for this change. The idea that laws for business are separate holds true for traditional businesses where there is a clear difference between employees and clients and what is expected of both of these parties.

However with the rise of platforms and business changing so rapidly and vastly is it unfair to regulate Airbnb which is facilitating transactions that are not safe and they are not taking the steps that are necessary to do so? With all this grey area I feel that Platforms are getting away with a lot of things that should be punishable. For example Uber barely paying their drivers and not covering the cost drivers put in to refurbishing and accessorising their cars which is now needed to get good reviews and more business.

QUESTION

Yes laws are created for business but when your business is centered on working with people can you really differentiate the two?

CAPSTONE IDEA

WEDNESDAY 13TH MAY



POSSIBLE IDEA: Create a platform whereby Private doctors can communicate patient information to hospitals and keep the patient in the loop. Can also be used to transfer information between departments as there are a lot of issues with missing issues and each District Health Board uses different systems and can change from each department as well so having one platform that doctors and nurses can communicate on will streamline the process.

DESIGN THINKING

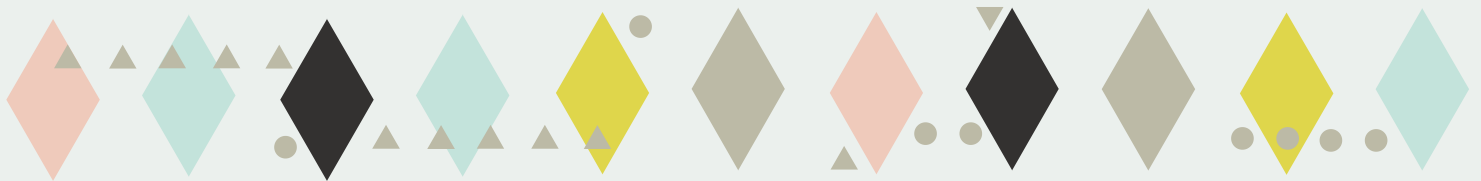
WEDNESDAY 13TH MAY

AFTER CLASS REFLECTION:

In my supply chain classes we always talk about the focus on efficiency and being agile and lean, making the supply chain more flexible and responsive so it can adapt to change and reduce waste. Lean tells us how to make things in a way that is effective but it does not tell us what to make in the first place.

That's where DESIGN THINKING comes in. The idea of bringing together the right people who have diverse mindsets to come up with solutions to customer needs and demands.

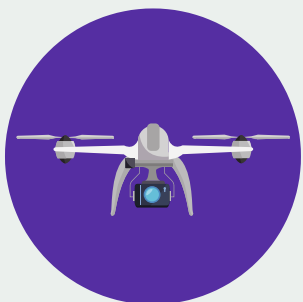
While we were going through it in class all I could think was about how this in some way combines marketing research and supply chain. A lot of the time I feel that these 2 functions do not communicate. The marketing side sells or comes up with an idea and the supply chain team have to keep up and cater to their demands which at times are not reasonable. So by introducing Design thinking which is essentially market research combined with product development I could see the 2 departments coming together.



CAPSTONE IDEA DEVELOPMENT

SATURDAY 17TH MAY

SECOND MEETING TODAY



We discussed all the potential ideas we came up with (similar to the design thinking process without prototypes). We decided to go with Jatin's idea of creating a platform that allows consumers to get their medicines delivered to their door. We would start off with pharmacies but have discussed the idea of also having health supplement, homeopathic and pet health options.

I suggested the introduction of drone delivery to make it faster although I am not sure if there are any companies that provide this set up in New Zealand

BUSINESS CANVASES

TUESDAY 19TH MAY

QUESTIONS:

- Do people actually use these canvases when starting a business?
- Does this process happen organically?
- How do you differentiate between suppliers and partners?
 - If you partner with someone will they not also be supplying you goods?

NOTES

- Confused by the Service Canvas
- Think about who our Partners will be for Capstone Project



iTUNES

THURSDAY 21ST MAY

I never thought of iTunes as a platform. Especially as I didn't take in to account individual artists can upload content and not just music labels

You have to keep paying to keep your music up on iTunes through one-off payments rather than a subscription model

While iTunes has been a long term hit they have are falling behind other streaming platforms such as Soundcloud and Spotify

This has a lot to do with it's restricted use. Itunes on Windows and desktop is very slow but Spotify works well on all devices in all formats



SUNDAY 24TH MAY

I had never heard of this platform but it seems very familiar. The idea of scanning or finding a wall that provides information is not too dissimilar from geo-tagging apps such as Pokemon Go which creates anticipation and excitement with minimal effort required. Users are already in the location and therefore they need only open the app to find these pieces of information.

Since it launched in 2011/2012 I feel that it was too ahead of its time and so may not have expanded to the level of growth it could have were it launched now. If someone was to launch this idea in 2020 (possibly for go the current situation with the pandemic) I think it would have a lot more traction and a larger consumer base.

NOTES/ QUESTIONS:

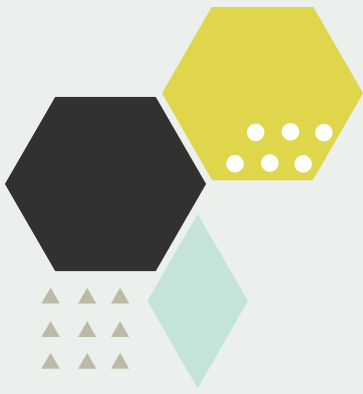
- What would Wallit look like if it had launched in 2018?
- Given the current pandemic situation how could the app be altered so there would still be interaction?

CAPSTONE PROJECT RECAP

WEDNESDAY 27TH MAY

Had a team meeting to go through the canvases and I am now understanding how difficult it is to work in a 10 person group. Some people do not give any input while others want to dominate the conversation. I am not sure how I can get everyone to participate as some people have their camera and mics off.

It is rather frustrating but I wonder how you would navigate this in a work setting. Because I am sure there are people who want to talk a lot and as the coordinator you have to give everyone equal time. It reminds of the skills we discussed in terms of good IT leader but how do you actually put those skills in to practice?



PLATFORM ARCHITECTURE

THURSDAY 28TH MAY

THINK ALOUD

As a platform includes both producers and consumers you need to consider the interface for both sides of the platform

I forget that producers also monitor the platform as the platform is only facilitating the interaction not controlling it

How do restaurants monitor Uber Eats orders?

Since Platform design is focused on the core interaction is there a platform where that interaction is the producers?

Platforms must be able to pull both consumers and producers. Each side needs to be equal to keep the ecosystem balanced

CAPSTONE PRESENTATION

SATURDAY 30TH MAY

I am part of the Presentation team and we have assigned roles. I am looking at the Market Scan and Competitive Positioning. After searching I found a drone company to partner with however they are not currently in NZ. Although they are open to expansion and considering we are looking to facilitate the transaction of medicines we need to work with a company that knows what they are doing.

As a side note it is a lot easier to work with the team of 4 who are doing this presentation than the entire group. I still have not managed to get all the members to communicate in team meetings even when I ask for their input.



CAPSTONE PRESENTATION

WEDNESDAY 3RD JUNE

POINTS

- Through our discussions I realised how much ideas can keep evolving even up until the last minute.
- We had a mishap with the video the night before and I had to get up super early and do all the editing
- It made me think how even if you plan to a T things can still go very wrong
- In the business world what do you do if something malfunctions? Can you still keep the trust and faith of investors?

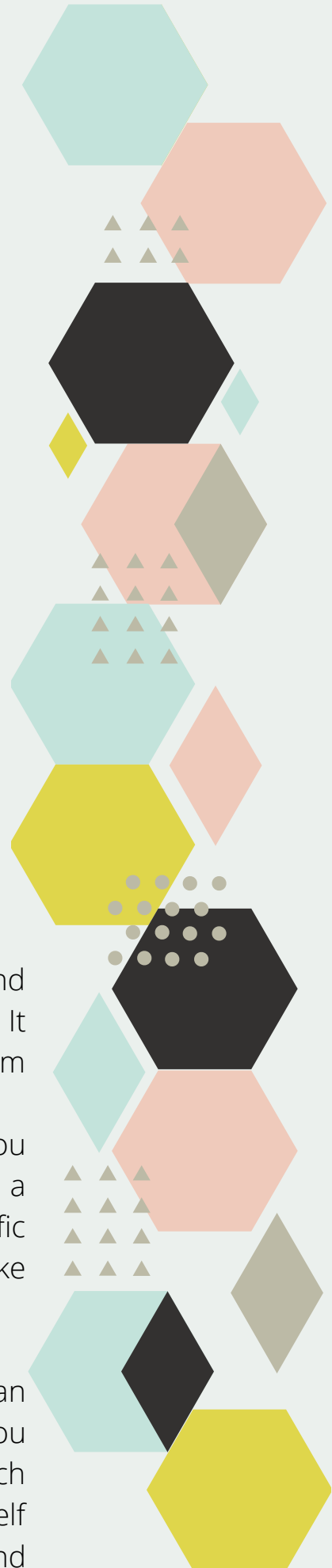
VALUE CREATION

THURSDAY 4TH JUNE

SLIDE 23: In this slide it talks about users showing you the way and that the idea is for them to create their own path in the platform. It shows they are engaging and they should be given the freedom take the platform in another direction.

While this is not an entirely new concept it is odd to think you create an ecosystem and platform for users to then change it. In a traditional company you release a product to market for a specific use there is not very much room if any for the user to make changes.

SLIDE 32: The Critical Mass problem is definitely something we can add in to our Capstone Project. While I had previously thought you need to have a balance between consumers and producers which is true you need to have a certain number of users to be a self sustaining ecosystem. For example having 2 consumers and producers are a balanced number but not enough to be self-sustaining.



OVERALL REFLECTION

SUNDAY 7TH JUNE

As I get ready to submit my learning log I am actually grateful for having kept up with this. At the beginning I found the exercise to be annoying which is probably why there are less frequent entries at the start. However especially with our transition to online and in a Co-vid world it has helped me a lot to keep on top of my studies. Acting as a reminder that I need to watch the lectures and add comments on Perusall.

On top of this I feel that a lot of the time what I learn at university goes in one ear and out the other. When I go to class at the start of a new semester I will sit there and think oh this seems mildly familiar from last semester or last year but I do not actually know what the specifics are or understand the topic. Through my work experience I have learnt that University study does not matter too much but how you learn and remember does.

This is something I believe I will take with me in to the workplace after graduation, possibly not with this much editing and pretty colours, but it is a useful tool.

