User Research

According to the five UX elements, the first stage is the strategy plane, where I need to answer 3 questions. Firstly, what is this website for? Secondly, who will be the visitors? Thirdly, what are their needs? To figure out, I conducted user research based on them.

The objective of my website

Generally, the basic objective of my personal website is to help me applying for jobs. And this website will be designed to represent me in a new way different from the plain resume, and it will be more dynamic, more interactive, and more brandly. With the rising of new media, this personal website can contribute to making me distinguished from other applicants and illustrating my related knowledge and skills. As for me, the ideal job is related to the movie filed. It may seem different from new media. But in fact, I used to be an intern editor in a small movie online magazine. And I know that although as a relatively traditional media, movie industry also has some new change within the new media. The preferred positions will be marketing, project development and editor. But the reality I have to consider is that under the harsh employment situation, I may also apply other kinds of jobs, and the main direction will be media company. Therefore, I want this website to prove my abilities in movie area but not limited to it, and impress the visitors.

Studying from other websites

I have visited some other personal websites, and found some certain patterns and their strength and flaws, which I can learn from.

- o Responsive design. Mostly, the website can be shown on different platforms - mobile phone, tablet, and PC. And from the videos in module 9, there is a mobile-first principle, which my website should also obey.

- Maintenance. Some of the websites are shut down due to the interactivity or expired domain. Good maintenance and also update is very necessary.

- General structure. Most personal websites are made up of 3 to 4 pages – homepage, biography page, portfolio page and contact page. And all of these pages should keep consistency in theme and design.

- Simple design. When looking through the website design in behance.com and other design communities, I found that the most popular design is still the simplest, and the grid design is widely used.

Identify the key visitor

Definitely, the key personas who will visit my personal website are HR and recruiters. The main direction will be media companies with a focus on movie-related company. I had interviewed with four people, my ex-HR Ms.MA in movie magazine, alumni now worked as an HR in an internet company, and my two friends working in movie and TV show production companies. According to their experience, the persona is developed and some basic features are summarized.

- Gender. An interesting thing I got to know in the interview is that there are more females on human resources posts. Even though some department heads will be involved in recruitment, the preliminary resume screening is usually done by female HR.

- Age. Now staff involved in recruitment are usually around 30s, this figure may be smaller especially in the new media industry.

- Preferred attitude. Unlike other fields such as financial business, HR from media company are more casual. For example, a formal wear will be embarrassed when facing an HR on a slipper, which is a lesson from my own experience when applying for a

movie editor. They admire fresh, interesting and creative things. But it does not mean that they are not professional and serious in recruiting.

- o Busy. Facing thousands of resumes, usually, they will not check the personal website. The CV still is the preferred form to examine the applicants.

    *But It's worth noting of the changing task in different rounds. Once getting through the first round to the face-to-face interview, a personal website can be shown as a plus and earn the HR impression. And it means the personal website can show more things about myself, because in this session, not only the ability or skills HR want to know, but also the background and personality and something more private.

- o Passive. The truth is that now is a "buyer market" in employment, especially in famous companies. So many graduates are waiting for a position only having a few places. The talents are still be searched, but the applicants need to prove it.

- o Care more about skills and experience than education background. Media industry more emphasis on experience requirement for graduates. The works such as video, article and so on are thought highly by HR.

User journey mapping

The further step is to map the visitors' journey based on the user research, as shown in figure 1. To better know my target visitors, in the description of emotion part, I added some expression of attitude and mental situation, not limited to the emotion.

CUSTOMER JOURNEY MAPPING

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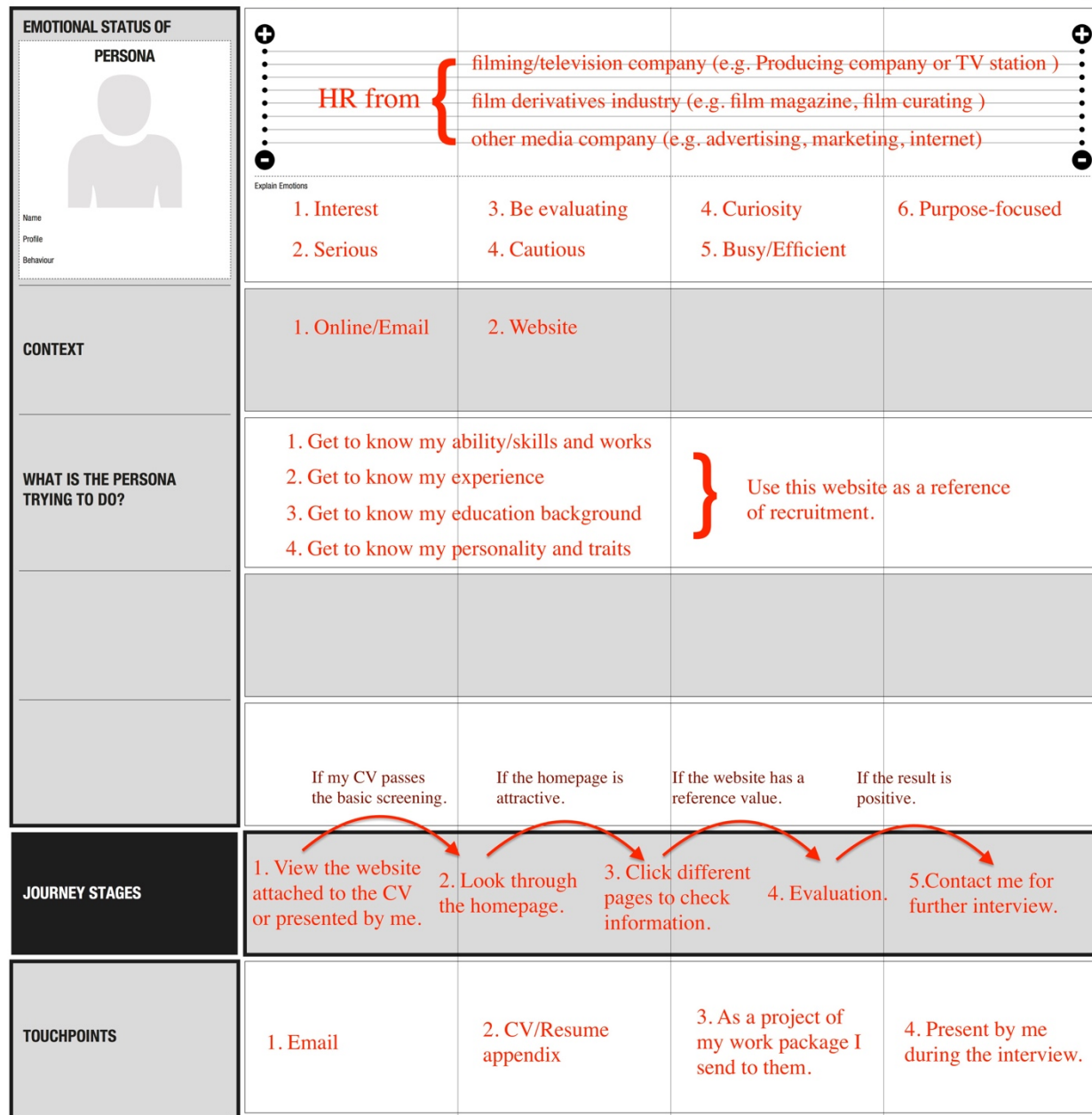| EMOTIONAL STATUS OF PERSONA				
PERSONA Name Profile Behaviour	HR from { filming/television company (e.g. Producing company or TV station) / film derivatives industry (e.g. film magazine, film curating) / other media company (e.g. advertising, marketing, internet)			
	Explain Emotions 1. Interest 2. Serious	3. Be evaluating 4. Cautious	4. Curiosity 5. Busy/Efficient	6. Purpose-focused
CONTEXT	1. Online/Email	2. Website		
WHAT IS THE PERSONA TRYING TO DO?	1. Get to know my ability/skills and works 2. Get to know my experience 3. Get to know my education background 4. Get to know my personality and traits	} Use this website as a reference of recruitment.		
		If my CV passes the basic screening.	If the homepage is attractive.	If the website has a reference value.	If the result is positive.
JOURNEY STAGES	1. View the website attached to the CV or presented by me.	2. Look through the homepage.	3. Click different pages to check information.	4. Evaluation.	5.Contact me for further interview.
TOUCHPOINTS	1. Email	2. CV/Resume appendix	3. As a project of my work package I send to them.	4. Present by me during the interview.

Figure 1. The journey map of visitors