Ⅰ. Customer Journey Mapping

*design*thinkersacademy

EMOTIONAL STATUS OF PERSONA	
Name Profile Behaviour	Recruiters of marketing or branding division in new media-related field.
	Explain Emotions
	1.indifferent 2.curious 3. serious 4.getting interested
CONTEXT	1.online website 2.email 3.screenshots attached to CV
WHAT IS THE PERSONA TRYING TO DO?	1.evaluate the candidates ability and attitude towards the job
	2.find ideal potential employees
	3.learn about some views of the company/position

JOURNEY STAGES	1. open the link of the website to stay for a few seconds	2.being attracted by the candidates ability and creativity	3.further consideration on whether the candidate matches the position	4.arrange an interview
TOUCHPOINTS	1.skills	2.exeriences	3.personal statement	4.portfolio

Ⅱ. Strategy Plane

Site objectives		Target users		User needs
Primary Goal	To attract recruiters from desired fields to learn more about candidates ability	Primary User	Recruiters of marketing or branding division in new media-related field	1.find ideal potential employees 2.learn about some views of the company/position
Additional Goal	To build better images of the candidates and increase the possibility of getting the offer.	Secondary User	Recruiters from other fields who come across the website	1. Seek for talents which match their position requirements. 2.Evaluate the candidates abilities and personality
Additional Goal	To promote the candidates and bring more opportunities.	Secondary User	Counterparts or other candidates.	Learn more about their potential competitors.

Ⅲ. Strategy and scope

The first step to design a portfolio website is to have a clear mapping on the objective of my website. As a personal websites, the primary purpose for me is to get my ideal job——a position in marketing or branding department of a new media-related company. The website is served as an additional advantage to enable the recruiters to know more about me. Then I ask myself the question, why should I design a portfolio website in addition to my CV? What advantage can a web-based portfolio bring to me? Apparently, every candidates have their own CV in order to hunt for job. Moreover, for my desired fields such as advertising, Internet, and fashion, recruiters will attach great importance to one thing——the creativity of the candidates, which is exactly something that a paper-based CV cannot present. Bearing this in mind, my objective is to design a portfolio website which can not only include my basic information, but also can pass my aesthetics and my attitudes towards the fields. This brings me three aspects to consider: Who will be the target visitor of my website? How much time will they spend on my website? What do they need to get from my website?

The first question is about target user, which is easy to answer. The primary visitor of my website should be the recruiters of marketing or branding division in new media-related field. Basically I'm going to attach the link of my website to my CV, so the primary way for them to view my website is through my CV. Besides, my website also may attract other groups of people which is what considered as secondary users. As I will also present my CV on some job-hunting BBS or my LinkedIn page, which is open to others, there is a possibility that recruiters and other counterparts may come across

my account and click the websites on their own initiative. Under such circumstance, the needs for my secondary users to evaluate my skills and personalities to see whether I'm matching with the one they want. Thus they may spend more time on my websites to find their interested points. However, things are quite different with my primary users. The recruiters have to go through thousands of CV in a day, thus the time they assign to each candidate's CV is very limited. Even though a website portfolio can be a plus for me, it's not likely to attract the recruiters spending rather long time on it. Thus it becomes a difficult task for me to grasp the interests of recruiters at the first sight, allowing them to get the most important information they want over a very short period of time.

Based on the previous evaluation, I decide that my portfolio websites should contain four basic touch points, skills, experiences, portfolios and a brief personal statement.