

Persona Identification and User Journey Mapping

Based on my previous academic, professional experiences and interest, I am attempting an editor position at the arts & culture channel of big new media companies in mainland China. To build up my own digital portfolio site, it is not what I need but what visitors need and seek that matters. Thus, the foremost step of my design is to figure out what should be presented on my website that employers might take interest in and finally be convinced to offer me a face-to-face interview. And basically, my research comprises of two steps. One is to inspect qualifications for an editor position listed in recruitment notices posted by employers. The following step is to interview some of the recruiters at new media companies as well as my friends who have taken an editor position in the arts & culture column.

I refer to job hunting websites as source of recruitment information. By examining notifications post by Tencent, Douban, Phoenix New Media and Juzi Entertainment (all of them have an arts & culture channel subordinated to their web portals), I summarize their requirements on applicant qualifications into three key points.



Figure 1 Job qualifications for an arts & culture column editor

- ① **Outstanding writing ability and strong interest in arts & culture;**
All the companies expect their prospective editors at the arts & culture channel to have outstanding writing ability and source gathering skill which will guarantee their outputs in stunning quality and help differentiate their articles from competitors. Besides, as the arts & culture column targets at audiences like arts and cultural issues, applicants should be experienced arts enthusiasts. They must be broadly knowledgeable of arts like films, music and photography in the first place.
- ② **Proficiency in photo processing, video editing and web design;**
Proficiency in manipulating photo processing and video editing software like Photoshop and Premiere is required, as editors have to do a lot of visual design to ornament their articles. Meanwhile, the ability to develop websites with pleasing layout and good usability is also what recruiters emphasize.
- ③ **Data analysis ability and data-oriented mindset;**
New media companies nowadays not only seek employees who can write but also who are excel in data analysis and produce contents that best suit their audiences according to results of data analysis. Some notifications I scanned point out that applicants might be also familiar with data analysis tools and have a data-oriented mindset.

For the second step of my research, I interviewed two recruiters at new media companies and two of my friends who have worked as intern editors at new media companies. One of the recruiters is my previous supervisor in charge of content management center at Phoenix New Media. The other one of the recruiters is working for China Daily Website. And both of my friends were once intern editors in Tencent.

My previous supervisor believes that it is worth having a personal website in addition to a CV, as he has seen quite many applicants attach their digital portfolios. And he said he would like to enter their websites and

have a look. When asked about what he is most eager to see on applicants' websites, he placed much emphasis on the previous works of the applicants, as he wanted to make sure his prospective employees were good at writing. And the second important thing comes to applicants' previous working experiences and achievements as editors in new media industry, according to my supervisor.

The recruiter from China Daily Website said it was okay to have a personal website but not that necessary. If applicants attempt to show their websites, they should keep it simple and easy to browse through. And for a content editor position, it is best to have previous articles of applicants showcased on the websites as well as some reflection on their previous professional experiences related to new media content production.

And both of my friends also agreed that applicants for editor positions should display a collection of their previous works on their websites. And those works should be closely associated with the channel they apply for. For example, if I attempt to apply for an editor position at arts & culture channel, articles on films or music will suit better than those on sports or politics.

Thus, based on the results of my research, I profiled my target users and generated the journey map of how they will engage with my website as follows (see **Figure 2** and **Figure 3** below).

SITE OBJECTIVES		TARGET USERS		USER NEEDS
Primary Goal	Showcase my previous commentary articles on arts & culture that might impress recruiters with my writing ability.	Primary User	Employers in charge of arts & culture channel at big new media companies in mainland China	Search for students who are with prominent writing talent and eligible for an editor position.
Additional Goal	Feature my reflection on how to create contents that best suit audiences, based on my previous working experiences.	Secondary User	Employers at online film & music magazine companies in first tier cities of mainland China	Search for students who are sensitive to cultural issues, and good at writing & data analysis.
Additional Goal	Convince recruiters that I am equipped to build a website with nice visual design and usability.	Secondary User	Owners of top-rated publishing accounts related to arts & culture on social media sites in mainland China	Search for content contributors or students who can help to create and manage content.

Figure 2 Target user persona identification

USER JOURNEY



Figure 3 User journey mapping