Identify My Users

For my portfolio, I think there are three groups of people that will be my major user. Firstly, HR of enterprises, who will receive all the resumes and portfolios from applicants, and always have the rights to decide whether to contact the applicant and schedule an interview. Secondly, the interviewer of enterprises, who will interview me and be my leader in the future. They weight the most in the recruitment process because they will decide whether to hire me or not. Last, I think some friend who have been work will be another target user, because they have been in a company and they can recommend me to their companies if they think I am suitable for the vacant position after browsing my website.

Site Objectives		Target Users		User Needs
Primary Goal	Find a good job with the help of this personal site	Primary User	HR of enterprises	Get relevant informations of applicant(backgrounds, internship, ect..)
Additional Goal	Make a creative and beautiful website to record my life	Secondary User	Interviewer of enterprises (the perspon who will be you leader in the future)	Get relevant informations of applicant and know more about the personal charcteristics
Additional Goal	Leave a good impression on the visitors	Secondary User	Friends who have been working	Get relevant informations

table 1 Target User

User Research

After identifying my target user, I interviewed five persons, including a HR from an internet company, an experienced leader and three friends who are working for internet or advertising companies to know more about their expectation and user journey of a portfolio website.

The HR said that they usually focus on the resume of applicants, but it will be better if applicants offer a personal website as supplementary materials. And she mentioned that it is important to show something different from resume in the portfolio website, otherwise it would be meaningless, in addition to this, she expects the website to look good, a bad-designed website would not win good impression for the applicant.

The experienced leader expressed similar idea. If she opens a personal website, she will first find some fundamental information like education background and grades, then she will see the past work experiences of applicants which reflects the working ability, and then she wants to see some personal ideas or articles to know more about the applications, especially the personal characteristics, which can not know from the resume.

A friend who is also one of the interviewees said that she wanted to see a creative and beautiful website, if the main page did not look good, she would turn off the page immediately. Another friend think that applicants should show some personal works in the website, for example, copy works, photography works, design works to show the real ability.

According to the interviews, I complete my user journey map as blow:

User Journey Map

Emotional Status of **Persona**	1. HR of enterprises 2. Interviewer of enterprises (the perspon who will be you leader in the future) 3. Friends who have been working (may recommend me for a good job)				
	Explain Emotions				
name Profile Behavior	1. curiosity	2. get serious	3. feel interesting	4. grow interest	
Context	1. online /mail	2. website			
What is the persona trying to do?	1. find some fundanmental informations	2. find applicant's internship or work experience	3. evaluate applicant's ability	4 know more about applicant's personality or characteristics	5. decide whether to contact the applicant
Journey Stages	1. open the website	2. find information he want to know	3. evaluate the applicant	4. contact the applicant and schedule an interview	5. hire the applicant
Artifacts and Touchpoints	1. portfolio	2. experience	3. skills	4. achievements	5. personal works

table 2 User Journey Map