The strategy plane

The first thing I need to do before designing my personal website is to ensure the objectives of my website (Figure 1). I want this website not only can present my background, skills and personality but also attract recruiters' attention which may provide me a chance to get a dream job. So, I do some research on myself.

According to my past internship experience, major and knowledge I have, I find that I have already tried some work related to new media. I collected a lot of data for the creation of a new app during the summer holiday in 2014.From 2014 and 2015, I spent one year on operating a WeChat official account and producing content on it as a part-time job. In the summer holiday of 2016, I operated a WeChat official accounts for "Mobile and Mobility of China", a big exhibition hosted by Shanghai International Exhibition Co., Ltd. When I was doing these internship, I interested in the patterns and modes of new media and got a sense of achievement when many people read the content I produced. Due to some internships which I have already done about new media, I am really curious about hidden principles behind products and services. In the future, I will prefer to choose jobs in the digital media area as well.

SITE OBJECTIVES		TARGET USERS		USER NEEDS
Primary goal	Use this website to find a dream job or have a chance to attend an interview	Primary users	Recruiters from companies or even the top 500 enterprises	Looking for suitable and potential students for their digital media position
Additional goal	Show my editing software skills and ability of content production vividly	Secondary users	Recruiters from digital media company or advertising agency	Looking for suitable and potential students who can undertake the content production
Additional goal	Making the website more user friendly	Secondary users	Recruiters from startup companies	Looking for suitable and potential students for their startup companies to do some propaganda work

Figure1: Strategy Plane

At first, I need to know requirements and responsibilities of jobs in the digital media to make sure whether it fits me or not. I search jobs on the "indeed" website and type the "digital media" as key word. In addition to the degree and work experience requirements, the most mentioned are being knowledgeable on editing software and ability of content production. Fortunately, editing software and other new media skills

are what I am learning now. Thanks to the internship experience, I am also familiar with the content production. Therefore, I decide to find jobs related to digital media after graduation. If I want to make a personal job-hunting website and use it to find a job smoothly, user needs cannot be ignored.

Obviously, my website target users are recruiters from big companies. I interviewed three friends of mine. Mr. Guo and Ms. Sui are HR from my former internship company and Ms. Zhou is the HR in the top 500 enterprises. According to three interviewees, the most important thing is to see whether you are matched with the recruit positions. The recent working experience is one of the criterion for them to determine. Mr. Guo prefers candidates who show their logic and humility in CV, especially students. Ms. Sui hopes candidates can show their own unique in the CV and avoid a long self-introduction. Ms. Zhou says that candidates need to show whether they can fit well with the position they apply for. They all mentioned that it's really fast for them to view a resume, about 30 seconds. So, it's important to leave an impact on them through a resume. After interviewing them, I figure out the user journey map (Figure 2) of my target user.

CUSTOMER JOURNEY MAPPING *design*thinkersacademy

EMOTIONAL STATUS OF PERSONA	Recruiters			
Name / Profile / Behaviour	Explain Emotions 1.High demand	2.Serious	3.Be eager for	4.Curious
CONTEXT	1.Email	2. Website		
WHAT IS THE PERSONA TRYING TO DO?	1.Find the potential candidate who matches company's demand	2.Know the background information of the candidate	3.Record the important information about the candidate	4.Contact the candidate for an interview
JOURNEY STAGES	1.Understand own recruitment needs	2. Check the applications of the candidates	3. Consider whether the candidates meets the job requirements	4. Reply to application and arrange an interview	5.Hire a candidate
TOUCHPOINTS	1.Website	2.Working experience	3.Personal skills	4.School background

Figure 2: Journey Mapping