Research for Personal Website

The Elements of User Experience

According to the five-plane framework of Elements of User Experience put forward by Jesse James Garrett, the construction of a personal website is a journey from an abstract conception to a concrete completion. It starts from the strategy plane, where users' needs and site objectives should be identified clearly. By well conceiving these two elements and find out the interplays, we can enter the second plane to sketch out the scope of the website more precisely.
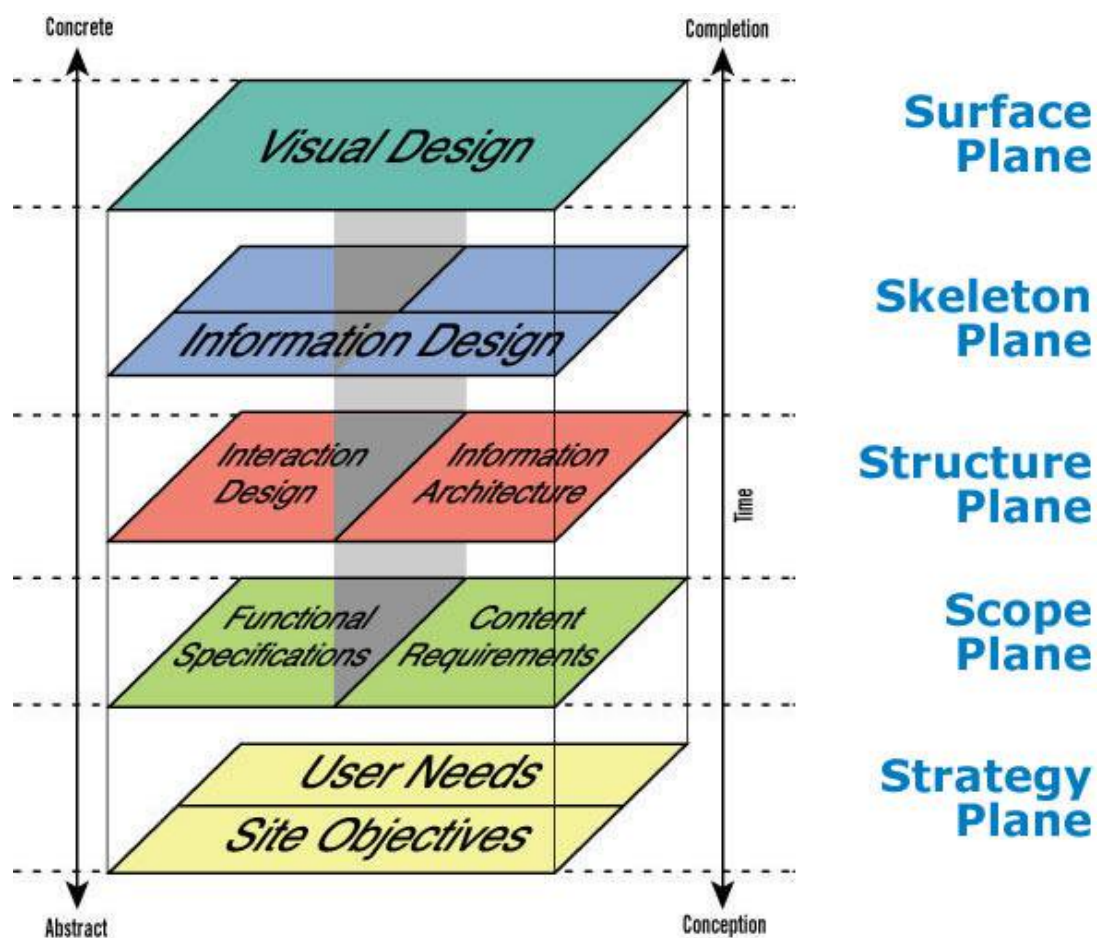

Figure 1. Elements of User Experience

My Goals

As this personal website mainly aims to distinguish myself from other applicants in the fierce job hunting, it is necessary to determine what is my dreaming job at first. I have tried various internships related to branding in the past two years, including experiences as an AE in a 4A agency, new media and strategy intern in a broadcasting corporation

and innovation marketing intern in a global 500 company, which equip me with relatively comprehensive knowledge and familiarity in face with marketing jobs. And considering my postgraduate major (new media) and my interest in marketing, I would like to seek jobs of digital marketing in the future.

User Research and findings

Then it is time for me to figure out the users and their needs when referring to personal website. The other personal websites & studio sites, HR and HR that recruit for digital marketing positions, those who work in marketing/digital marketing departments, and the competitors are taken into consideration.

Learnings from the other personal or studio websites:

1. Clear self-introduction in easily noticeable place.
2. Showcase of works are necessary for convincing the employers.
3. Self-positioning will help to make the personal websites distinguishing.
4. Show personalities through the web design and content scope so that the employers can evaluate more easily.
5. Make the contact process easier.

Learnings from recruiters (HR):

In most companies, HR is responsible for selecting proper candidates for other departments. Therefore, it is important to understand their focuses when selecting candidates.

Mr. Wang, an experienced HR told me that most of the time, the main references for judging candidates are the resumes, therefore, it is important that the resumes as well as clear images can be found easily in the personal website. Then he cares about the matching of candidates' experiences and the positions requirements. A personal website will be a strength for those who are already in his short-list but it should not be like a copy of the resumes. Instead, it should work as a supplement. As an HR, he always expected to know more about the short-listed candidates, like the personalities, the details of their works and experiences.

Miss Mo, another HR friend of mine said that she is very busy with various resumes, so the essential thing is to make the information clear and concise, it will be a plus if there are function of key words searching. Moreover, being unique is as important as being professional. Most of the time, they do not have time to pay much attention to

the candidates' personal website, but it is good to have a personal website because she knew where she can find more about the candidate if it is needed.

Learnings from marketers/digital marketers:

My previous colleague Miss Hu said that most of time, the election is done by HR, but when making final decisions, they will participate in the discussion. For a marketer, the abilities of teamwork and cross functional communication are essential, thus they always want to know more about the personalities and stories of the candidates so that they can judge will the candidate be the right person.

Miss Huang, a digital marketing manager, emphasizes that the understandings of media are important. As a digital marketer, it is a must to know how to analyze the media so that they can choose right places to release the advertisements and campaigns to gain profits. A personal website will be a good reference for her to judge the new media literacy of the candidate because it reveals the abilities of logic thinking and application.

Joyce, another friend now works as a marketer told me that comprehensive knowledge and skills are important for marketers. A qualified marketer should know how to leverage on the data and market researches to get insights. Moreover, they need to communicate with the agencies a lot, therefore good communication skills, critical thinking and sense of aesthetic are required.

Learnings from competitors:

I also talked with some of my friends who aim to take a job about marketing in the future. Most think the most convincing proofs are the past works and experiences, but it is hard to fully present it in the short resumes, it is a good idea to make these more visible and readable through personal websites.

Strategy Plane Conclusion

From the user research results, the user persona of my personal website and their needs are concluded as follows:

Users Persona & User Needs
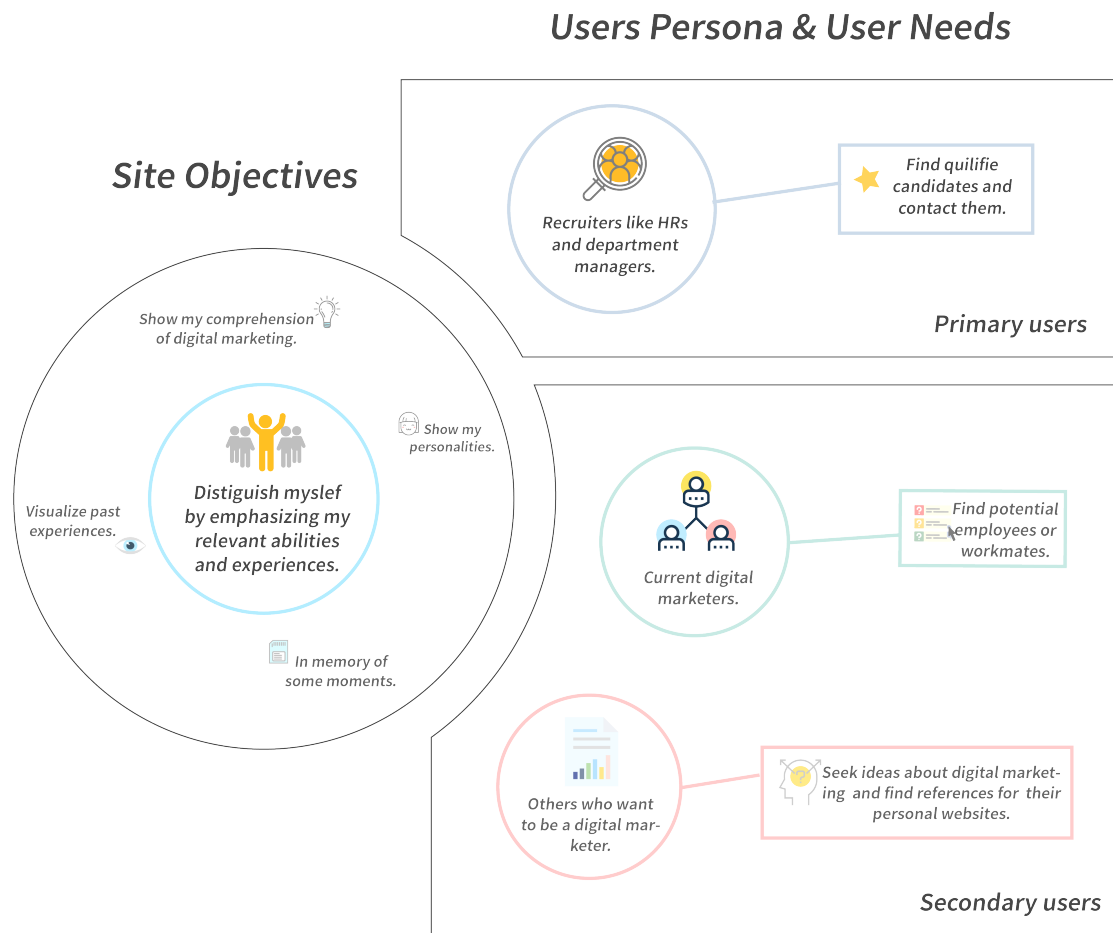
Site Objectives

Figure 2. Strategy Plane of My Personal Website

User Journey Mapping

Based on the site objectives, user persona and user needs, I try to construct a concise user journey mapping as below:

CUSTOMER JOURNEY MAPPING   *design*thinkersacademy

EMOTIONAL STATUS OF PERSONA	1. Recruiters	2. Current digital mar-keters	3. Others that aim to be digital marketers	
	1. serious	2. interest	3. satisfied/unsatisfied	
CONTEXT	1. E-mail	2. Online	3. In their offices	
WHAT IS THE PERSONA TRYING TO DO?	1. Find potential emplyees	2. Search for useful infomation	3. Taking some notes	
JOURNEY STAGES	1. Entering the web-site through attach-ment/searching	2. View the overall intro-duction/ find other useful information	3. Download CV 4. Consideration 5. Making decisions	
TOUCHPOINTS	1. Website	2. Application for work	3. Personal CV	

Figure 3. User Journey Mapping