

PS 8 Persona and Journey map

Since the pressure of competition becomes increasingly fiercer nowadays, it is harder for graduates to stand out from the crowd and show their conspicuous talents to the recruiters. But with the personal website, applicants are able to present themselves and exhibit their previous works and professional skills in a better way. And recruiters also consider it as a huge plus if there's a personal website with the CV. So we can see that the personal website plays a more and more important role in hunting for a job.

To make my website more user-friendly and well-designed, and to make good use of design thinking, I need to consider User Experience thoroughly. UX consists of five different planes, from abstract conception to concrete completion, which are Strategy Plane (User Needs and Site Objectives), Scope Plane (Functional Specifications and Content Requirements), Structure Plane (Interaction Design and Information Architecture), Skeleton Plane (Information Design, Interface Design, Navigation Design), and Surface Plane (Visual Design) respectively.

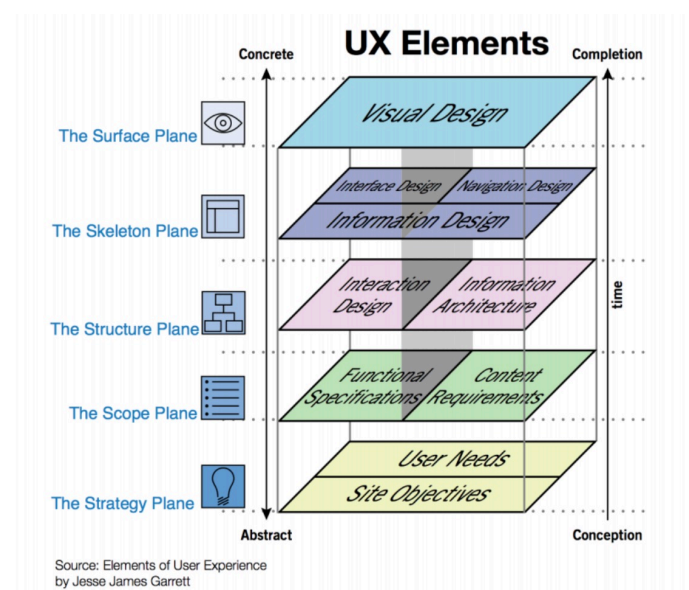


Figure 1 UX Elements

To accomplish the whole UX journey, I should start with the most fundamental one, the Strategy plane. To complete this stage, I should find out what are my final purposes of building this website, what outcomes I expect to achieve, and who are my target users and what are their attempts and needs of browsing my website. As for the user

needs, I asked my friends and previous employers who work as HR or department manager to learn about their aims of checking applicants' digital CVs and how should I do to meet their requirements better, instead of speculating by myself.

Strategy plane:

SITE OBJECTIVES		TARGET USERS		USER NEEDS
Primary goal	Stand out from numerous applicants and persuade recruiters that I'm suitable for and capable of this job. At last, have a chance to attend interview and get this job.	Primary User	Recruiters, including HRs and Department Managers in the Internet giants.	Find excellent graduates and recruit them for the company.
Additional goal	Leave a lasting impression to recruiters and take advantage of it to present myself.	Secondary User	Recruiters, especially HRs.	Search and reserve potential employees for the future recruitment exercise.
Additional goal	Make the webpage looks professional and be full of design thinking. Establish a good relationship with outstanding peers.	Secondary User	People who work in the Internet industry and webpage visitors who browse the webpage to seek for ideas or use for reference.	Find an opportunity to communicate and exchange experience with peers, browse personal websites to gain some experience.

Table 1 Site objectives, Target users and User needs

Arne van Oosterom, Founder & Trainer in DesignThinkers Academy, points out that a user journey map will contain the following 10 steps: 1. Context or stakeholder map, 2. Persona, 3. Outcomes, 4. Customer journey, 5. Touchpoints, 6. Moments of truth, 7. Service delivery, 8. Emotional journey, 9. Blueprint, 10. Improve and innovate. The five most crucial factors I consider (Context, Persona, Customer journey, Touchpoints, Emotional journey) are all included in the User journey mapping (Figure 2).

The Customer journey should be started before the moment target users decided to view my website so that I can visualize the behavioral patterns (Oosterom, 2010). In order to figure out the specific Journey stages and Touchpoints, I asked for HRs to make clear what the real processes and steps are when they select one appropriate CV from hundreds of thousands of similar CVs, and what the significant and essential points are that attract them to learn more about the candidate. And figure out how long is the time a HR spends on one CV to decide whether the applicant is appropriate for the job or not, and what information HRs will look first, which information and format will help candidates stand out from the crowd, and how to design the e-portfolio will leave them a lasting impression.

After the question-oriented research and interview with recruiters, I generate the User journey mapping as follows:

CUSTOMER JOURNEY MAPPING

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EMOTIONAL STATUS OF PERSONA  Name Profile Behaviour	+ 1. Recruiters (HR and Department Manager) 2. Visitors (Browse personal website to gain experience) - Explain Emotions			+ -
CONTEXT	1. Online	2. E-Mail		
WHAT IS THE PERSONA TRYING TO DO?	1. Find suitable applicants and recruit for the company			
	2. Search and reserve potential employees for the future recruitment exercise			
JOURNEY STAGES	1. Search CVs 2. Select satisfactory ones 3. Recommend to the DM and DM select again 4. Contact applicants 5. Schedule an interview 6. Send the offer			
TOUCHPOINTS	1. Educational background 2. Major and relevant courses (with grades) 3. Personal statement (personalities and professional skills)			
	4. Internship experience (company, position and job duties) 5. Hobbies and interests			

Figure 2 User journey mapping