

8th Assignment

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Research and Suggestions

After inquiring from several employees in previous internships and a HR, and search on the job hunting websites, I get the information as follows.

Research		Suggestions
HR	<ul style="list-style-type: none">• Time for each CV is very limited. (1 min), they often just look for key words.• HRs attach great importance to the works we have done and their effects.• They usually judge the specialized ability via internships and skills descriptions.• They judge the fundamental ability like learning ability and cooperation ability through campus and social activities.• The website can be a good supplement for conventional CV.	<ul style="list-style-type: none">• First I should have an appealing CV, which highlight relevant works and their effects.• As the supplement, the website should have more detailed and comprehensive information about works and experiences.• The content should highlight specialized ability and fundamental ability relevant to the job.• The website need a simple but beautiful design and clear navigation.
Product Manager Requirements	<ul style="list-style-type: none">• Understanding the whole process in product development.• Have good communication skills.• Capable of making operation plans.• Understand user needs.• Can use prototype tools and write documents.	
Media Operator Requirements	<ul style="list-style-type: none">• Do well in copywriting.• Have good aesthetic in pictures and layout.• Have creative ideas in activities planning.• Can use common design tools and video editing softwares.	

Strategy Plane

Site Objectives		Target Users		User Needs
Primary goal	To attract recruiters' attention and increase the chance to have an interview.	Primary user	Recruiters from internet company seeking product manager or product operator.	To find competent and talented person.
Additional goal	To display more detailed information about personal works and experience.	Secondary user	Recruiters from media company seeking editor or content operator.	To find competent and talented person.
Additional goal	To build a website with good design and usability.	Secondary user	Peers in new media and internet product design.	To get inspiration and other information which they're interest in.

Scope Plane (Journey mapping)

