In the strategy plane, researches are needed to get to know what kind of job I'm qualified to do, what kind of user I need to target at and their needs. Since the primary objective of the website is to present myself and get me a job and I want to find a job related to the internet. So firstly, I searched the internet to find out the requirements of some internet companies like Tencent. As the recruitment requirement of Tencent shows, the product trainee should be enthusiastic of internet; have creative imagination, and have some software development and testing skills. Then those are the important parts I need to emphasize.

Then I interviewed some friends with recruitment experiences or already found a job and ask for their opinions of personal website. My friend Yvonne who works as a HR in NetEase said generally HR will see the CV first, if he's attracted, he will continue to see your website or he won't waste his time on it. It's optional and it can add some bonus points and if I apply for art position that requires applicants to submit their website to show their previous work. Another friend suggested that HR is too busy to be patient to see the whole website, so I need to attract their eyes immediately. Anyway, the layout of my website must be impressive enough to catch people's eyes, otherwise, it won't be helpful.

Finally, I constructed the following table to present my site objectives, target users, user needs.

Site Objectives		Target user		User need
Primary goal	Lead HR to contact me by highlighting my previous professional experiences.	**Primary user**	HR from some big brand internet companies	Get to know further information that cannot be shown in the CV
Additional goal	Attract others by the layout of my website	**Secondary user**	People work in other fields seeking for qualified candidate	Find some potential cantidates

Journey Map of primary users:

1. Check out my CV to know my basic information;

2. Check out more of my previous work;

3. Contact me to arrange interview (if possible).