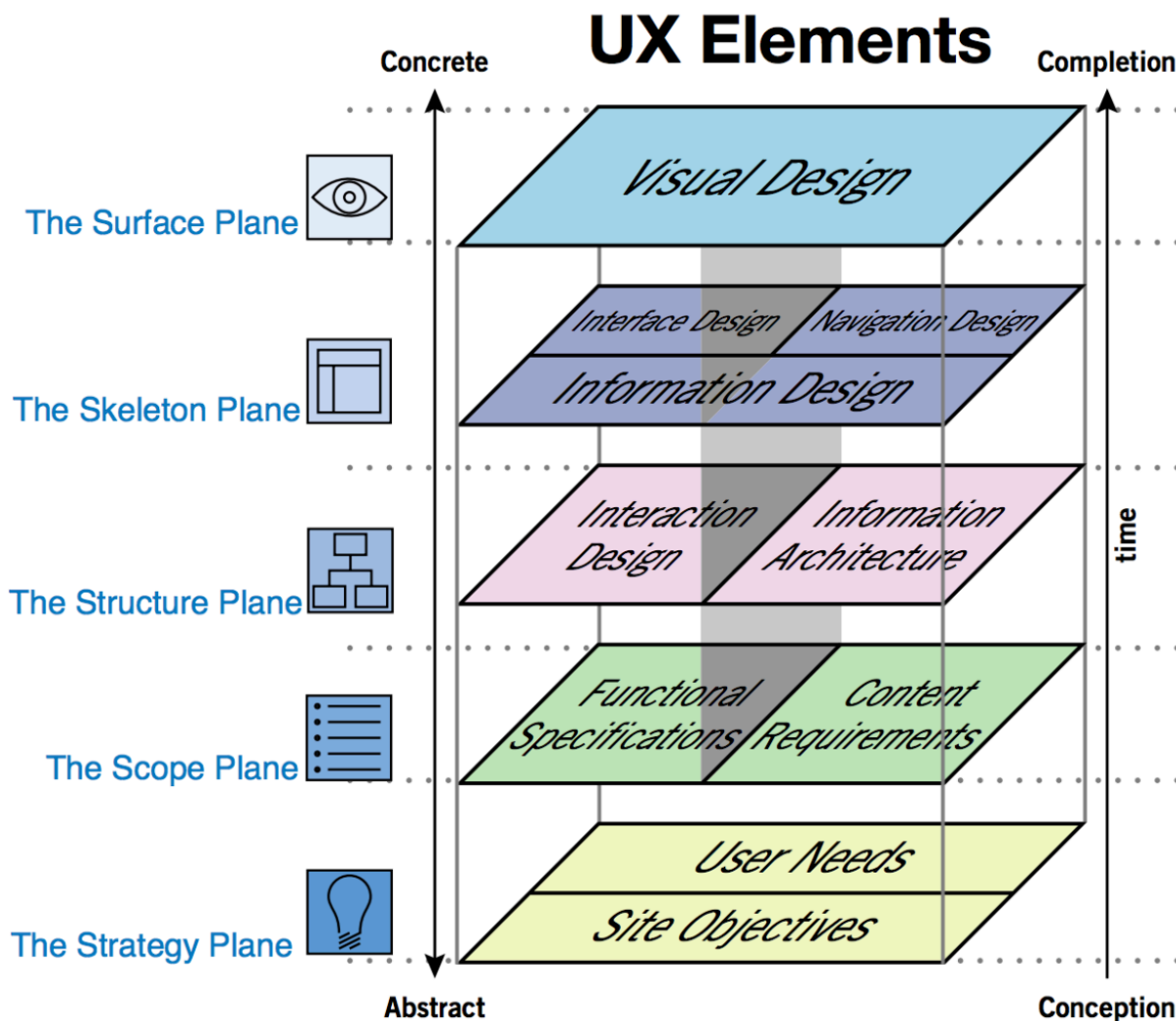


It is known that user experience is composed of five different planes from the bottom to top, namely, Strategy Plane (User Needs and Site Objectives), Scope Plane (Functional Specifications and Content Requirements), Structure Plane (Interaction Design and Information Architecture), Skeleton Plane (Information Design, Interface Design, Navigation Design), and Surface Plane (Visual Design).

Figure-1 Five UX elements



Source: Elements of User Experience
by Jesse James Garrett

Besides these, UX is also a process of enhancing user satisfaction by improving the usability, accessibility and pleasure provided in the interaction with the product. So obviously, it's fundamental to hear from users or prospective users and know what their expectations are, where they have pain points, and what device or devices they will use to navigate through the experience. When it comes to my own webpage, what I would like to display is my portfolio. As to work as a manager on media content operation is my ideal job, so my webpage is

expected to attract more attention from recruiters so as to get a few interviews for me and expand my social community in real life. What's more, media content operation focuses on how to deliver a series of valuable information based on various kinds of users, which differs from content editor. And according to an Internet website called "everyone could be product manager", communication, cooperation, promotion execution and sensitivity abilities are stressed when doing content operation.

So in order to realize these basic goals and clarify the needs of my target users, besides ask three of my friends who have working experiences related to Internet, I also interviewed two HRs who now worked in Baidu. The HR whose name was Pathy-Song, told me a webpage portfolio sometimes worked as an uncertain item in the process of job-seeking, as some candidates can't show their experiences in a logic sequence with certain focuses, so a portfolio may lead to something tedious. And the solution to solve this problem was to try to classify my experiences and tag them appropriately in certain block. Meanwhile, another HR named Emma, said some graduates do not know how to utilize webpage with cases to prove their abilities related to content operation, they may merely list some blurred titles without mentioning specific duties they were responsible before, which seems unconvincing. So to solve this pain point, I would like to support my internship career with some brief description to make it more ample.

Based on my basic objectives about webpage, interviews of the primary users, as well as my career plan, I constructed the following table to present my site objectives, target users, user needs, journey stages of primary users, artifacts and touch points as well as explained emotions.

Figure-2 Key persona together with objectives

	Website objectives	Target Users	User Needs
Primary	Try to show my experience related to media content operation to touch recruiters and make them be willing to offer an interview opportunity.	Recruiters who can offer media content operation jobs in mainland China.	Recruiters associated with media who would like to seek for qualified students as their employees.
Additional-1	Perfect the content and formats of my resume, and show myself comprehensively.	Fans or readers related to my previous internship working who would like to know more about me.	Fans, readers or even common people who are curious about the growth of a certain person.
Additional-2	Try to expand and grow a social media community which may be required by some media companies	Other recruiters related to jobs containing media content.	Recruiters who are seeking for employees to make media content urgently.

Figure-3 Journey map

Journey stages			
	First-step	Second-step	Third-step
Recruiters	Recruiters would view the website offered and evaluate its design on content and format.	Consider whether to reply the email and how, as well as whether to offer an interview or some tests	Test and implement an interview
Fans and readers	Fans and readers would be attracted by the experiences and some nice pictures as well as the format of webpage.	Consideration and judgement on the owner of these information	Follow and focus more on the web owner.
others			
Artifacts and touch po	The design of website on its content and format	Resume and experiences showed	Related skills
Persona +.....-	Recruiters of media content operation.	Fans and readers.	Common recruiters related to media content.
Explain Emotions	serious	expect	interested and curious.