Persona Identification and User Journey Mapping

As a final year student, having a portfolio to attract recruiters in relevant industries is my priority and needs a thoughtful preparation. Thus, I evaluated myself first and had two-step research of persona identification and user study before designing my website.

At first, I selected media industries and fashion industries as my targets and current positions they may offer only based on my own interest. I enjoy design 2 dimension works and create new ideas to feed users' needs in a lively environment.

WORK EXPERIENCE

Intern:

2016 Director Assistant	International Channel, Shandong Radio & TV Station
2016 Editor Assistant	Platform: *career frog (Job Consulting and Hunting)*
2016 Editor	APP: *" World-let" (A famous vogue app for the young)*
2016 Creative Media Division	Xingyuan International Trade, Shandong
2015 Media Assistant	Banjo Bar, Shandong
2014 Management Assistant	New Oriental Education
2014 English Teacher	New Oriental Education

Other Work:

2013 Monitor	Class English2 of University of Jinan
2014 Founder and Creator	LeJoy (a sharing salon of University of Jinan)
2014 Independent Team Leader	"Challenge Cup" Academic Contest for College Students
2014 Accompanying Translator	of the mayor of The Republic of Namibia Windhoek city
2015 Student Team Leader	Government Survey on Shandong's enterprises conditions
2015 Volunteer Leader	Confucianism World - International Conference in China

RELEVENT SKILLS

Computers: Ps / AI / Flash / CorelDraw / Final Cut; Microsoft Office; HTML/ CSS/JS
Languages: IELTS 7.5 / CET 6 / TEM 8
Others: Teacher Certification

AWARDS and TITLES
- National scholarship
- Outstanding Graduate of Shandong province
- Outstanding Student of Shandong province
- "Excellent Macro"-Excellent Student Backbone Scholarship

Part of my CV: I also referenced my personal CV I currently used to find my target recruiters.

By surfing on the job-hunting websites and official websites of some related companies, I collected requirement and qualifications they need of various positions to suit my own condition. They pay more attention to the applicants who have software skills, analytic skills and creative thinking ability. Finally, I located some target fields: new media company, fashion industry, Internet company. The specific target users of my website can be seen from the chart 1.

Secondly, I interviewed Nana, a HR from NetEase, who just interviewed me for the position of product manager of game design department. I asked her what is the thing she cares most when she wants to hire someone. She mentioned that how much the applicant suits the job is a vital point. Also, the works can show how one apply design principles in practice and the thinking ability. The relevant internship and skills in CV may show what the applicant did in the past but cannot demonstrate the details of one's actual ability. She said a great portfolio is very important though today's recrusent work in China mainly focusing on one's CV as the first procedure. She welcomes students who can offer their

websites or other forms of portfolio. Therefore, I put these points into my consideration of site objectives to achieve my goal of making a more efficient portfolio. Besides, I checked my dairy and record of past interview experience and found that some failures I made were really caused by wrong targeting strategy. A well-designed website based on great target user research may help me gain better experience finding jobs. The specific site objectives and user needs of my website can be seen from the chart 1.

Site Objectives		Target Users		User Needs
Primary Goal	Present my creative works, relevant skills and internship experience to impress HR to offer me an opportunity.	**Primary User**	HR from new media companies offering a position of product manager in Beijing, Shanghai or Hong Kong.	Try to find outstanding applicants who are sensitive of new media product and UX with good analytic skills.
Secondary Goal	Feature my ability of designing product and analysing user behaviour by showing more details of my works.	**Secondary User**	HR from fashion industry offering a position of social media manager or online-editor in Beijing, Shanghai or Hong Kong.	Try to find outstanding content contributors with prominent social media managing skills.
Additional Goal	Construct the website more user-friendly and impressive.	**Additional User**	HR from Internet companies offering a job in their creative department or advertising department Beijing, Shanghai or Hong Kong.	Try to find outstanding applicants with creative thoughts and design skills.

CHART 1: User Identification

To better evaluate UX, a user journey map can help me redesign my website. I asked my friend who works in a media company and his job is examine website and internet-related product to judge my draft framework. Finally, I got a user joinery map in chart 2.

User Journey Map

Tencent NetEase Baidu Sohu VOGUE ELLE LVMH	• HR from new media companies offering a job in their creative department or a position of product manager in Beijing, Shanghai or Hong Kong. • HR from fashion industry offering a position of social media manager or online-editor in Beijing, Shanghai or Hong Kong. • HR from Internet companies offering a job in their creative department or advertising department Beijing, Shanghai or Hong Kong.			
	Emotional status			
	Curiosity	Interest	Getting serious	Determined
Context	online/email	website	Apps	
Attempts	Hunting time	Glance over potential works Filter applicants	Contact applicants Arrange interview	Discuss Send confirm letter
Journey Stages	Scan CV to know basic background of myself	Browse website to know further information of myself	Evaluate my work and offer me an opportunity	Discuss and decide to hire me
Artifacts & Touchpoints	Relevant educational & internship background	Well-designed website	Creative works	Consistent points related to the job

CHART 2: Use Journey Map