**Week 8 Assignment: User Research and Journey Map**

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**User Research**

The main objective to build the personal website is for better career opportunity. The website serves as extra entry for interviewers and also potential recruiters. Different from traditional CV, website can present the personal profile, job record, etc. Also, with aid of huge variety of tools, portfolio can be presented in a smart and neat way.

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| --- | --- | --- | --- | --- |
| **Site Objectives** | | **Target Users** | | **User Need** |
| Primary Goal | Act as a platform showing my profile and portfolio for job hunting | Primary User | Interviewers of job that I apply for | Get additional information which cannot clearly show in email |
| Additional Goal | Attract other job opportunities | Secondary User | Other recruiters in the market | Study my profile |

After studying several reference websites about personal website and also structure of LinkedIn, combining the research by interviewing people in management role (See Appendix 1), some essential points to note are summarised as below:

1. **Simple but stylish:** The first impression when people visiting the website is important. For a personal website for business use, the style should be impressive in clean and neat (except for design industry it can be more fancy).
2. **Easy to read:** Long paragraph would not be beneficial but only reduce visitor’s interest in browsing the website. Content should be presented with point form and image for better readability.
3. **Work reference is important:** Academic record and work experience are the basic information to include, but most interviewers would be more interested in reading candidate’s portfolio with some past work example. Personal project would also be a plus.

**Key Persona and Consumer Journey**

Persona 1



Moses Chan

Gender: Male

Age: 40

Residence: Hong Kong

Occupation: Content Director of Digital Media Company

Marital Status: Married

Goal:

Expand his team by inviting people with ability to join

Frustration:

Difficult to identify right candidate by only doing face-to-face job interview

Emotion: Curious

Context: E-mail

Consumer Journey:

Receive a CV from Cynthia Liu through e-mail

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Interested in her past work example

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Click the link provided in the email

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Visit her website

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Study her past work reference

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Contact her for a job interview

Persona 1



Ariel Lin

Gender: Female

Age: 31

Residence: Hong Kong

Occupation: Director of Consultant of a headhunting company

Marital Status: Single

Goals:

Hire the best candidate for clients

Frustration:

Too many applicant information to review

Hard to identify the ability of digital field of candidates

Emotion: Serious, work-oriented

Context: Social media

Consumer journey:

Looking for candidate for a new opening (Digital Content Manager)

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Browse LinkedIn for people with relevant background

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Find “Cynthia Liu” who seems match the position

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Want to study more about her

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Click on the link provided on LinkedIn

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Visit the website and study the profile

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Contact the candidate through e-mail and ask if she is interested in the opening

**Appendix 1:**

As I target to search for position in the field of digital content and marketing, some potential interviewers in this industry are interviewed to investigate their expectation and preference for a personal website.

The following questions are asked:

1. Will there be any advantage if an interviewee has a personal website?
2. Will you browse the personal website?
3. In what language you prefer the personal website is? (Chinese/English/Bilingual)
4. What do you expect to have in the website?
5. Will you use the contact form in the website if personal contact information are already provided?

The answers collected are as belows:

Sophia Sun, Associate Content Director, Cosmopolitan

1. Yes. Will treat as one more reference.
2. Yes.
3. Bilingual
4. Current work creation and past job experience.
5. No.

Joven Mak, Former Chief Editor, CosmoGIRL!

1. Depends on what industry it this. Will have benefit for digitall-related work but may not for traditional industry.
2. Yes. It can provide more information of the candidate.
3. No special preference.
4. Design would be important as it brings out first impression. Navigation is also important because it would somehow reflect the candidate’s way of thinking.
5. No.

Key Ng, Assistant Digital Manager, New World Developement

1. Yes. It shows that the candidate has certain knowledge and skills about website.
2. Yes.
3. Either one language is fine. Bilingual would be too much.
4. Work example (portfolio, or any supporting visual/video), interest of the candidate, etc; personal work would be important as it can show the passion of the candidate.
5. No.