

## **Target users**

As my website is about the online resume of myself, the key persona will be the recruiters from the companies in my hometown Fuzhou. On the whole website, I will show my information from the aspect of personal introduction, education background, intern experience, award and some portfolio like the photos and the videos I took briefly. So that when visiting my online resume, they can have a first understand of my design-thinking, my skill and so on. Moreover, after matching, they can invite me for further interview and give me much more opportunities.

First, the primary users are the recruiters from the creative companies which I am interested with, I hope that after they visit my website, they will decide whether my design thinking meet their needs.

Second, the secondary users are the recruiters from other companies who are looking for the employees in the communication field, the recruitment requirements are the master of basic skills in the propaganda, like the skill of writing news, the skill of making videos, the skill of web design and so on, after visit my website, they will find out my skills on those aspects.

Last, the other users are the recruiters from companies from digital or technical companies, looking for target employees who master the basic skills of digital and technical design.

Thus, the target user platform and the journey map of my website are as follows:

***Strategy Plane***

Site Objectives		Target Users		User Needs
<b>Primary Goal</b>	Introduce myself to the recruiters, so that they can judge whether I meet their needs and then give me the opportunity for further interview.	Primary User	Recruiters from the creative companies I am looking for.	Looking for target employees whose creative design skill meet their needs
<b>Additional Goal</b>	To show my detail in the digital format, like the program I have participated in and the pictures I have took and others that cannot show on the paper version clearly.	Secondary User	Recruiters from other companies that mainly focus on the communication.	Looking for target employees who have the basic skills of propaganda, like writing the news, designing the website and so on.
<b>Additional Goal</b>	To reflect the specialty related to the new media I have learned.	Secondary User	Recruiters from digital or technical companies.	Looking for target employees who master the basic skills of digital and technical design.

## Journey Map

### CUSTOMER JOURNEY MAPPING

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<b>EMOTIONAL STATUS OF PERSONA</b> <div style="text-align: center; margin: 10px 0;"> </div> <small>Name</small> <small>Profile</small> <small>Behaviour</small>	<div style="text-align: center; margin-bottom: 10px;"> <span style="font-size: 20px;">+</span>  <span style="font-size: 10px;">•••••</span>  <span style="font-size: 20px;">-</span> </div> <div style="text-align: center; color: red; font-weight: bold; font-size: 1.2em;">Recruiters</div> <div style="text-align: center; font-size: 0.8em;">Explain Emotions</div>	<div style="text-align: center; margin-bottom: 10px;"> <span style="font-size: 20px;">+</span>  <span style="font-size: 10px;">•••••</span>  <span style="font-size: 20px;">-</span> </div>	<div style="text-align: center; margin-bottom: 10px;"> <span style="font-size: 20px;">+</span>  <span style="font-size: 10px;">•••••</span>  <span style="font-size: 20px;">-</span> </div>	
<b>CONTEXT</b>	Email	Website		
<b>WHAT IS THE PERSONA TRYING TO DO?</b>	Look for some applicants who meet their needs from	Know more about the applicant	Information match	
	aspect of education background,			
	intern or work experience and so on.			
<b>JOURNEY STAGES</b>	1、 Receive the application with online resume through email. 2、 Open the online resume to find the detail. 3、 Reply for more interview.4、 give the offer.			
<b>TOUCHPOINTS</b>	Education background	Intern/ work experience	Award	Skill
	Self-evaluation			