

## Assignment 8

One of the most important things before designing my website is to make clear that what the objective is. Of course, the goal of designing this website is to help me stand out from other competitors in the process of job hunting, and get my dream job – becoming a product manager in some internet companies finally, and the target users of my website are the recruiters or the future leader in my department. To achieve this goal, I did some research to study other people's great portfolios, and visited some of the companies' websites to see the requirements of this position, such as the websites of Alibaba, Tencent, and Jingdong. In general, the requirements may include the following points:

1. Possessing a technical background;
2. Being able to coordinate the work of R & D personnel;
3. Being able to collect and analyze large amounts of data;
4. Being familiar with the relevant users, market, and industries;
5. Having excellent logical analysis ability, learning capacity, as well as sense of responsibility

I also interviewed some of my friends online to get some guidance for the design of my website. Three of them are working as a product manager in internet companies, one is Jingdong's HR. According to the interview, I understand that recruiters wouldn't ask applicants to provide personal sites, but they also pointed that having a personal website will make me stand out among all the applicants, especially when I am applying for Internet related positions. Meanwhile, they also suggested me to upload my CV in PDF format to the website, which may be convenient for recruiters to download and browse it. There is one point that worth noting that Zhang Qiu, the HR in Jingdong, told me that recruiters don't want a web page which is just a copy of the resume. It reminds me that I need to add more and different content to the page to show myself. She also told me what recruiters most want to see on the website are my educational background, internship experience, skills and works, which will be the focus of my website.

In the light of researches above, I have identified my target audience and their needs, the objectives of my website, and user journey mapping shown as follows:

*Figure1: site objectives, target users, and user needs*

Site objectives		Target users		User needs
Primary goal	Making me stand out among the competitors and persuade recruiters to give me the chance for face-to-face interview, and finally get my dream job.	Primary user	Recruiters from big internet companies.	Looking for potential graduates for a product management position.
Additional goal	Showing some of my skills in coding and data field, and the works of mine which cannot be presented in the resume.	Secondary user	Further leader in my department.	Looking for potential graduates as an product manager, as well as understanding more about their future subordinates
Additional goal	Making my website clearer, more beautiful, and more user-friendly, to leave the	Secondary user	People working in the internet field, or want to find a job in this field.	Looking for companions to share experience and information.

	recruiters with a good first impression.			
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Figure2: User journey mapping

