

## Assignment 8

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In the light of the designing thinking process and UX plane, both of which are universal and empirical rationale for website design, I have blueprinted my own personal portfolio website step by step.

Above all, it is strategy plane, where I have to figure out the website objectives, target users, as well as user needs. There is no doubt that the primary objective of the website is to distinguish myself from the numerous applicants, and finally get an ideal job. Considering my educational background, internship experience, and interest, product management position in the flourishing Internet industry is what I have been longing for. As a result, primary users of the website are employers or HR in the Internet industry.



Source: Tencent HR Wendy

In order to have a profound understanding of user needs and user journey mapping, I have conducted user research, including studying other well-designed personal websites and interviewing those who are HR or working in product management position in the Internet companies. What impressed me most was that Wendy, a HR in Tencent, mentioned that she felt tired because some applicants' websites were just the duplication of their CVs. She complaint that it is a waste of time to read this "visual CV". Therefore, as an addition of CV, the website is suggested to be different from CV in terms of content, design, and style, so as to attract HR attention.

But there still a question of what distinguishing content does employers interest in? Kimmy, one of the product managers in Tencent News, gave me a clear answer. She emphasized that most of product managers think highly of applicants' works, such as photos, videos, or even an original product designed by themselves, rather than big words. In addition to works, Mike, another staff in Jingdong expounded that the layout and design will form the first impression to them as well. He explained that from the design and content presented in the websites, he was able to get a basic understanding of applicants' skills and knowledge.

Based on the research and interviews, I will elaborate the site objectives, target users, user needs, and user journey mapping through the tables shown below.

Site objectives		Target users		User needs
<b>Primary goal</b>	Distinguish myself from the numerous applicants, and then have an opportunity to be invited to an interview, and finally get an ideal job of product management position	<b>Primary user</b>	HR recruiters and staffs in product management position from the Internet giants	Hunt for outstanding graduates in the field of product management
<b>Additional goal</b>	Present my works during undergraduate and postgraduate study and internship	<b>Secondary user</b>	HR recruiters from the Internet companies	Hunt for outstanding graduates in the Internet industry
<b>Additional goal</b>	Construct the website in a more user-friendly and well-designed way to form a positive first impression	<b>Secondary user</b>	Those who are working or looking forward to working in the Internet industry	Look for peers to borrow successful experiences and exchange ideas

Table 1. Site objectives, target users, user needs

Emotional status of persona	<ul style="list-style-type: none"> <li>• Curiosity</li> <li>• Interest</li> <li>• Considering</li> <li>• Appreciating</li> <li>• determined</li> </ul>
Context	<ul style="list-style-type: none"> <li>• Online/mail</li> <li>• Website</li> </ul>
What is the persona trying to do	<ul style="list-style-type: none"> <li>• Hunt for potential graduates</li> <li>• Glance over some relevant works</li> <li>• Contact applicants and arrange interview</li> <li>• Send confirm letter of hiring applicants</li> </ul>
Journey stages	<ul style="list-style-type: none"> <li>• Scan through the applicant's CV to get basic information such as age, educational background, and internship experience</li> <li>• Browse through the applicant's website to get further information and insights such as various works, design and layout of website</li> <li>• Arrange an interview with the applicant</li> <li>• Make a final decision of hiring the applicant</li> </ul>
Artifacts and touchpoints	<ul style="list-style-type: none"> <li>• Relevant educational background with professional knowledge</li> <li>• Relevant internship experience with professional skills</li> <li>• A variety of works</li> <li>• Well-organized and well-designed website</li> </ul>

Table 2. User journey mapping