Brief report about user research

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As a BA who studied German language and literature, I am always proud that I am able to write informative articles beautifully. My Will of sharing ideas and thoughts with others makes the content I create vigorous and full of personality. Thus I chose to become a content operator during the past two internship. I was trusted to take the responsibility for content marketing by running seven main stream social media platform, which expected to boost the key dashboard metrics of page viewers, likes and posting engagement of the subscribers. But then I found that content of high quality cannot guarantee its popularity, more data analytics techniques, which would contribute to exposing the characteristics of the target readers, need to be learned, which is the reason why I took the New Media program.

With what I have learnt from the master's program and my previous experiences, I can now figure out how to strive to offer better contents and manage content marketing in this traffic-dominated era. All these consideration lead to my final decision to aim at finding a job related to content operation and product management. In that case, it is considerable to become a product manager of a culture media company.

I interviewed several people who have recruiting experiences or who are working in a media company to understand the user needs and customer journey of my personal website. One of my interviewees Mr. Tang, who used to work as an editor of the People's Daily told me that in most cases, personal website serves as an additional resource for HR after they had seen the CVs. A good personal website may leave a deeper impression on the recruiters, which means that I could have more interview chances. Besides, he told me that many recruiters can gain a basic understanding of my skills from the design and content of my personal website.

My friend Jean who started her own business by operating a WeChat official account said, "A personal website can offer you great help when you are applying for some creative positions. On your website you are allowed to display more detail information about yourself, such as visualizing your experience by Storymap, showing some original products such as video or pictures. But you should highlight your strength rather than showing wordy content, since the recruiters may not spend much time in browsing your website."

I have also interviewed an editor of Trends Group (Lily Low) who suggested me to show more individuality on the website. Another friend Ivy who works as a HR in KPMG advised that I should emphasize on my projects to convince recruiters that I really have some hands-on skills to be qualified for the job.

Based on my career plan and interviews of some target users, I managed to profile the key persona who will visit my website:

- **Strategy plane**

Site objectives		Target users		User needs
Primary goal	Impress the recruiters and gain an opportunity to a face-to-face interview, and finally get a job.	**Primary user**	HR or the recruiters hunting for product managers.	Looking for potential employees for a product management position.
Additional goal	Show more detail information about myself that cannot be presented on the CVs due to the form limit	**secondary user**	Recruiters from culture media companies or digital service companies.	Looking for students to make and operate new media content.
Additional goal	Make the website creative and user-friendly.	**secondary user**	People who are working or hunting for a job in the field of content operation and product management.	Exchange ideas and experiences with peers.

- **User journey mapping**

Key persona who will visit my website:
1. Recruiters from culture media companies looking for product manager.
2. Recruiters from digital service companies.
3. CEO of some well-known WeChat official accounts.
4. Editors from newspaper office.

Explain Emotions:
1. Serious
2. Curious
3. Interest
4. Impressive

Context:
1. Online/ mail
2. Website

What is the persona trying to do:

1. Find potential employees
2. Get more information

Journey stages:

1. Check the CVs of applicants in the mailbox and get the most important information.
2. View the personal website attached in email/ on CVs.
3. Reply emails to some of the applicants to schedule an interview.
4. Choose applicants and hire.

Artifacts and Touch points:

1. Portfolio (showing some professional skills)
2. Storymap (educational background and internship experiences)
3. Well-organized layout
4. Impressive website design