

Final Project

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Instead of a one-pager resume, I would like to design my personal website to help distinguish myself in the job application. However, the process of design is not for aesthetic design or various contents solely. It is a tool to reach your target audience, convey the innovative and attractive content with visualized layout. So, combining the Design thinking with five elements of User Experience website design is significant for realizing these goals. They are theoretical and tactical, contributing to the stage of understanding the user needs to conducting usability test.

The Strategy Plane

Initially, I need to figure out the site objectives, target users and their specific needs when opening the website. My primary objective is to distinguish myself from a large number of applicants and help recruiters know me better, finally get the interview invitation. Based on the knowledge and past internships, I have accumulated some practical experience in the fields of online marketing, branding and product operating, which are consistent with my job interest. Therefore, I started to search related positions on the Internet. According to the searching results, I found some qualifications required in terms of the position named product planning and operation in Tencent, Baidu and Alibaba. Qualifications includes logical and critical thinking, design skills, data analytics, new media content generation, marketing knowledge and excellent communication skills.

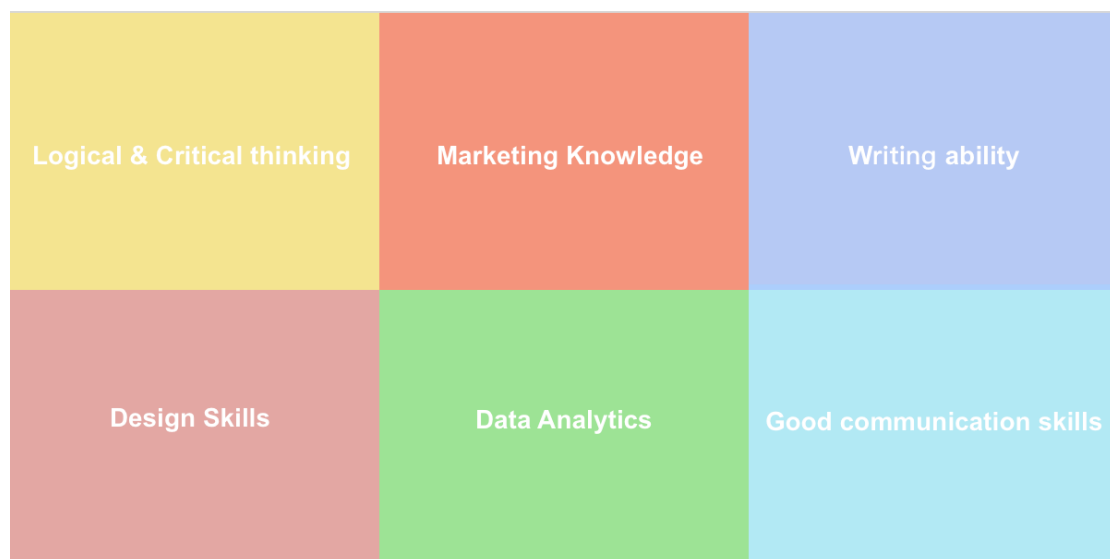


Figure1: Qualifications of position from Tencent, Baidu and Alibaba

During the past internships and current lectures in New Media program, I have mastered some skills and knowledge that help me start my career in this field. Since I already have a clear job objective, I interviewed some friends of mine who are working in the Internet company and HR department. My friend Fay who works as a recruiter in Human Resource department, told me that a personal website is something that helps interviewers know you better and it is also a good way to show your web-design skill, aesthetic taste and information aggregation ability. However, in the first-round application, HRs have no time to read it carefully, they just spend less than 60 seconds in scanning your resume instead of clicking on your personal website link. So, your personal website is a complementary section added in the application mail, so that the website should be demonstrated with simple but impressive contents. Besides, Aidenkzs who works in Baidu as a product manager told me that your project experiences should be included and highlighted in your personal website, since it is a great way to testify your working ability in this area.

Based on the searching results and interviews, I elaborate the strategy plane in regards to the site object, target users.

Site Objectives		Target Users		User Needs
Primary Goal	Distinguishing myself from the campus recruitments and get interview invitation from the recruiters.	Primary User	HRs from top companies in China, especially in the field of Internet.	They are doing campus recruitments around China and looking for the passionate and aggressive students to join their company.
Additional Goal	Presenting previous projects or portfolio to show my	Secondary User	Recruiters from International or local 4As (agencies) related to integrated	Recruiters are looking for Account Executives or assistant consultants

	qualifications to position		marketing communications.	
Additional Goal	Impressing people with creative contents and well-designed architecture	Secondary User	People who are professional in the field of product management.	They may share their insight and experience with me, or provide some job opportunities

Figure2: Strategy Plane

Here is the user journey mapping to illustrate the persona and their touchpoints.

CUSTOMER JOURNEY MAPPING

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EMOTIONAL STATUS OF PERSONA  <small>Name Profile Behaviour</small>	<div> <div>+</div> <div>Recruiters from Internet company</div> <div>Recruiters from International or local 4As (agencies)</div> <div>People who are professional in the product management</div> <div>-</div> </div>			
	<small>Explain Emotions</small> 1. Curious 2. Interested 3. Getting serious 4. Determined 5. Satisfied			
CONTEXT	1. Online/ mail 2. Website			
WHAT IS THE PERSONA TRYING TO DO?	1. Filter applicants and search for potential candidates; 2. Get interested in the students' resume and relative projects; 3. Search for contact information and send out interview invitation.			
JOURNEY STAGES	1. scan the resume to get basic information of applicant	2. click on link to get detailed information about my project and previous experience	3. consideration and then send out interview invitation	4. through several rounds interviews, finally get hired
TOUCHPOINTS	1. basic education backgrounds and skills	2. previous projects related to product planning and operation	3. aesthetic layout and usability of personal website	4. contact information

Figure3: User Journey Mapping