

The goal of establishing a website is to help me find a dream job as a product manager, and personal website is a great way to express my personality, demonstrate my knowledge and skills related to my career and imply that I take my career seriously. There are a few groups of people I want to target, the first and most important group is HR in Internet industry, the second group is my future leader, and the third group is other project directors to seek for other opportunities.

Before I started my project, I asked for some suggestions from people who has experience for hiring employees. As she said, there're four parts that matter most: professional knowledge which can be tell from educational performance and project; comprehensive ability which can be tell from association experience and social practice; logic and strong desire to be part of the company. Visual effects and design is also important. Another valuable advice I got is to keep as simplified and quick as possible, and give answers to every necessary question, because people won't spend too much time on the website. That helps me to set up the basic elements of my website.


After that, I did some research on good personal websites, and I found several basic rules and some specific instructions. First, it's important to keep the word 'relevance' in mind so the users won't get confused or impatient with my website. Besides, the website needs to be professional and developed, otherwise it'll just leave a bad impression on employers. There're also other strategies such as link my resume from a landing page, create a page for each section of my resume, turn my website into a multimedia timeline of my work history, and home page might be akin to an

objective or summary statement. Also, some visual effects and interactions are necessary. One important thing is to find the balance between my resume and my website. On one hand, my website should be different from my resume, otherwise it's just a waste of HR' time. Usually, personal website is sent as an additional package of resume, in that case, I assume that HR has already known about the basic and most important part about me. On the other hand, that doesn't mean that the content for my resume is not important for my website, actually what HR will care about is pretty much the content of resume, so the whole thing is about highlighting the most related and impressive part of me in an attracting way with visual expression.

Site objectives		Target users		User needs
Primary goal	Highlight my most important and related experience with visual expression, to impress recruiters and help me stand out from other candidates.	Primary user	Recruiters from Internet industry	Find capable employees for product management position
Additional goal	Show my personality and detailed experience which can't be presented by resume.	Secondary user	Future leader in my department	Get to know more about future subordinate
Additional goal	Have a platform to show my skills and related project experience for other opportunities	Secondary user	Other project directors from Internet industry	Find potential employees for their own company

(strategy plane)

Primary user Persona

Persona	HR in Internet industry
Photo	
Fictional name	Amy
Job title/ major responsibilities	HR/ Hunting for capable applicants
Demographics	30 years old; Married; Mother of one child; Has a master degree in human resource.
Goals and tasks	She is a responsible, patient, detail-oriented within a supporting role. One of her concerns is finding capable employees for company. Spend her work time: Searching for candidates; Recruiting and training the best employees ; Managing employee payroll, benefits and compensation;
Environment	She's comfortable sitting in her office using computer to scan candidate's resume. She checks her email twice a day.
Quote	"What question do you have for me?"

Journey Map:

HR Recruiters

Emotional status of persona:

Curious; Interest; serious; concentrated;

Context:

online/Mail; Website

What is the persona trying to do?

Choose capable applicants to hire;

Contact and set up interviews

Journey Stages:

Read candidate's resume and get basic understanding of candidate;

Open the additional website and get more information about the candidate;

Get impressed and click on the 'contact me' button;

Set up for an interview;

Hire employee.

Artifacts and touchpoints:

Skills;

Experience;

Awards