STRATEGY AND SCOPE PLANE OF MY WEB DESIGN

I once worked for a new media product as an operator for five months before I went to Hong Kong. I gained much experience and interest in this area, so I attempt to continue to hunt for job in this area.

STRATEGY PLANE

MY RESEARCH

By studying other excellent personal websites, I found that these webs had following similarities: 1. They are brief but focused; 2. They all show high match-degree of the applicant and the position 3. They are easy for recruiters to find the information about the applicant.

In order to determine the user needs and site objectives, I analysis the stages of recruit to help me determine my target users. I interviewed the HR in former company about the stages of recruit: 1. HR gets the portfolio; 2. HR thinks the person is suitable for this job; 3. Contact the applicant via mail, phone or text messages; 4. Interview by HR; 5. Interview by team leaders and department managers; 6. Admission. Therefore, the target users include recruiters, team leaders and department managers. I also view my teachers and former leaders as my target users as they may act as recommenders when I hunt for a job.

Besides, I did some research on the requirement of new media operator. The duty of new media operators mainly contains 1. Community operation; 2. Social media operation; 3. Activity plan and execution. I also contact with my former leader in the new media company and she said that when they find a new employee in this area, they mainly consider four aspects: 1. How employees' experience related to the job; 2. The Creativity of the applicants; 3. Technical skills; 4. Strong Ability of learning and comprehension; 5. Team spirit and responsibility. Furthermore, each applicant is normally asked to show their past projects when apply for this job. With the website portfolio, recruiters are easy to judge if you are suitable for this job, and it at the same time shows your skills in new media technologies which improves your competitiveness. According to

Workfolio's founder and chief executive Charles Pooley, a website gives hiring managers a glimpse into your personality. Furthermore, having an informative, well designed website also sends a message that you take your career seriously. Lastly, it offers visibility

USER NEEDS AND SITE OBJECTIVES

SITE OBJECTIVES		TARGET USERS		USER NEEDS
PRIMARY GOAL	Make recruits interested in my portfolio and contact me	**PRIMARY USER**	recruiters	Find employees suitable for the job and contact with them easily
ADDITIONAL GOAL	Make the department managers interested in me and consider I am the suitable choice Show my skills in new media technologies	**SECONDARY USER**	Team leaders, Department managers	Easy to find the relation between the job and the applicant's experience
ADDITIONAL GOAL	Ask other people to recommend me to the company I am interested in	**SECONDARY USER**	Teachers and former leaders	Easy to share via mail and SNS

Scope plane

Customer Journey Mapping

CUSTOMER JOURNEY MAPPING

EMOTIONAL STATUS OF PERSONA				
Name Profile Behaviour	(1)recruiters; (2)team leaders and department managers; (3)Teachers and former leaders who will be willing to recommend me to suitable companies Explain Emotions 1.curiosity	2. interest	3. getting serious	
CONTEXT	1.online/mail	2.website	3. mobile	
WHAT IS THE PERSONA TRYING TO DO?	1. Acknowledge the match-degree of the applicant and the job;			
	2. Contact the applicant			
JOURNEY STAGES	1. Recruiters receive my CV via mail/website/app/hardcopy; 2. Recruiters view the website attached in the CV; 3. Recruiters contact me via e-mail/phone call/text messages to schedule an interview			
TOUCHPOINTS	1. Online recruitment agency (website & APP); 2. Social media (weibo & Linkin) ; 3. Hardcopy submitted during recruiting events			