

## User research for final project

As far as I'm concerned, the target users of my website consist of three groups of people: recruiters, department managers and the other professionals in my industry. The details are as follows:

### Strategy plane


Site objectives		Target users		User needs
<b>Primary goal</b>	To Make recruiters interested and contact me, as well as increase the chance to be hired.	<b>Primary user</b>	Recruiters	Find the proper and potential employees that suit the job requirement.
<b>Additional goal</b>	To demonstrate my working experience, ability and skills.	<b>Secondary user</b>	Department managers	Find the proper and potential employees that suit the job requirement.
<b>Additional goal</b>	To increase the chance that recommended by the other professionals in my industry.	<b>Secondary user</b>	The other professionals in my industry	Find the current developing situation (working experience, skills and ability) of the other professionals in the same industry.

To discovery the user journey, I have talked with 3 persons, 2 of whom are my former employers and the other is my friend, a HR working in the HuaWei company. All of them gave me plenty of helpful suggestions. However, what I plan to be engage in is an occupation of product manager in an internet company, which I've never actually worked as. So, the suggestions from the 3 persons are not enough to me, I went to the internet and searched for the recruitment information of the product manager, specially paying attention to the requirements. Synthesizing all of the suggestions and

information, I draw my website's user journey map as following:

user journey mapping

**CUSTOMER JOURNEY MAPPING** designthinkersacademy

<b>EMOTIONAL STATUS OF PERSONA</b>  <small>Name Profile Behavior</small>	<div> <div>+</div> <div>1. Recruiters;</div> <div>2. Department managers;</div> <div>3. The other professionals in my industry.</div> <div>+</div> </div>			
	1.Interest	2.curious	3.careful	4.serious
<b>CONTEXT</b>	1.Online/mail	2.website	3.mobile	
<b>WHAT IS THE PERSONA TRYING TO DO?</b>	1.Find potential and proper employees; 2.Get know about the applicant's working experience and ability; 3.Contact and interview the applicant;			
<b>JOURNEY STAGES</b>	1.View the website attached in my applicant email; 2.Find the information about the applicant's working experience and ability; 3.Contact me and schedule an interview			
<b>ARTIFACTS AND TOUCHPOINTS</b>	1.Protfolio	2.Skills	3.Experience	