



# The persona & User Journey Map

This chart is to show my target users and their journey map based on my career plan and my interview of the primary target users.

WHO IS MY  
TARGET USER?



1. Recruiters from  
top fashion company  
based in Shanghai

2. Recruiters from  
top fashion company  
around the world.

3. Editors involved in  
fashion, beauty, celebrity  
and lifestyle field.

## USER JOURNEY MAP

1



View the applicant's resume attached  
in email and grasp key information

View the website attached in  
an email or personal resume



2

3



Check the candidate's qualification and  
judge whether he/she is suitable for the job vacancy.

Contact the candidate and plan an interview  
if the candidate meets the standard



4

5



Make final employment decisions