

## **Strategy and scope**

I used to major in business English, but as the Artificial Intelligence developed, more manual work will be replaced by the machine, and as a result, I turned to new media, and hope can find a job in this filed especially the new media operator.

## **Strategy plane**

The first stage of is the strategy plane, and there are three questions I need to consider.

1. What is the website for?
2. Who will be the target viewer?
3. What do they want?

As it is a personal website, the function of the website is to promote myself and to help me find the job.

## **My research**

I asked one of my friend who used to work in Tencent as HR assistant and a friend who works in Alibaba.

## **The qualities of new media operator**

1. New media operators must have a "net sense." it requires that the ability to grasp the hot news, be familiar with data analysis and information gathering. The ability of data analysis is becoming more essential.
2. New media operators need the ability to integrate materials and resource and they need to find value inside the materials and resource.
3. New media operators need the ability to write good articles. The article should be written in the structure and logical. It is not only involved with literary talent.

## **What a recruiter wants to know**

1. What employees can bring to the company
2. What do employees do successfully
3. what kind of problems can employees solve
4. The comment from the employees themselves and their employers

My friend also told me that a personal website is not a must, and usually they would not take it into consideration. However, it might increase the competition.

She also told me that in most cases, they can define that a person is not suitable for the job. Then the resume will pass to the department, and the department leader will detail check the abilities. The following interview will decide whether a person is suitable or not.

As the result, the website need to help me the pass the second round and get the chance of interview

Site objectives		Target users		User needs
Primary goal	Let the HR get interested in my resume and pass my resume to the second round.	Primary user	The HR from the company in which I apply for the position.	Find the potential and suitable appliers and pass the resume to the department leader.
Additional goal	Let the department leaders to know my potentials and abilities, and give me the chance of interview.	Secondary user	The department leader from the company in which I apply for the position.	Find out whether a appliers is qualified enough with the job and give them the opportunities of interview.

### Site objective

## Customer Journey Mapping

## CUSTOMER JOURNEY MAPPING

designthinkersacademy

<div>EMOTIONAL STATUS OF PERSONA</div> <div><div></div><div>Name Profile Behaviour</div></div>	<div>+ <div>1 Human resource 2 Department leader</div><div>-</div><div>Explain Emotions</div></div> <div>1 Curious2 Interest3 Serious4 Seriously consider</div>
CONTEXT	1 Email2 Website3 Other platform
WHAT IS THE PERSONA TRYING TO DO?	1 Find the potential applicant
	2 Have a better understanding of the applicant
	3 Decide to contact the applicant
JOURNEY STAGES	1 HR receives my cv and website, pass my cv to the department leader 2 Department leader see the cv and website, decide whether give the chance of interview
TOUCHPOINTS	1 Email2 CV3 Other recruitment website