

Practice and analysis of the construction and operation of college students' information service park

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Abstract: the information displayed on the home page is concise and clear, but with the elements of fashion. The traditional website style cannot attract students' attention because the audience of the website is aged between 18 and 28. The design of the site's interface will be updated to clearly list the search information and link to the relevant content. Interface color should be bright, elegant style, highlighting the youth of the young generation of college students.

Keywords: website; Design; Interaction design; operating.

1. INDUSTRIAL BACKGROUND AND ENVIRONMENTAL ANALYSIS

1.1 Macro environment analysis

With the continuous development and progress of economy and science and technology, the social competition becomes increasingly fierce, which brings a severe test to our college students' employment. In the arms of our parents, we lack of contact with the outside world, so we are hardly qualified for the ideal job. In today's job market, employers are demanding more and more talents. In addition to relevant requirements such as education background, social experience has become the biggest selection factor.

At present, many college students also see this point, so they will constantly look for a variety of part-time jobs to exercise themselves in college. However, in today's fierce competition, all kinds of information are not as varied as true or false, and college students are often cheated of money by intermediary agencies. This situation, on the one hand, leads to some college students' resistance to intermediary agencies, and on the other hand, makes the credibility of those organizations that are bent on doing a good job as intermediaries fail to improve. Market macro environment requires us to have a platform for students to provide information.

1.2 Target market analysis

Our target market is mainly students. The main feature of this market is that the students engaged in part-time college students' professional background is widely distributed, covering almost all disciplines. What's more, the number of students who take part in part-time jobs varies from freshman year to junior year. Among them, the number of students who want to do part-time jobs in sophomore

year is the largest. In junior year, due to the need to prepare for oral defense and participate in various exams, the number of students has been reduced. However, since I just entered the campus in my freshman year, I am not familiar with many aspects, and we know that there are not many students.

Therefore, in order to provide more college students with better employment opportunities, our company has customized the enterprise development goals and tasks into two stages:

The first stage: the main market of our company is wenzhou college students, and the main customers are college students. Through the company's process operation, establish an effective communication platform for college students to work part-time in enterprise recruitment. The final goal of this stage is to form the only formal and legal large-scale part-time intermediary company in zhejiang institute of industry and trade and its campuses.

The second stage: based on the development of the first stage, the company will formulate more long-term development goals. We will expand the scope of development for the whole city, but also to expand the scope of the population to all people of the right age. The ultimate goal of this stage is: to maximize the strength of the company, and strive to maximize the value of surplus labor.

2. MARKET ANALYSIS

2.1 Students' views on our establishment of part-time intermediary agencies

All kinds of dishonest behaviors in part-time jobs directly affect the fundamental interests of students and suppress their enthusiasm to a large extent. In the face of all kinds of disputes, it is inevitable that there are also a variety of troubles, or even at a loss.

The target population of our part-time agency is mainly students who want to do part-time jobs in universities. At the present stage, our target market is our university and surrounding colleges. For this reason, our group made a series of opinions about our part-time intermediary agencies

Conclusion: from the figure on the right, we can see that most students (62.5%) in our school still believe that it is necessary for our school to set up specialized guidance institutions, which can better enrich students' after-school life and ensure students' part-time job safety.

2.2 Students' views on the intermediary service organization of student-orientation

Student-oriented intermediary service organizations refer to intermediary organizations established by students themselves to serve the part-time jobs of college students and earn certain intermediary fees. On the issue of academic aptitude intermediary service organizations having a promising future in college.

3. COMPETITOR ANALYSIS

From the current form, the market has appeared a lot of similar service sites. They are also growing very fast, taking a share of the market. We are in the initial stage, and we need to work hard to gain a foothold in this market. See figure 1.

3.1 Analysis of similar competition

Our company has just entered the market and has to face fierce competition from many competitors, such as:

(1) 58 the same city

As the largest classified information website in China, 58.com is localized, independent, free, authentic and efficient. Its services cover all areas of life, providing housing rental and sale, catering

and entertainment, recruitment and job hunting, second-hand trading and other life information, but also for individual users to provide rich resources, high credit, interactive classification information platform.

(2) zhuobo talent network

While providing information service for enterprises and job seekers, the network of excellent talents is also a platform for employment guidance and enterprise internal training for college graduates from various universities across the country. The profession provides two-way service for enterprises, job seekers and excellent lecturers. Core products are excellent lecturer, research and development courses, system services. We are committed to alleviating the lack of individual professional qualities of college students in China and the general lack of excellent lecturers in enterprises, and helping partners to achieve rapid rise and expansion

(3) ganji net

Founded in 2005, ganji.com is one of the largest classified information portals in China, providing users with many local life and business service information such as house renting and selling, second-hand goods trading, recruitment and job hunting, vehicle buying and selling, pet ticketing, education and training, city-wide activities and friends, group purchase and so on. Headquartered in Beijing, ganji has branches in Shanghai, guangzhou and shenzhen, and has opened branches in 374 major cities nationwide, serving people in all areas of daily life

These are before us into the Internet market, and has occupied a certain share of the market, has just entered the market for us, the competition is fierce.



Figure 1 competitor analysis of information service park

3.2 Similar competition analysis

When we enter this market, we not only have to face the competition of some competitors, but also have to face the competition of some similar competitors.

(1) Tutoring institutions

Tutoring institutions have always occupied a certain share in this market, and with the passage of time, many tutoring institutions have a certain size and have their own tutoring network system.

However, as for us, we are a part-time intermediary platform. Compared with tutoring institutions, we have a large number of customers, and the resources can be better utilized.

(2) Part-time small groups

They are students who have done part-time jobs for a period of time, have some part-time work experience, and have high recognition when providing part-time job information for students. For this kind of competitors, their influence is small and can only affect the surrounding students. However, we distribute a large number of leaflets in our college and cooperate with corresponding associations, so we have sufficient sources of customers.

3.3 Competitive disadvantage

- 1) our company is still in the initial stage of the market, and the market share is not enough
- 2) the mechanism of our network platform is not perfect, and the attraction to customers is not very high

We don't have enough experience, so we may have some problems at the beginning

3.4 Competitive advantages

- 1) with more and more college students looking for jobs in their spare time, it is not difficult to find that college students have gradually realized the importance of work experience, so that we have a rich source of customers.
- 2) our school can provide us with a lot of customers, which is undoubtedly a timely help in the early stage of our development.
- 3) school leaders and teachers gave us a lot of encouragement.
- 4) the state strongly calls on college students to start their own businesses. College students can better understand and meet the needs of some college students.

4. A SWOT ANALYSIS

4.1 Advantages (S)

- 1) with more and more college students looking for jobs in their spare time, it is not difficult to find that college students have gradually realized the importance of work experience, so that we have a rich source of customers.
- 2) our school can provide us with a lot of customers, which is undoubtedly a timely help in the early stage of our development.
- 3) school leaders and teachers gave us a lot of encouragement.
- 4) the state strongly calls on college students to start their own businesses
- 5) as college students, we can better understand and meet the needs of some college students.
- 6) according to the investigation, there is no part-time information platform on campus, so we should start to explore this platform, which has great advantages.
- 7) setting up an intermediary information platform on campus, we are more aware of the worries and troubles of college students facing part-time jobs and are closer to college students. Compared with the intermediary platform in the society, we need to be more easily supported and trusted by college students, which is the unique advantage of campus intermediaries.

Personal factors: we are all college students who have just started our own business. We all have strong interest and passion, which is our advantage.

4.2 Disadvantages (W)

- 1) our website is still in the initial stage of the market, and the market share is not enough

2) the mechanism of our network platform is not perfect, and the attraction to customers is not very high

We don't have enough experience, so we may have some problems at the beginning

4) since we are both students who start our own business, we may also face the problem of capital turnover

5) at present, I am a fresh graduate and lack of relevant experience in operation and management. In the early stage of the company, it is difficult to contact enterprises and merchants, and the popularity is not high.

4.3 Opportunities (O)

1) according to the previous analysis, 95% of college students expect to get a part-time job, and 69% expect the establishment of campus agents. The market capacity is huge, which is a good opportunity for our campus agents.

2) the campus creates an innovation park to provide us with a stage for classes. Some institutions of the university and society also strongly support college students' entrepreneurship, which is also a great opportunity for us.

4.4 Threat (T)

As a result of the modern all kinds of information is not normative, the existence of false and deceptive information, make the student to the web site credibility is reduced, the majority of college students can't believe the authenticity of the information, at the same time, the fierce crystals in emerging enterprises difficult to development smoothly in the fierce market competition, due to the popularity is lower, to set up their own brand awareness in a short time is not an easy thing, if low profile is difficult to obtain the ideal effect. Different enterprises and college students on the site recognition is not the same, now many enterprises and students simply do not believe in the various websites, want to let enterprises and college students believe that the current site to find a part-time job is a long-term job.

5. MARKET POSITIONING AND DEVELOPMENT GOALS

5.1 Market positioning

Our target population positioning at the beginning of the positioning of students, in the late slowly expanding. At the beginning, the website was not well known because it just started, so we decided to make the scope smaller, mainly aimed at college students. The reasons are as follows:

1) enrich my extracurricular life, improve my ability, and accumulate social and work experience.

2) earn living expenses (pocket money)

3) a comprehensive understanding of employers in the new era of employment needs, in order to provide a solid foundation for the future successful employment appraisal.

On the other hand, it can supply talents for employers and reduce the personnel cost of enterprises. Many enterprises are also willing to hire students to do part-time jobs.

Website to achieve a certain visibility, so that more and more people know, our target population is all those who need part-time jobs and some people in the society need part-time jobs; In addition to college students part-time part of our website, there are some social people, the main business is to

help others introduce. Part of this is aimed at the main population is like part-time people. Our website also provides part-time 100 % information service platform.

5.2 Operating objectives

A part-time center for college students should be set up to normalize the part-time activities of students and avoid the damage to students' lives and property caused by fake part-time recruitment agencies. Through the guidance and help of the school, guide students to establish the correct concept of part-time job, improve the measures to protect the interests of students, and promote the healthy, standard and effective development of college students' part-time job activities. To provide students with necessary guidance and training to enable students to engage in higher and more meaningful part-time jobs. At the same time, innovation development mode, strive for the maximum benefit, make the service mechanism bigger and stronger.

5.3 Enterprise positioning

1) establish the corporate image of student-oriented part-time intermediary service organizations

Our organization is in the campus, most members of the organization are students, the target market and give priority to with college students, our organization orientation for the students, can bring kindness to our target market, to obtain the natural sense of trust, to enter the market to win a good first impression, and can highlight our services for students, safeguard the rights and interests of students, the feature, the occupation of the target market

2) take the route of specialization and diversification

At present, there are no professional part-time intermediary organizations in our school. Most of them are scattered and small intermediary organizations, and they have not formed a great influence among students. Therefore, this intermediary institution develops towards the direction of specialization, providing comprehensive and high-quality part-time introduction service for college students, protecting their rights and interests, forming long-term cooperative relationship, and cultivating lonely part-time workers. With the development of the institution, we will take a diversified route to provide all part-time jobs needed by college students, and devote ourselves to building the most influential part-time intermediary institution on campus.

6. DEVELOPMENT GOALS OF THE WEBSITE

6.1 Initial objectives

Conduct preliminary publicity preparation work and specific division of labor of team members, including design of posters, banners, flyers and other publicity materials, and detailed research of BBS, QQ, BBS, blog and other network publicity methods; Contact the relevant departments of the school (student work office, youth league committee, etc.) to ensure that the publicity and activities can be carried out in accordance with the rules of the school and eliminate possible external problems. Specific:

(1) strengthen the ability of psychological regulation: college students should handle the relationship with their classmates well, be willing to help them, encourage them to actively participate in some public welfare collective activities on campus, cultivate healthy psychological quality, and lay a necessary psychological foundation for the post and part-time job.

(2) through various ways of publicity to guide students to establish a correct concept of part-time. The first identity of college students is students, should correctly deal with the relationship between learning and part-time, mainly to learn, part-time as a supplement.

(3) improve students' comprehensive quality through training and work practice. College students should increase knowledge, broaden their horizon, cultivate their sentiment, cultivate virtues, bid farewell to bad habits, learn to have strong points, learn to have fun, and improve their comprehensive quality in an all-round way. Lay a solid foundation for future employment.

(4) enhance the awareness of self-prevention and legal protection: college students should have a clear understanding of the basic legal relationship and basic rights around them, and be able to distinguish what is a tort in the process of part-time job and how to deal with it.

6.2 Medium-term goals

Coordinate with the school

We will contact the school and get great support from the school. The school will coordinate to provide us with hardware facilities including office, relevant professional guidance teachers (finance and law), follow up guidance and necessary support policies, and keep in touch with all the students' work-study positions in the school.

6.3 Late goal

(1) increase publicity

Coordinate with the network center of the college, make use of the broadband of the network center, link the web page of the part-time guidance center to the website of the college, cooperate closely with the college, increase publicity at the same time, make more students more convenient to understand the various information of the part-time guidance center, and jointly develop good part-time jobs for college students.

Contact the school power management service center to obtain necessary power resources.

(2) expanding the market

Set up a special business team, go out information, negotiations, and employers to reach a cooperation agreement, broaden our part-time way, enrich the college part-time resources.

7. WEBSITE FUNCTIONS AND ANALYSIS

7.1 Site positioning

College students part-time network is by college students and need part-time workers or employers to provide part-time opportunities for an e-commerce site, mainly engaged in online part-time information release, employment guidance, work experience exchange.

1) business scope and service objects

Mainly aimed at college students and the need for part-time workers or employers, especially poor economic conditions for families need work-study subsidies for living expenses of college students.

2) main service items

College students part-time network mainly to provide suitable part-time jobs for these students, and different from other part-time network is convenient for students to find part-time jobs to go to the big website massive search information trouble. Create links for them to search for jobs that match, and group them into groups. It also provides them with guidance on how to find a job.

7.2 Website content

1) website features

This website is a website that provides students with part-time jobs as a platform, and all the structure of the website is dominated by student recruitment and enterprise recruitment. Aim to serve students and employers, dedicated to find satisfactory jobs for students, for enterprises looking for the right talent.

2) specific columns of the website

In order to make it more clear and convenient for users to browse our website, we have classified a series of part-time information on the website.

1) employer information

Job search, industry recruitment, enterprise recruitment information, recent recruitment, famous enterprise recruitment, campus recruitment, individual member, enterprise member login

2) applicant information

Resume database, career assessment, novice guidance, job guidance, apply for membership login

3) company profile

Company profile, legal statement, confidentiality commitment, contact information, frequently asked questions, customer service hotline

4) workplace training information

Career perspective, hot workplace, vocational training

5) featured services

Recruitment outsourcing of headhunting service

8. CONCLUSION

This website is one provides the student part-time job as the platform's website, the website all structure all to the student to apply for primarily and the enterprise to apply for. Aim to serve students and employers or enterprises, dedicated to find satisfactory jobs for students, for enterprises looking for the right talent. "One hundred percent" information service park is an e-commerce website provided by college students with part-time job opportunities for industrial and trade students, mainly engaged in online part-time job information release, employment guidance, work experience exchange, etc. Next we will talk about the site positioning and analysis mode.

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