Content Prioritization Templates



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# Template 1

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Business Impact | DRIVE  This is content that users may not be looking for, but that is important to the business. | * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> | FOCUS  This is the content we should focus on because it’s important to the business and our users. | * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> |
| LOW PRIORITY  This content is not important to our business or our users. If we choose to create it, it should be the lowest priority in terms of resource allocation and timeline. | * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> | GUIDE  This is content we want to make sure users can find, but that isn’t very important to the business. | * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> |
| User Need | | | |

# Template 2

| **User Scenario** | **User Segment** | **Focus** | **Drive** | **Guide** |
| --- | --- | --- | --- | --- |
| <User scenario statement> | <User segment> | * <Content that is a focus for this user and your business> * <Content that is a focus for this user and your business> | * <Content you want to drive this user toward> * <Content you want to drive this user toward> | * <Content this user may need, but that isn’t as important to the business> * <Content this user may need, but that isn’t as important to the business> |
| <User scenario statement> | <User segment> | * <Content that is a focus for this user and your business> * <Content that is a focus for this user and your business> | * <Content you want to drive this user toward> * <Content you want to drive this user toward> | * <Content this user may need, but that isn’t as important to the business> * <Content this user may need, but that isn’t as important to the business> |
| <User scenario statement> | <User segment> | * <Content that is a focus for this user and your business> * <Content that is a focus for this user and your business> | * <Content you want to drive this user toward> * <Content you want to drive this user toward> | * <Content this user may need, but that isn’t as important to the business> * <Content this user may need, but that isn’t as important to the business> |

# Template 3

|  |  |  |  |
| --- | --- | --- | --- |
| LEARN | CONSIDER | BUY | MAINTAIN |
| * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> | * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> | * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> | * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> * <description of content> |