Template 1

Business Impact

DRIVE		FOCUS	
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>	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		GUIDE	
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>	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