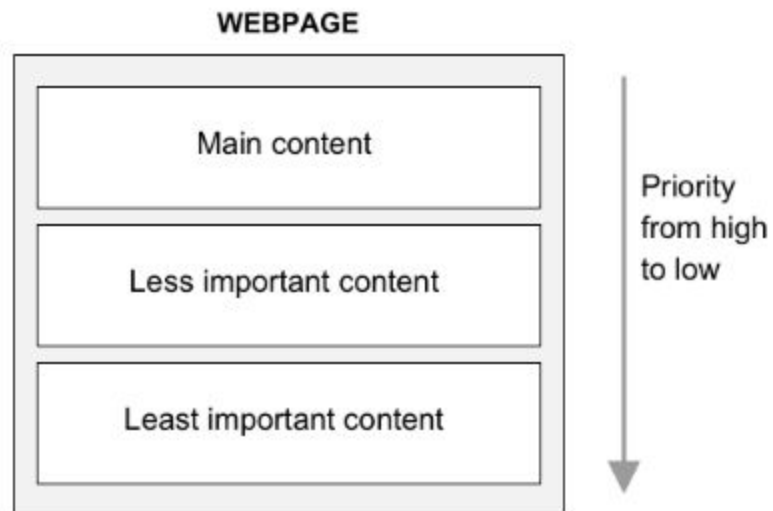


Guías de prioridad

Poniendo el foco en el contenido

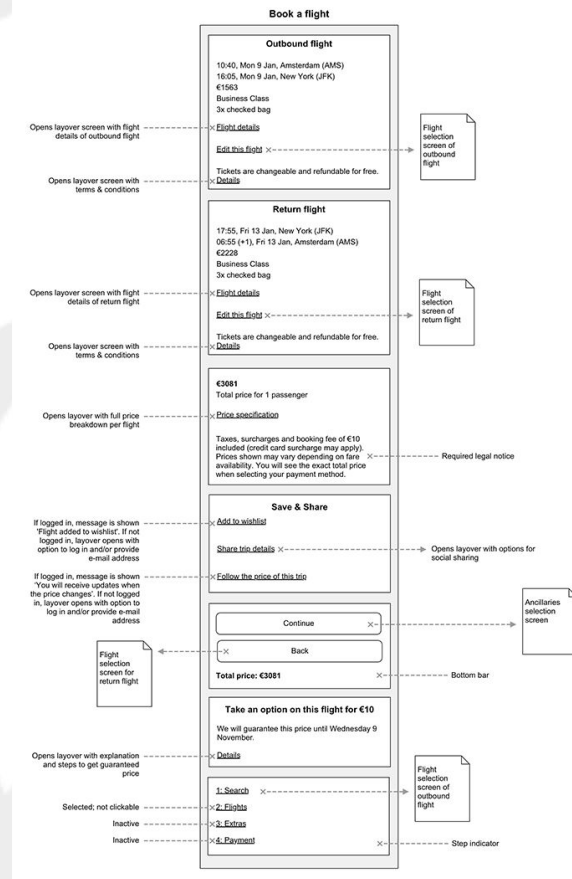
Metodología que ayuda a establecer el objetivo de una página y qué elementos tiene que contener para conseguir ese objetivo



Fuente: <https://alistapart.com/article/priority-guides-a-content-first-alternative-to-wireframes/>

Ventajas

- Enfocado en resolver los problemas del usuario.
- Adapta el diseño al contenido y no al contrario.
- Ayuda a definir la importancia de los contenidos de acuerdo con las necesidades del usuario > define una jerarquía conceptual no visual.
- Eficiente para el diseño responsive.



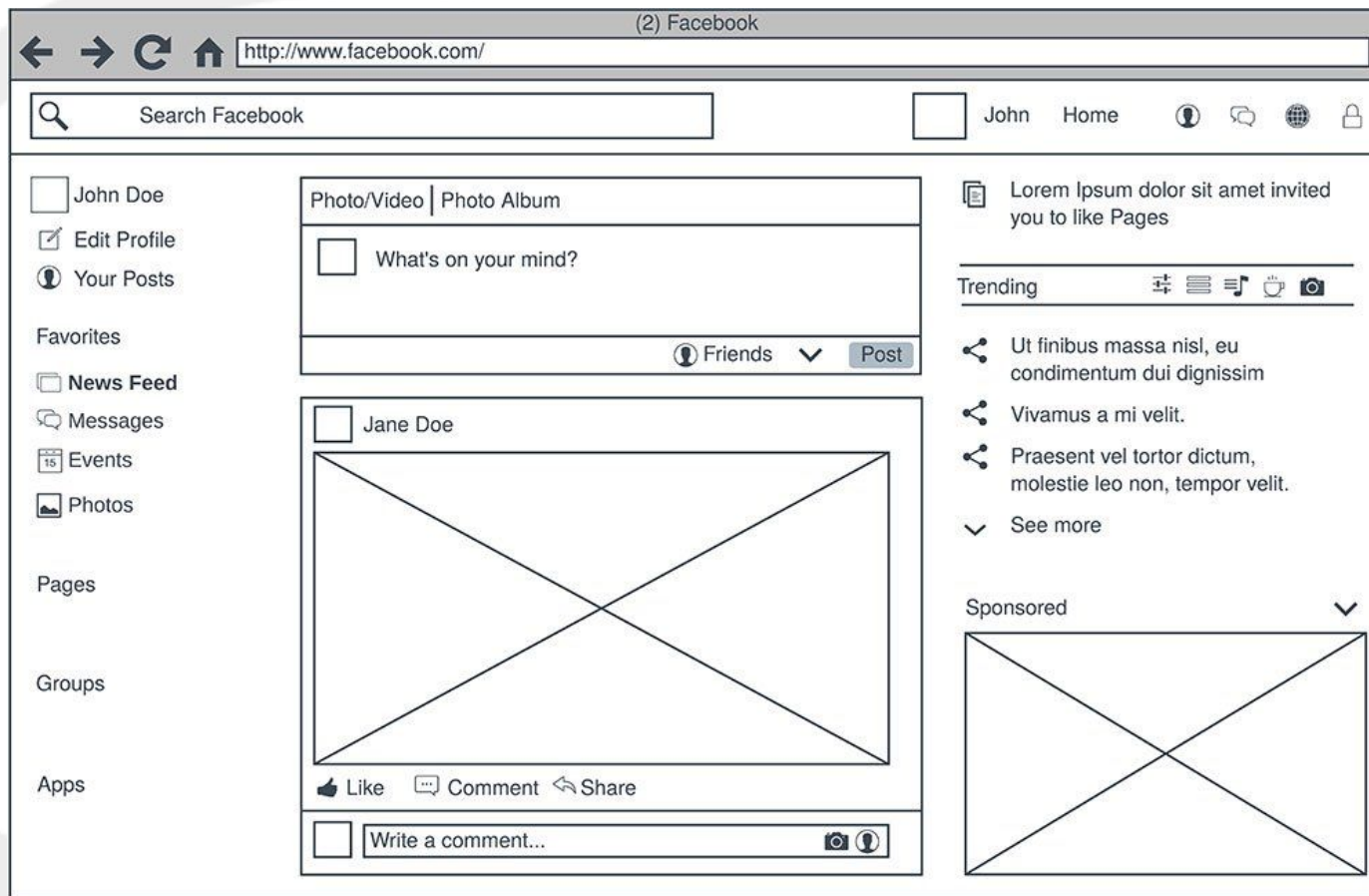
Herramienta de comunicación para el equipo

- No adelanta decisiones **estéticas** y **formato**.
- Facilita la creatividad de los **diseñadores** al darles **más libertad** de acción.
- Los desarrolladores tienen un **html** al principio del proceso.
- Se puede **testar** en fases tempranas.
- Permite a los escritores tener un **inventario de contenidos** a redactar sin restricciones de formato o **longitud**.

El contenido es el rey

- El diseño debe facilitar la **comunicación** del contenido.
- Trabajar con **contenido real**.
- No usar *lorem ipsum*.
- Partir de lo general a lo específico.
- Presentar los **servicios** como **soluciones**.

version 1	version 2
Main pitch	Design better. Faster. Together. The digital product design platform powering the world's best user experiences
Cloud product highlight product details	InVision Cloud Your entire product design workflow — connected
Studio product highlight product details	<ul style="list-style-type: none"> > Create rich interactive prototypes > Seamlessly communicate, gather feedback, and move projects forward > Explore your team's best ideas on a digital whiteboard > Beautifully collect and present designs, inspiration, and more > Magically better handoffs from design to development
DSM product highlight product details	InVision Studio The world's most powerful screen design tool
Platform integration	<ul style="list-style-type: none"> > Design > Prototype and animate > Collaborate
Testimonials	InVision DSM Design System Manager Creativity and consistency at scale
	<ul style="list-style-type: none"> > One source of truth > Easy to maintain > Iterate with confidence
	Bring design into every conversation Preview your latest InVision prototypes, work together on a



Problemas con los wireframes

- Crean la ilusión de un **diseño final**.
- **Limitan** la **creatividad** del equipo de diseño.
- **Limitan** la **libertad** del equipo de redacción.
- **Estáticos**, no responsive.



Manos a la obra

Antes de empezar

1. Definir los **objetivos** de la empresa/ institución.
2. **Investigar** y entender al usuario.
3. Conocer las **necesidades** a las que pretendemos dar respuesta.

Guía de prioridad

1. Decidir el **objetivo** de cada **página**.
2. Determinar los **contenidos** a incluir (**lista**).
3. **Ordenarlos** de acuerdo con la importancia que tienen para el usuario.
4. Definir cada **tipo** de elemento (formato) y su **intención** (verbo).
5. Anotar **funcionalidades**.
6. Desarrollar los contenidos.
7. **Profundizar** en cada esquema.

Consejos

- No incluir elementos de estructura.
- Incluir funcionalidades
- Pensar en el formato móvil: una columna desplazamiento vertical
- Solo el contenido específico de cada página. (No incluir menús / pies...)
- Cuestionar la importancia absoluta de cada elemento y en relación con el resto de elementos de la página.


HIGH LEVEL PRIORITY GUIDE



Support cooking enthusiasts and people who don't already love cooking through Shelter-in-Place on a culinary and emotional level.

ELEMENT	CONTENT	INTENT & FUNCTIONALITY
Section	Recipes trending with people sheltering in	<i>Appeal to social need to know what others are cooking in</i>
Section	Quarantine tips	<i>Advise user on 1 new quarantine-related food idea each day</i> <i>Update tip at 12 a.m., local time</i>
Section	FAQs about food related to quarantine	<i>Answer a variety of questions posed by users during the quarantine</i> <i>Change order of FAQs based on questions expanded and read</i>
Section	Recipes for new cooks	<i>Coach users newly forced to cook more by providing easy-to-follow recipes and techniques</i>
Section	Recipes for what's on hand	<i>Pique interest & spark ideas for what to stock up on and what to make with a few, simple ingredients</i>
Section	Food related entertainment	<i>Entertain and amuse users with a timely curated content, from different parts of food industry</i>

Fuente: <https://medium.com/workday-design/priority-guide-with-intent-alignment-through-content-early-fd5e1dad66fa>

HIGH LEVEL PRIORITY GUIDE		
 Support cooking enthusiasts and people who don't already love cooking through Shelter-in-Place on a culinary and emotional level.		
ELEMENT	CONTENT	INTENT & FUNCTIONALITY
Section	Recipes trending with people sheltering in	Appeal to social need to know what others are cooking in
Section	Quarantine tips	Advise user on 1 new quarantine-related food idea each day Update tip at 12 a.m., local time
Section	FAQs about food related to quarantine	Answer a variety of questions posed by users during the quarantine Change order of FAQs based on questions expanded and read
Section	Recipes for new cooks	Coach users newly forced to cook more by providing easy-to-follow recipes and techniques
Section	Recipes for what's on hand	Pique interest & spark ideas for what to stock up on and what to make with a few, simple ingredients
Section	Food related entertainment	Entertain and amuse users with a timely curated content, from different parts of food industry

DETAILED PRIORITY GUIDE QUARANTINE TIPS		
ELEMENT	CONTENT	INTENT & FUNCTIONALITY
Section	Quarantine tips	Advise user on 1 new quarantine-related food idea each day Update tip at 12 a.m., local time
Image	Photo of lemons	Catch attention and encourage user to read tip
Subheading	How to Freeze Citrus	Identify topic of tip
Button + CTA	Show More Tips	Offer variety of tips if user's not interested in this one or wants others. Opens quarantine section of How To page
Section heading	Tip of the Day	Show current tip and make page feel up to date
Body text	Wash 'em, slice 'em, lay 'em out on parchment paper. Freeze for 1 hour. Then vacuum seal or store in ziplock bag.	Instruct user with easy to follow steps. Character limit – less than 200. If all text doesn't fit, add button that opens a modal.

DETAILED PRIORITY GUIDE

Photo of lemons

Image

How to Freeze Citrus

Subheading

Show More Tips

Button + CTA

Tip of the Day

Section heading

Wash 'em, slice 'em, lay 'em out on parchment paper. Freeze for 1 hour. Then vacuum seal or store in ziplock bag.

Body text

TIP OF THE DAY

How to Freeze Citrus

Wash 'em, slice 'em, lay 'em out on parchment paper. Freeze for 1 hour. Then vacuum seal or store in ziplock bag.

Show More Tips



Photo by Giorgio Trovato on Unsplash

Bibliografía

- [Priority Guides: A Content-First Alternative to Wireframes](#)
- [Priority Guide with Intent: Alignment through Content Early](#)
- [Design Process In The Responsive Age](#)
- [Good content makes for great experiences](#)