

# Content Design Planning with Priority Guides

(modified from original src: "[Priority guide with intent](#)")

## What is a "Priority Guide"

Priority guides (PGs) align a team's efforts to accomplish two main goals:

1. identify the goal for a page, and
2. list what information needs to go on the page to support the goal and why.

A PG ...

- maps out and explains the intent of your content and design.
- organizes all of the information into a blueprint design
- Communicates the goals and design to yourself and the team
- does NOT eliminate iteration
- facilitates communication and aligns goals between creators and intended audiences.

PGs help teams discuss whether or not ...

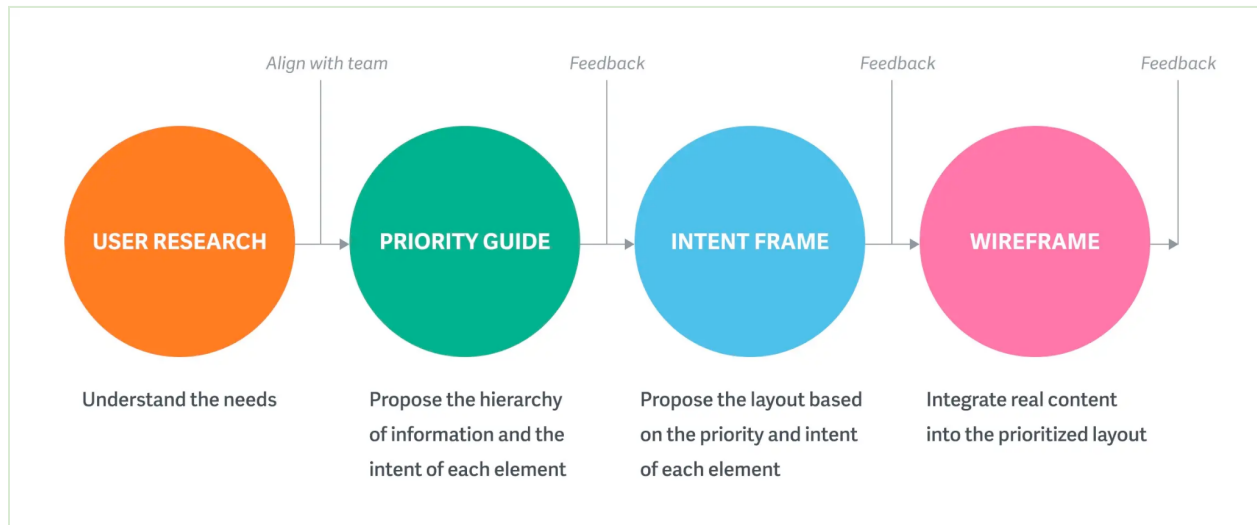
1. The design and content ideas meet the audiences and business needs;
2. It's feasible to implement;
3. How the team decides to iterate

It creates the opportunity to invite your partners into the process early. If you be sure to do this step, the goals, priorities, and intent are no longer just your's. They're shared and understood across all parties.

Below, you will walk through the steps to create a priority guide.

# 1. Conduct Preliminary User Research

Typically, you start here. Interviewing intended audiences will inform your initial designs to prototype. This document does not expand on this process, since we do not have time to conduct this phase of work and it isn't the focus of the course.



## 2. Decide on the goal for your page

Write out a one-sentence goal statement that will help anchor your project.

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

**Goal:** Share my knowledge of gluten-free cooking with other people and reduce the barrier to entry for them.

List what topics, i.e., sections of content, will go on the page(s) in the order of importance to the user.

***Example:***

1. FAQs
2. Quarantine Tips
3. Food-Related Entertainment

### **Prioritized Topics / Content Areas**

1. Types of Gluten-Free foods
  - a. Bread
  - b. Pasta
  - c. Desserts
  - d. etc.
2. Recipes
  - a. Cookies
  - b. Pasta
  - c. Beef Stroganoff

### 3. Create a “High-Level” Priority Guide

For each page, add the intent of each element with a high-level priority guide (HLPG). An HLPG helps delineate and plan the landmark elements on the page.

The HLPG provides you with columns to label the landmark sections on the left side. Then, concisely describe the landmark element’s content in the center column. And, in the right column, note the intention of each landmark area. It’s best to start with a verb, e.g., “answer a variety of questions, appeal to social need.”

Here’s an example:

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

## High Level Priority Guide

**Page Name** Intro to Gluten Free Cooking

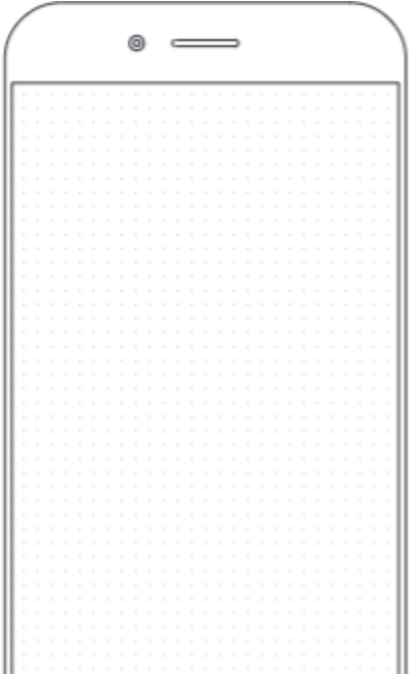

**Goal** Share my knowledge of gluten-free cooking with other people and reduce the barrier to entry for them.

Element		Content	Intent & Functionality	
Bread	---	Talks about my opinions of gluten free bread	---	Gives an opinion and shares examples
Pasta	---	Talks about my opinions of gluten free pasta	---	Gives an opinion and shares examples
Recipes		Shares a gluten free recipe	---	Gives an easy way for people to get into gluten free cooking

High Level Priority Guide				
Page Name		Recipes		
Goal		Share good gluten free recipes		
Element		Content		Intent & Functionality
Cookie Recipe	—	Shares a cookie recipe		— Gives the viewer a good cookie recipe to show that gluten free cooking doesn't have to be bad
Beef Stroganoff Recipe	—	Shares a beef stroganoff recipe		— Gives the viewer a good family recipe that their family can enjoy to show that everybody can enjoy gluten free cooking just as much as regular food

Basic Info

Mobile-first HL content wireframe

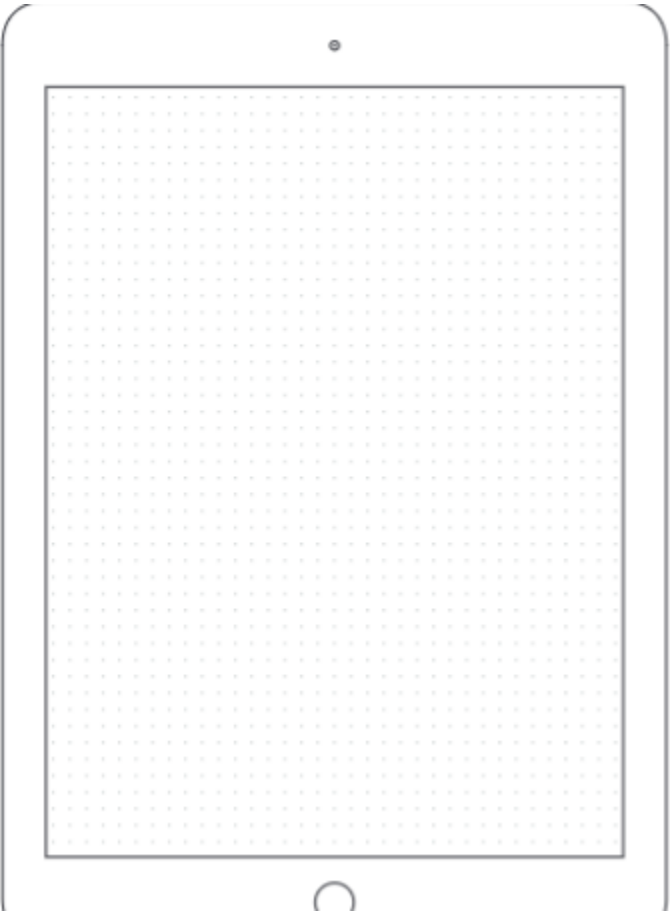
		
Banner		
Header		
Navigation		
Section 1: Bread		
Subheading: Bread		
Image of Bread		
Paragraph about Bread		
<u>Next fold</u>		
Section 2: Pasta		
Subheading: Pasta		
Image of Pasta		
Paragraph about Pasta		
Section 3: Meats		
Subheading: Meats		
Image of Meat		
Paragraph about Meats		

<u>Next Fold</u>
Section 4: Desserts
Subheading: Desserts
Image of Dessert
Paragraph about Desserts
Footer
Give website info

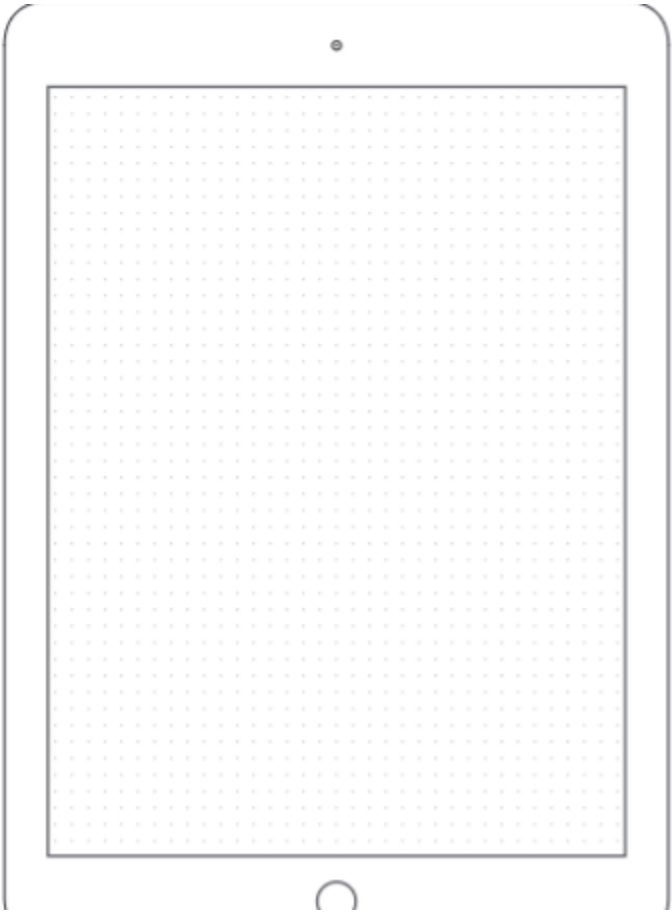




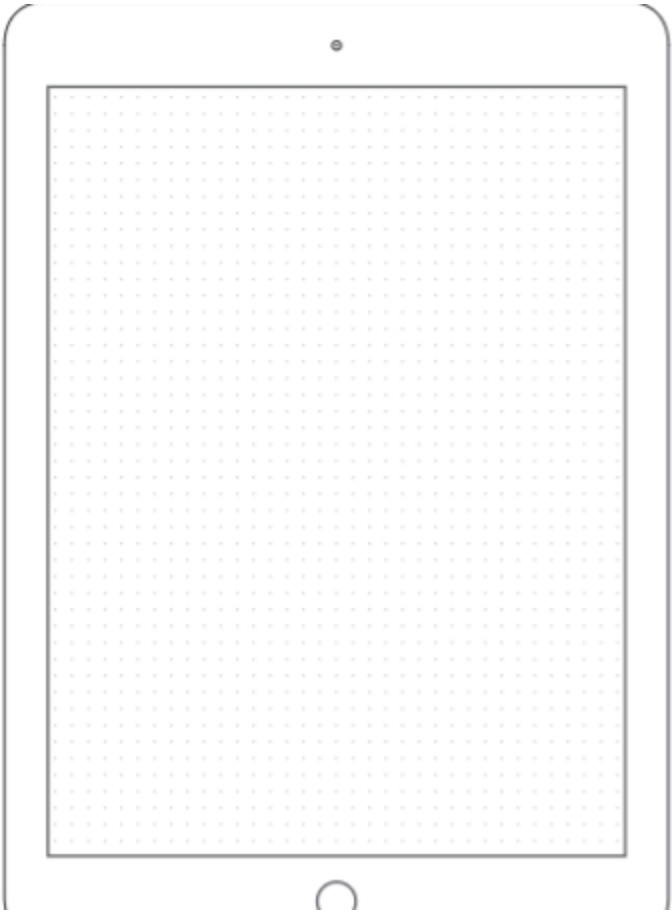
Medium-sized screen HL content wireframe

	
Banner	
Header	
Navigation	
Section 1: Bread	
Subheading: Bread	
Image of Bread	
Paragraph about Bread	

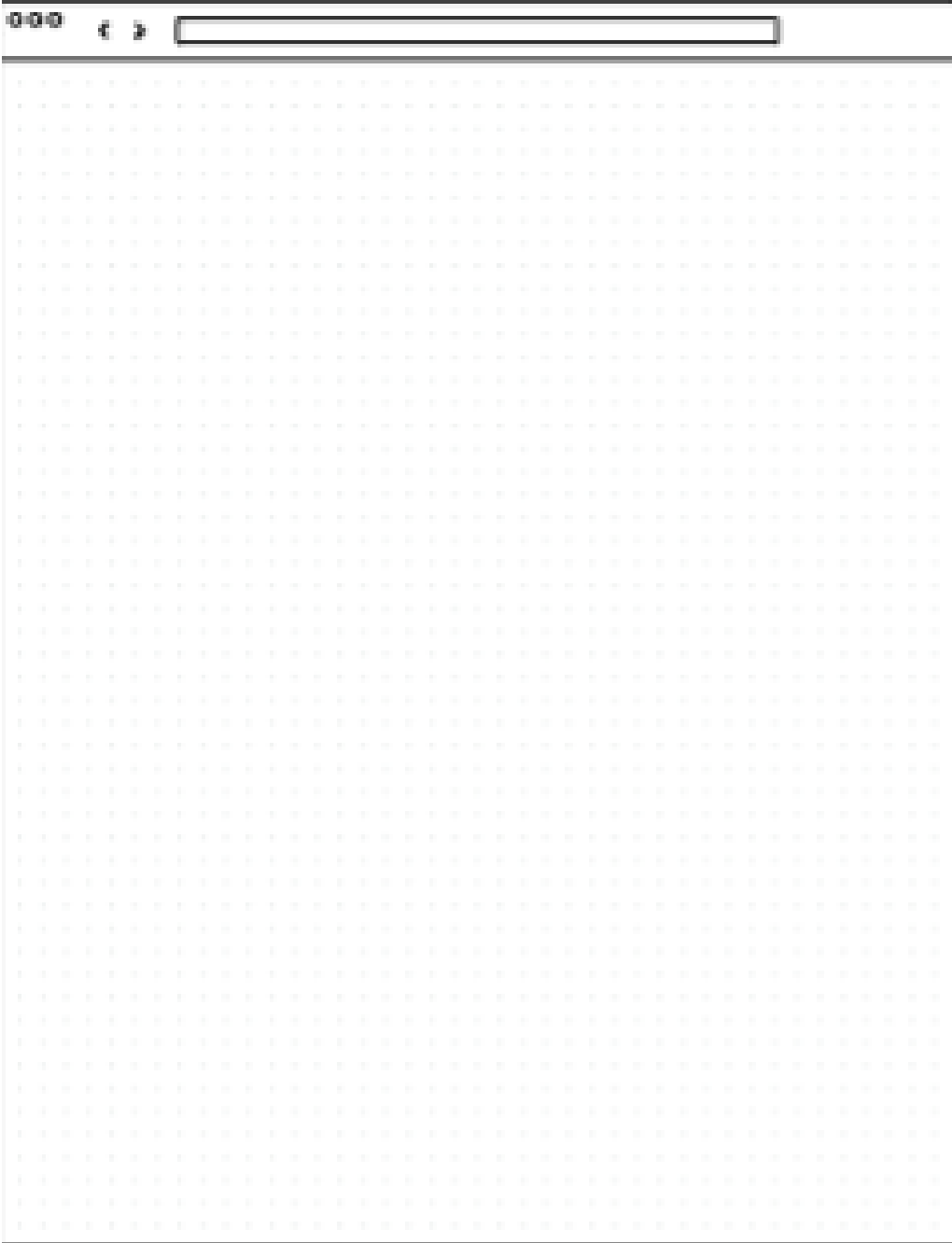
<u>Next fold</u>
Section 2: Pasta
Subheading: Pasta
Image of Pasta
Paragraph about Pasta
Section 3: Meats
Subheading: Meats
Image of Meat
Paragraph about Meats



Next Fold
Section 4: Desserts
Subheading: Desserts
Image of Dessert
Paragraph about Desserts
Footer
Give website info



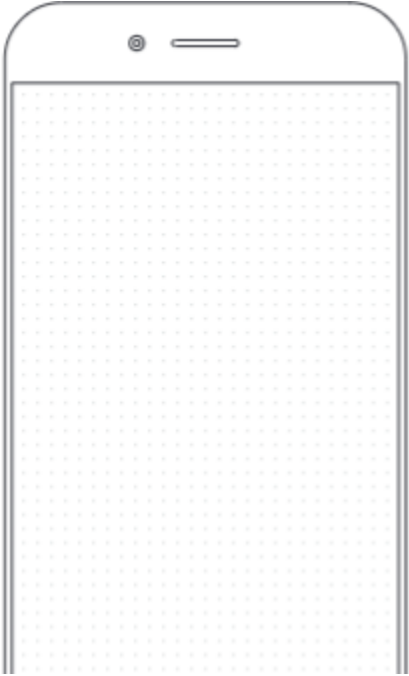

Large-sized screen HL content wireframe

	
Banner	
Header	
Section 1: Bread	
Subheading: Bread	
Image of Bread	
Paragraph about Bread	
Section 2: Pasta	
Subheading: Pasta	
Image of Pasta	
Paragraph about Pasta	
Section 3: Meats	
Subheading: Meats	
Image of Meat	
Paragraph about Meats	
<u>Next Fold</u>	
Section 4: Desserts	
Subheading: Desserts	
Image of Dessert	

Paragraph about Desserts	
Footer	
Give website info	

Recipe Page

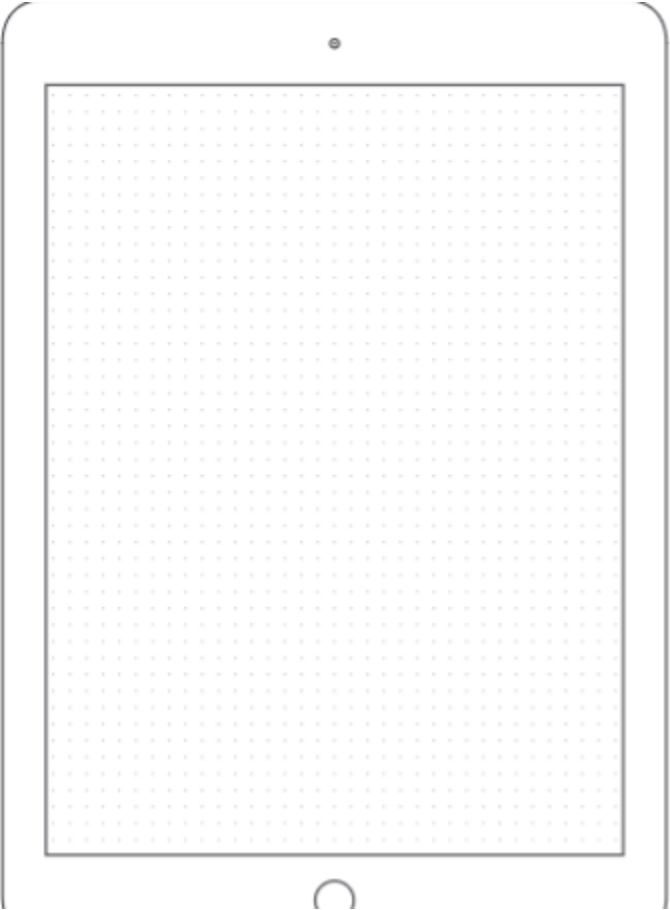
Mobile-first HL content wireframe

HL Priority Guide	
Banner	
Header	
Navigation	
Recipe Options	
Cookie Recipe	
Image of Cookies	
Instructions	
Next Fold	
Pasta Recipe	
Image of Pasta	
Instructions	

Next Fold
Beef Stroganoff Recipe
Image of Beef Stroganoff
Instructions
Footer

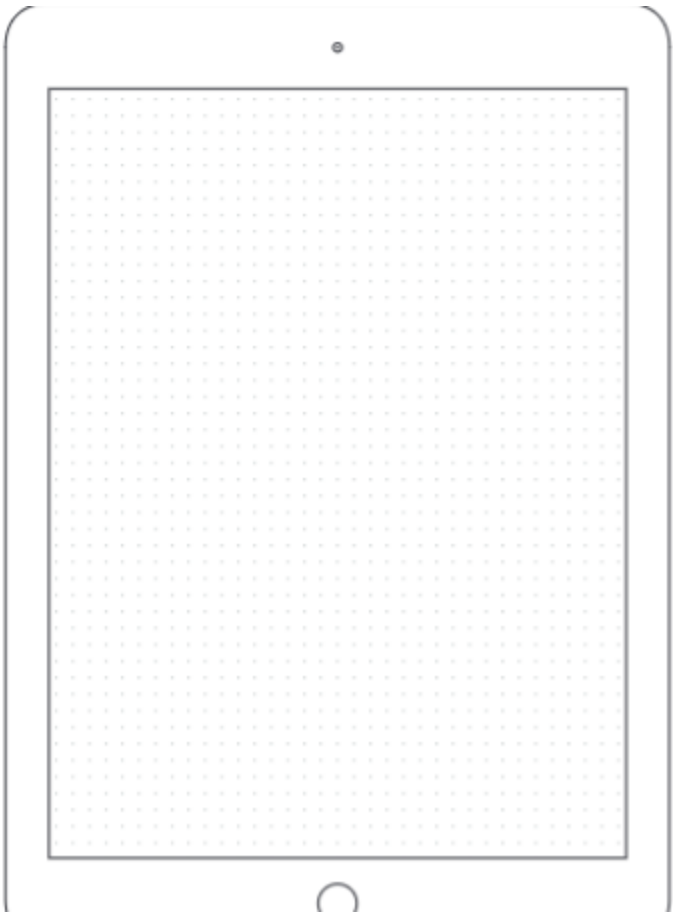


Medium-sized screen HL content wireframe

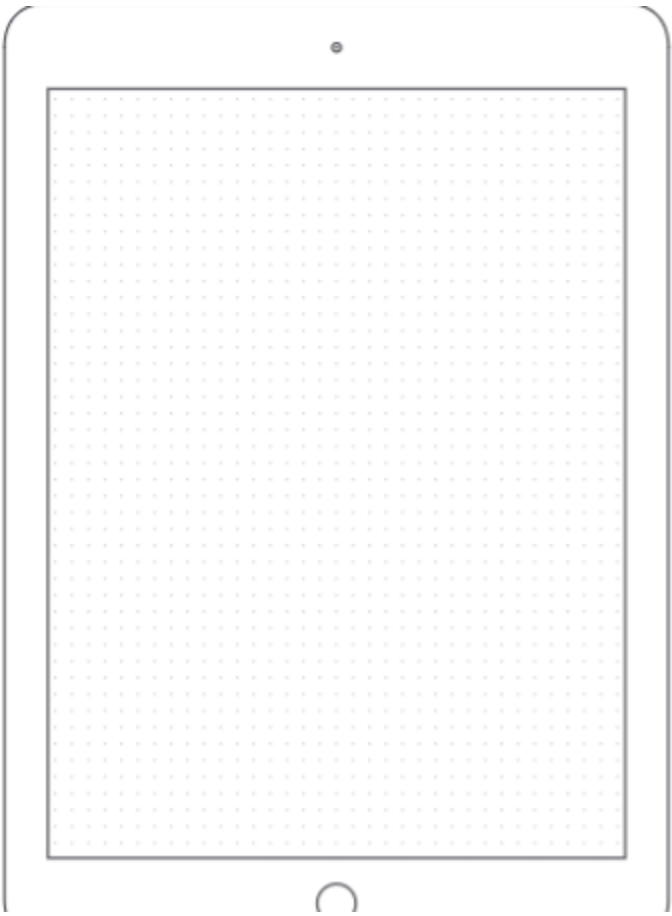
HL Priority Guide	
Banner	
Header	
Navigation	
Recipe Options	
Cookie Recipe	
Image of Cookies	
Instructions	



Next Fold
Pasta Recipe
Image of Pasta
Instructions



Next Fold
Beef Stroganoff Recipe
Image of Beef Stroganoff
Instructions
Footer

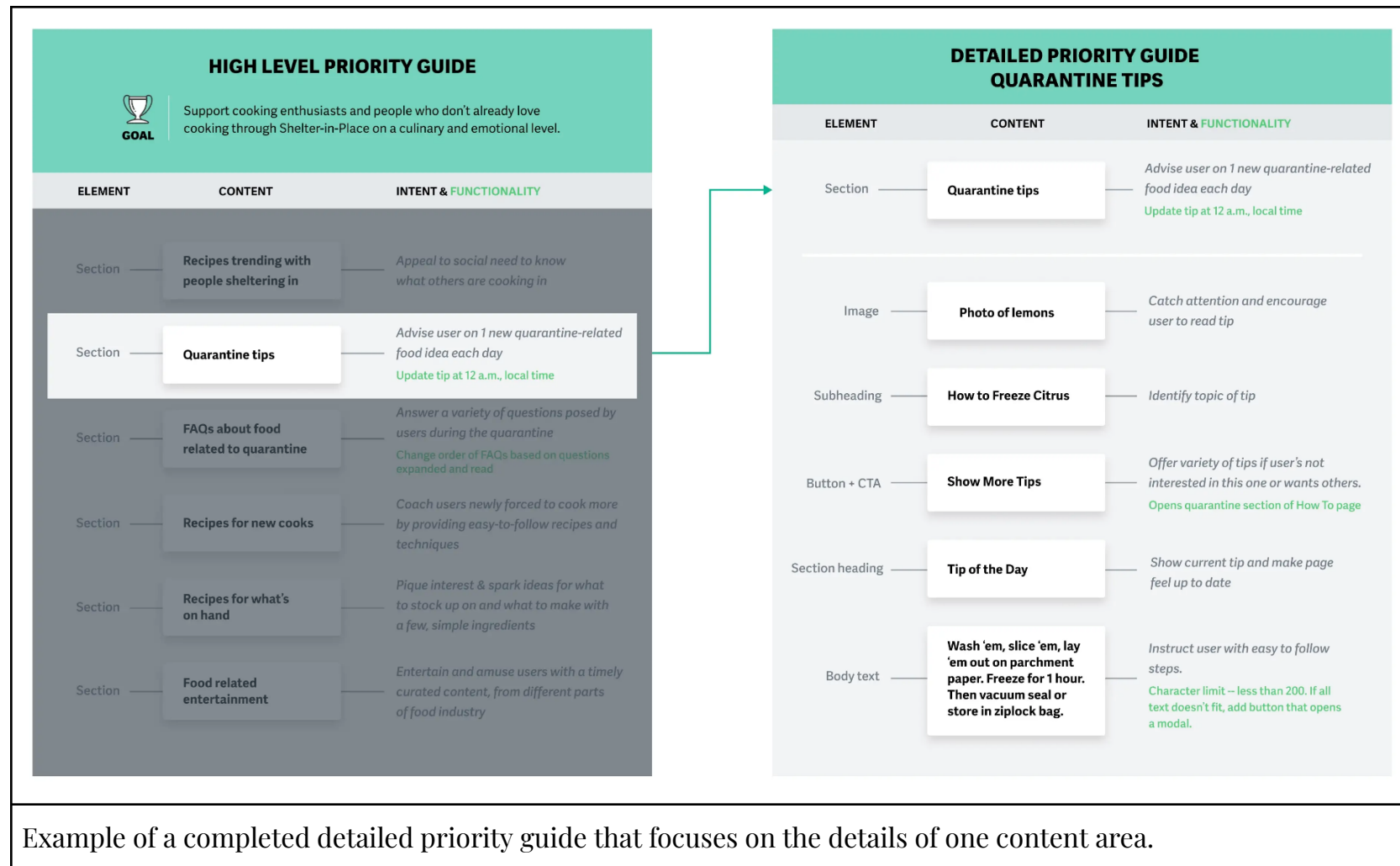


Large-sized screen HL content wireframe

HL Priority Guide	<div><div><div></div><div></div><div></div></div><div><div></div><div></div></div><div></div></div>
Banner	
Header	
Navigation	
Recipe Options	
Cookie Recipe	
Image of Cookies	
Instructions	
Pasta Recipe	
Image of Pasta	
Instructions	
Beef Stroganoff Recipe	
Image of Beef Stroganoff	
Instructions	
Footer	

## 4. Create a Detailed Priority Guide for 2-3 Components / Content Areas

To better plan the relative size of each sectioning content areas, i.e., components, and factor that into the placement, first you need to think through the information that goes in each section in more detail. Choose 2-3 prioritized components and plan out their content.



Enter Component 1 Heading

Detailed Priority Guide Pasta Recipe					
Goal		To explain how to make pasta that has a good texture			
Element		Content		Intent & Functionality	
Image	---	Image of pasta in a bowl		---	To show the finished product and catch the viewer's interest
Subheading	---	How to make pasta		---	Identify topic
List		List of steps to make the pasta			Tell the reader how to make pasta

Enter Component 2 Heading

# Detailed Priority Guide

## Cookie Recipe

Goal

To explain how to make cookies that taste better than normal cookies

Element		Content		Intent & Functionality
Image	---	Image of cookies	---	To show the finished product and catch the viewer's interest
Subheading	---	How to make cookies	---	Identify topic

List	List of steps to make the cookies	Tell the reader how to make cookies
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Enter Component 3 Heading

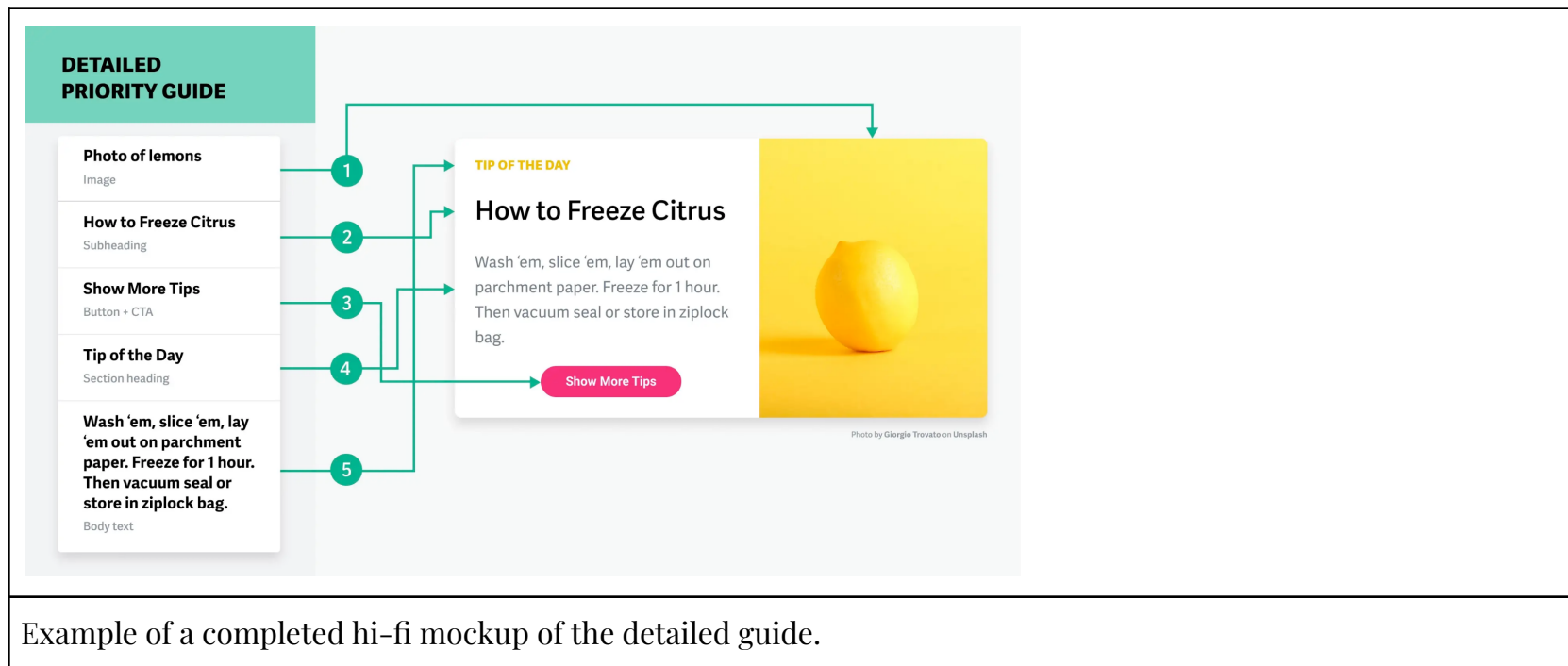
Detailed Priority Guide Bread			
Goal		To explain the differences and challenges of making good gluten free bread.	
Element		Content	Intent & Functionality
Image	—	Image of bread	— To draw the reader in
Heading	—	Bread	— To identify the topic
Paragraph		Talking about gluten free bread	Explaining gluten free bread.

## 5. Create a Wireframe for 2-3 Prioritized Components / Content Areas

Next, create a mockup of particular components on the page. *Choose 2-3 important components / content areas* and plan out there content priorities in relationship to their design.


Notice that something *low* in the priority guide may end up “higher up” in the mockup. People scan and process content, rather than read it in its entirety: top to bottom, left to right.

Since the image is most engaging, the eye goes first to it, then to the subheading, ‘How to Freeze Citrus’, then to the button. The heading ‘Tip of the Day’ is low priority, because of its small font. Once you detail each section, you can put it into your design, confident that, having already vetted the intent and functionality with PM and dev, your design is something your partners are bought in on and can implement.



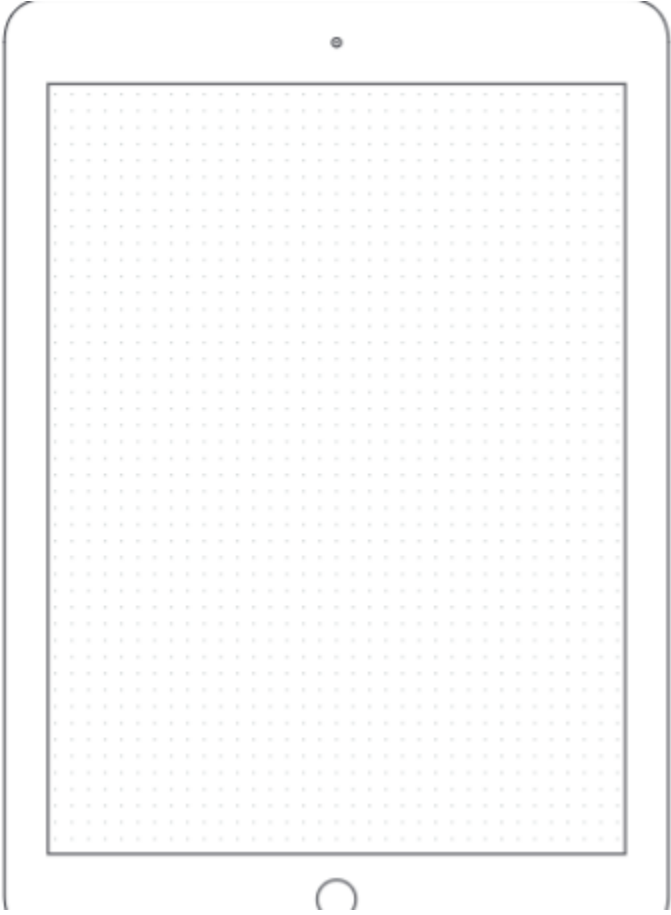
Pasta Section

Mobile-first content wireframe

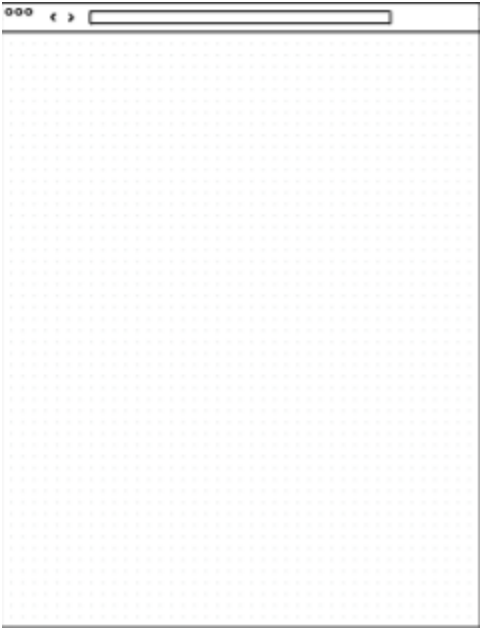
1. Image of Pasta		
2. Subheading: Pasta		
3. Paragraph about Pasta		



Medium-Sized Screen Content Wireframe

Detailed Priority Guide	
1. Image of Pasta	
2. Subheading: Pasta	
3. Paragraph about Pasta	


Large-Sized Screen Content Wireframe

Detailed Priority Guide	
1. Image of Pasta	
2. Subheading: Pasta	
3. Paragraph about Pasta	

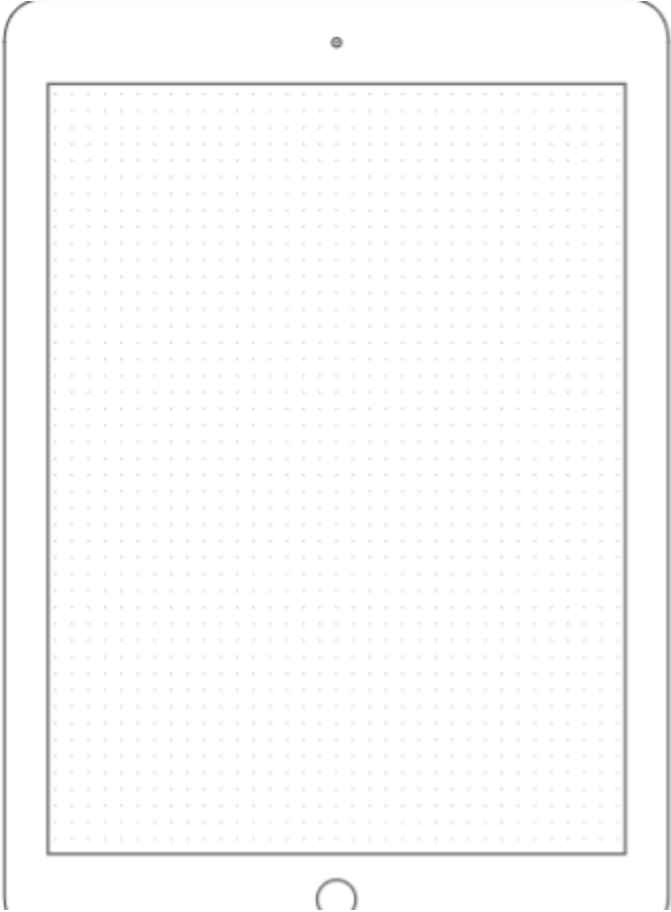
Beef Stroganoff Recipe

Mobile-first content wireframe

Detailed Priority Guide			
1. Beef Stroganoff Image			
2. Subheading: Beef Stroganoff			
3. Instructions for the Recipe			

A wireframe of a mobile phone. The screen area is filled with a light gray grid of small squares. Above the screen, there is a small circle representing a camera lens and a horizontal line representing a speaker or sensor. The phone has rounded corners and a thin black border.

Medium-Sized Screen Content Wireframe

Detailed Priority Guide	
1. Beef Stroganoff Image	
2. Subheading: Beef Stroganoff	
3. Instructions for the Recipe	

Large-Sized Screen Content Wireframe

Detailed Priority Guide	<div><div></div><div></div></div>
1. Beef Stroganoff Image	
2. Subheading: Beef Stroganoff	
3. Instructions for the Recipe	

## 6. Style Guide – Typography & Color Schemes

Insert an image of your style guide in the box below.

TYPOGRAPHY & COLOR STYLE GUIDE			
<div>COLORS</div> <div><div></div><div></div><div></div><div></div><div></div></div> <div>Primary</div> <div><div></div><div></div><div></div><div></div><div></div></div> <div>Secondary</div> <div><div></div><div></div><div></div><div></div><div></div></div> <div>Accent #1</div> <div><div></div><div></div><div></div><div></div><div></div></div>	TYPOGRAPHY		HEADLINES
	Display / Heading Font Families		
	<div>AA</div> <div>EXO 2 BOLD</div>	<div>AA</div> <div>EXO 2 MEDIUM</div>	<div>AA</div> <div>EXO 2 LIGHT</div>
	Regular Copy Font Families		
	<div>Aa</div> <div>Poppins Bold</div>	<div>Aa</div> <div>Poppins Medium</div>	<div>Aa</div> <div>Poppins Light</div>
	BODY TEXT		LINKS
	Example Lorem Copy, Yo		
	Regular: Lorem ipsum dolor sit amet, consectetur adipisicing elit. Molestiae ipsa id nemo tempore provident quam asperiores libero totam exercitationem mollitia nisi, repellat qui quos, rem eius adipisci corporis aliquid aspernatur.		<div>Default General Link</div> <div>Primary Color Link</div> <div>Secondary Color Link</div>