

Alex Mitchell

11/28/23

Content Design Planning with Priority Guides

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

2. Decide on the goal for your page

Goal: To tell people about the free entertainment they have available to them with only an electronic device and WiFi.

Prioritized Topics / Content Areas

Page 1: Web Serials: A New (And Free) Way To Read!

1. The "Sales Pitch"
2. Highlight Reel

Page 2: Web Serials: What Are They?

1. Definitions
2. Locations to Read Serials
3. Subgenres

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3. Create a “High-Level” Priority Guide

Web Serials: A New (And Free) Way To Read! — High-Level Priority Guide

High Level Priority Guide		
Page Name A New (And Free) Way To Read!		
Goal Landing page for introducing web serials		
Element	Content	Intent & Functionality
Nav	Site Navigation Bar	Quick transition between all pages of html.
Header	— — Banner and Title: “A New (And Free) Way To Read!”	— — Informs the viewer of page 1’s content about free entertainment they’re missing out on.
Nav	— — Page Navigation Bar	— — Clicks to individual sectioning elements on this page.
Section	The “Sales Pitch”	Persuasive direct address to the reader, to help them assess whether they want to try it.
Section	The Highlight Reel	Scrolling images of Highly Rated category, eye candy essentially.
Unordered List	Links for Highlight Reel	Small font, unobtrusive, scrolls with the images to let someone jump there immediately.
Footer	Next Page button	Contains a button that links you to the next page: “What Are They?”

Web Serials: What Are They? — High-Level Priority Guide

High Level Priority Guide

Page Name What Are They?

Goal Explain online indie fiction.

Element		Content		Intent & Functionality
Nav		Site Navigation Bar		Quick transition between all pages of html. 1 of 2 navs.
Header	—	Banner and Title: “What Are They?”	—	Informs the viewer of page 2’s content about the lingo and concepts of indie serials.
Nav	—	Page Navigation Bar	—	Clicks to individual sectioning elements on this page. The second of two navs.
Section		Defining Web Serial		Brief descriptor, almost like a dictionary entry.
Section		Major Websites		Recommended websites and why. Discusses the major websites like RR, Webnovel.com etc.
Section		Interesting New Subgenres		Primary content that could stand on its own, explains the new subgenres that are emerging like litrpg, cultivation, progression novels.
Section		“If you like X, you may like”		Gives popular media

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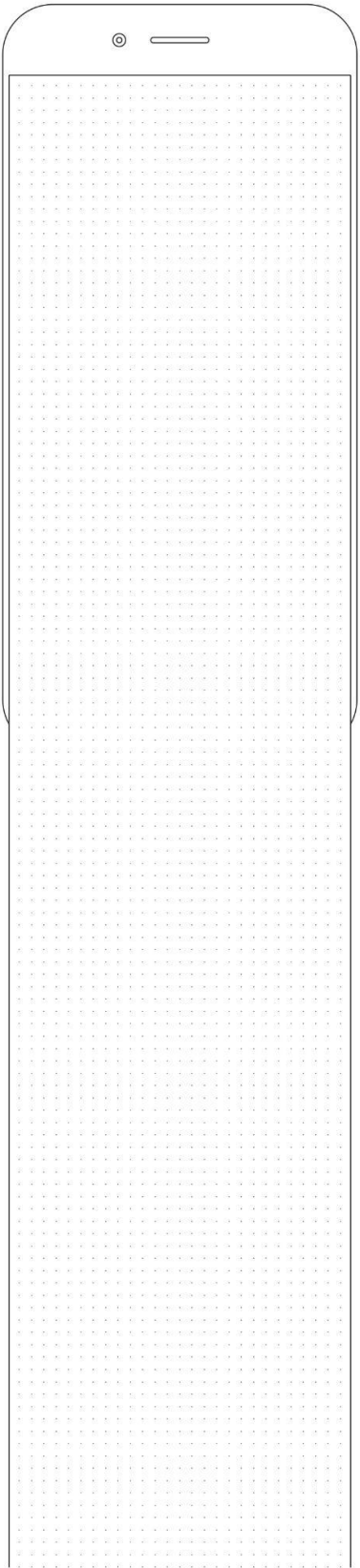
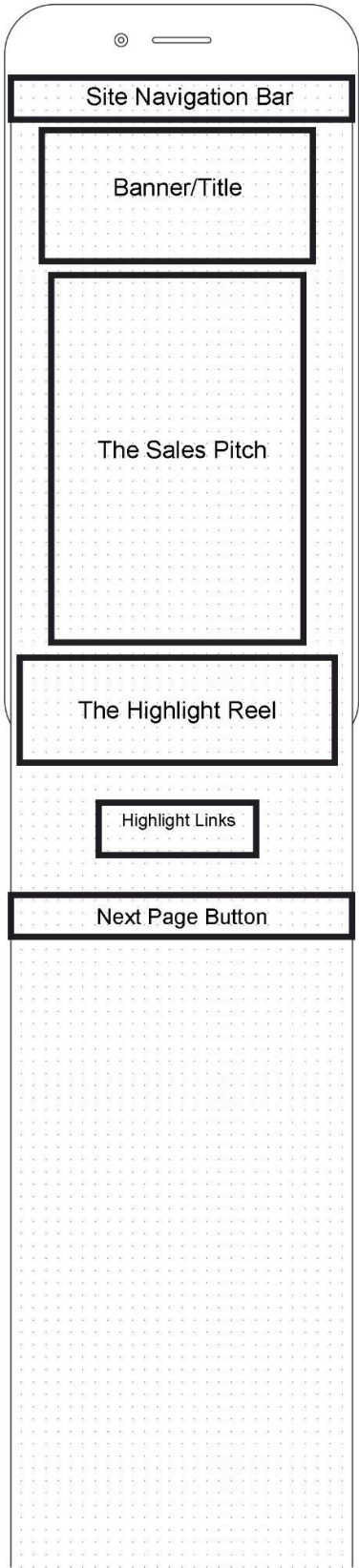
Footer		like movies and books, and then extrapolates to something new that a reader might also like if they try webserials.
	Back to Homepage	Contains a button that links you to the next page: “Back to Home”

Web Serials: A New (And Free) Way To Read!

Mobile-first HL content wireframe

HL Priority Guide
Site Navigation Bar
Banner/Title
The Sales Pitch
The Highlight Reel
Highlight Links
Next Page Button
Footer

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Medium-sized screen HL content wireframe

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HL Priority Guide

Site Navigation Bar

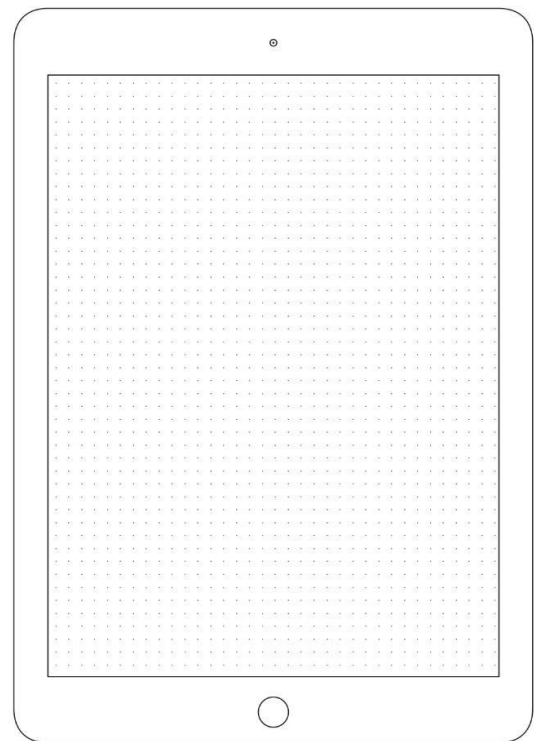
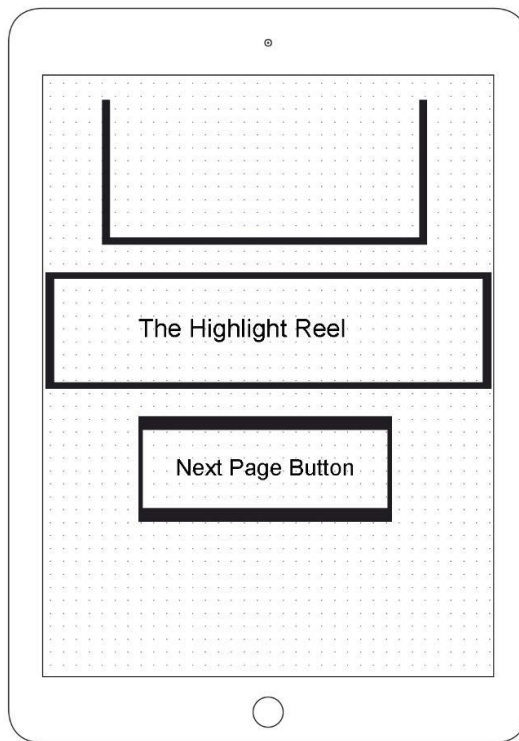
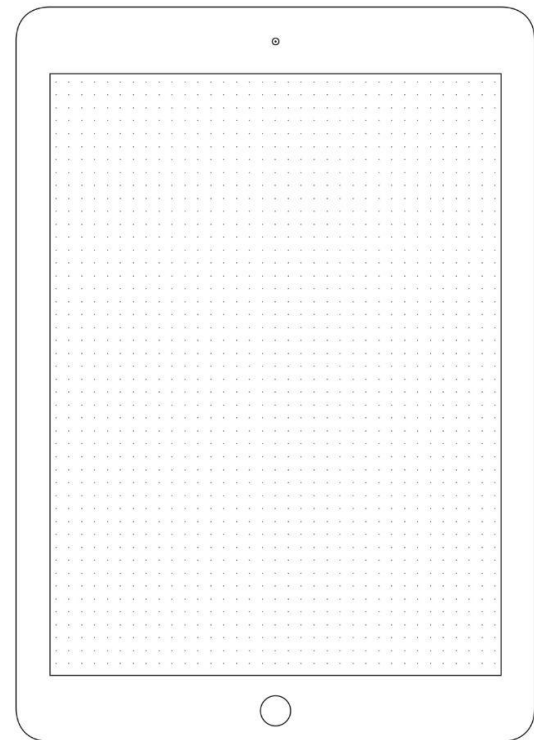
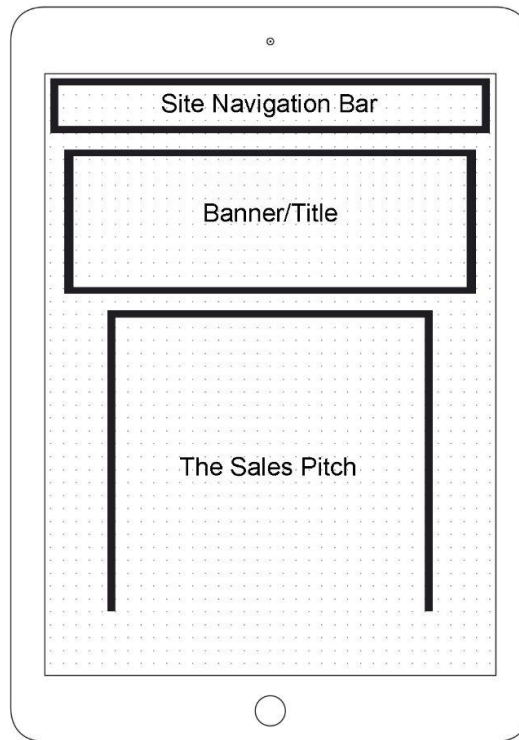
Banner/Title

The Sales Pitch

The Highlight Reel

Next Page Button

TABLET



PROJECT

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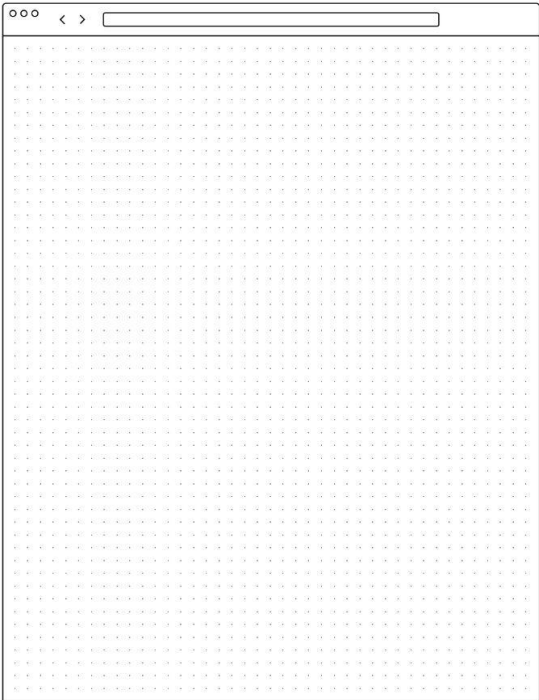
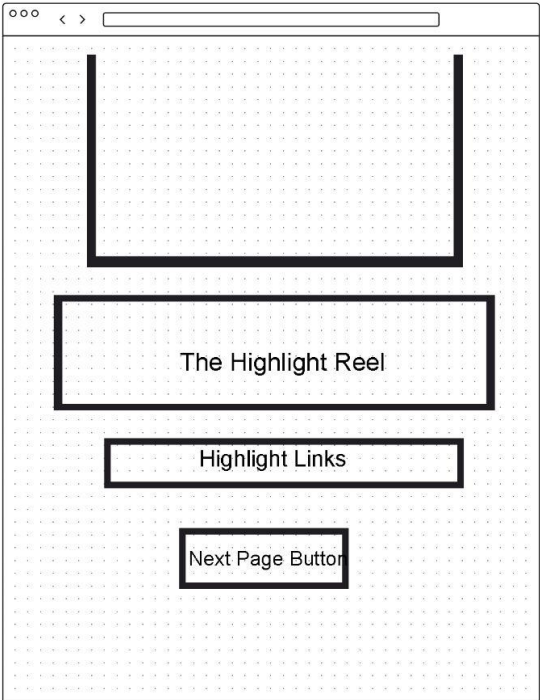
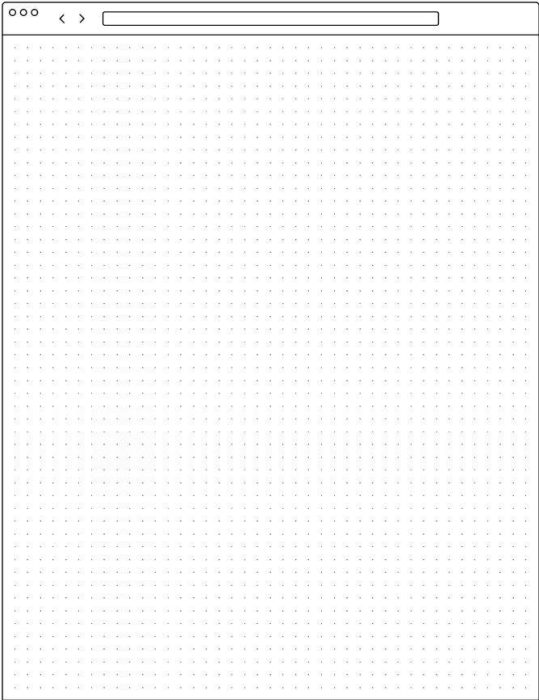
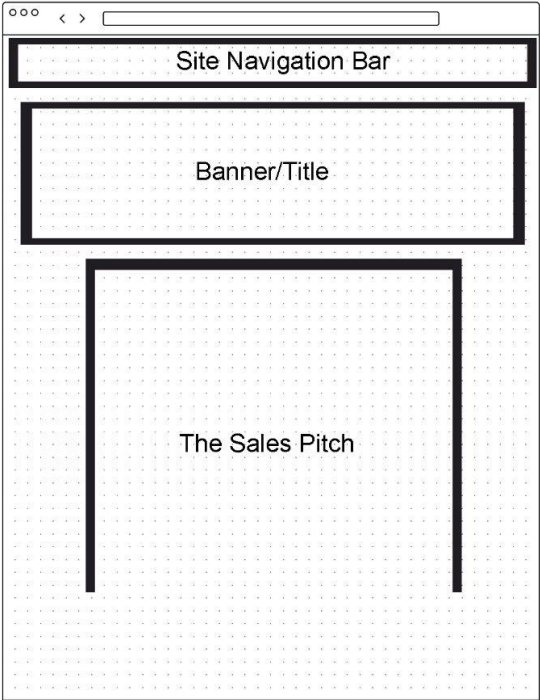
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Large-sized screen HL content wireframe

HL Priority Guide
Site Navigation Bar
Banner/Title
The Sales Pitch
The Highlight Reel
Highlight Links
Next Page Button



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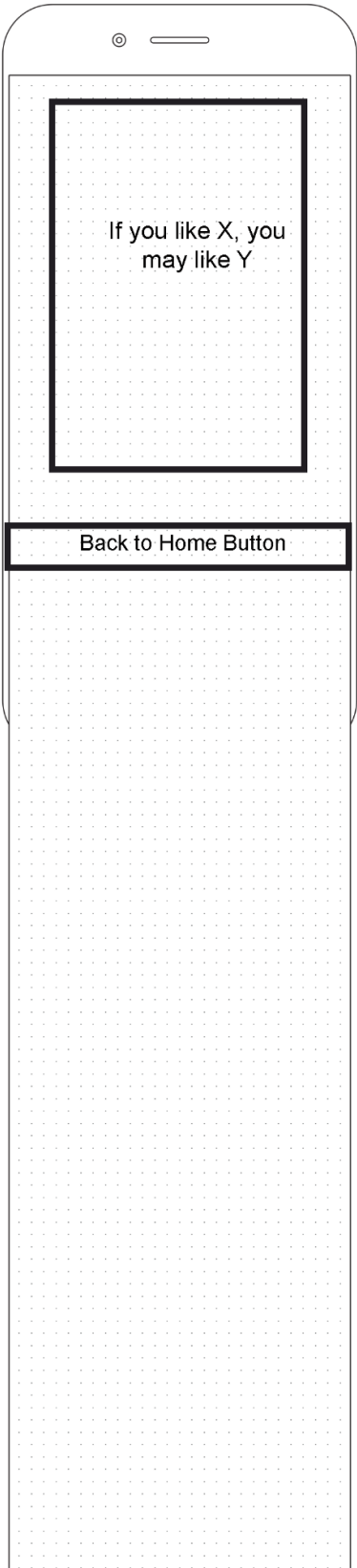
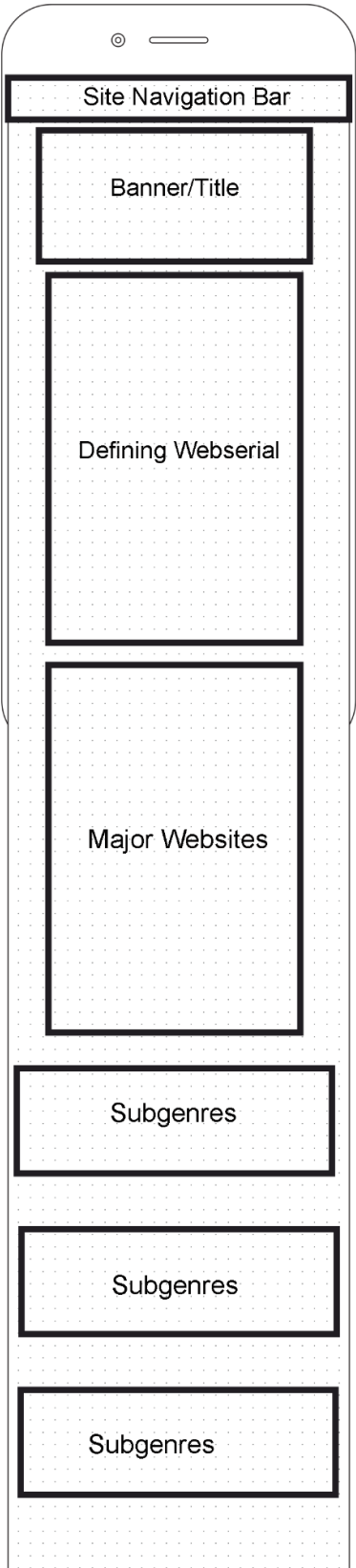
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Web Serials: What Are They?

Mobile-first HL content wireframe

HL Priority Guide
Site Navigation Bar
Banner/Title
Defining Webserial
Major Websites
Subgenres
“If you Like X”
Back to Home

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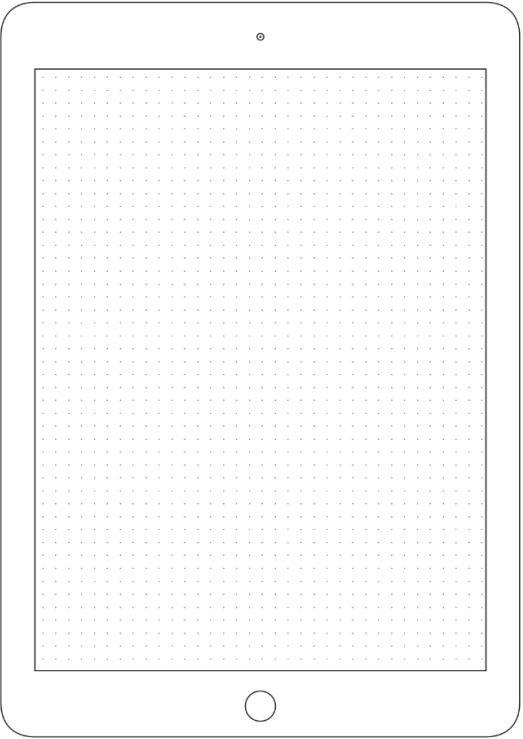
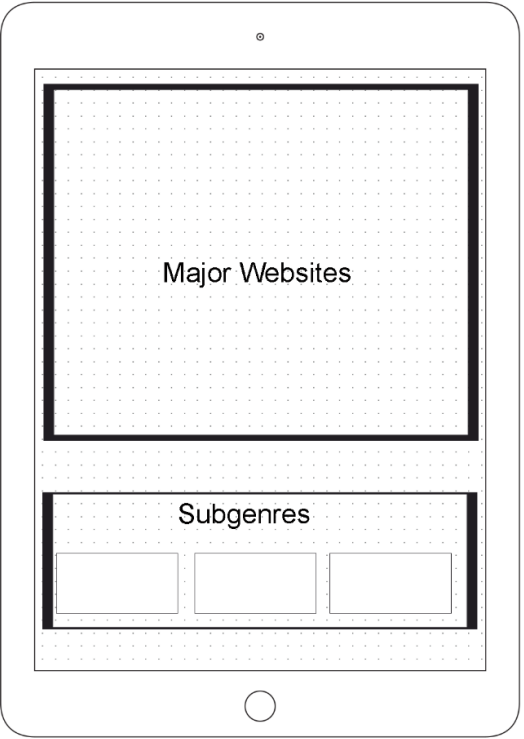
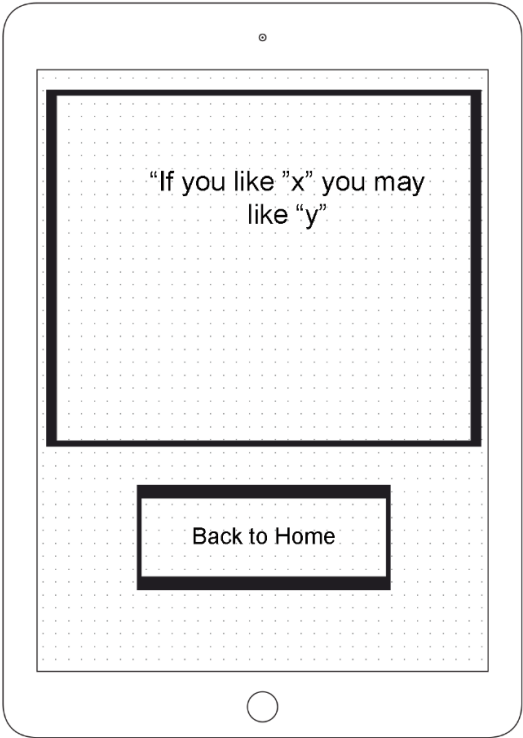
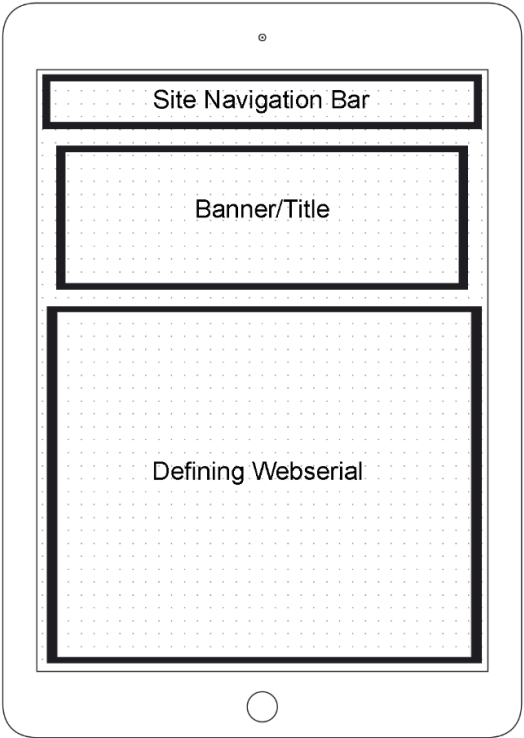
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Medium-sized screen HL content wireframe

HL Priority Guide
Site Navigation Bar
Banner/Title
Defining Webserial
Major Websites
Subgenres
“If you Like X”
Back to Home

TABLET



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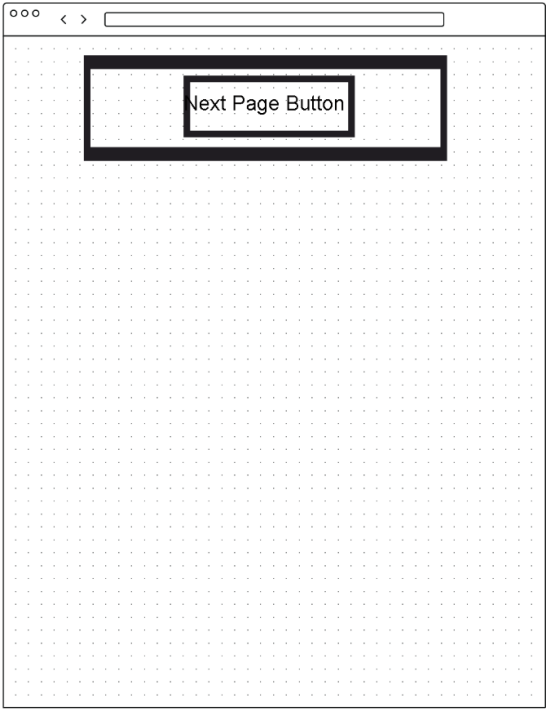
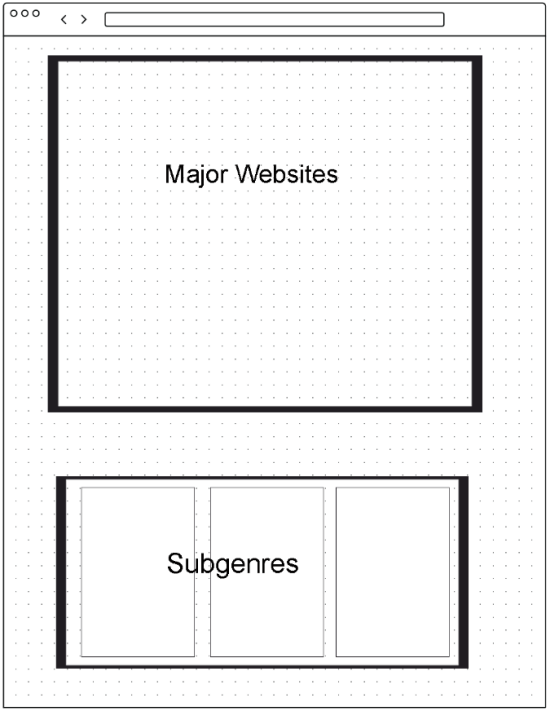
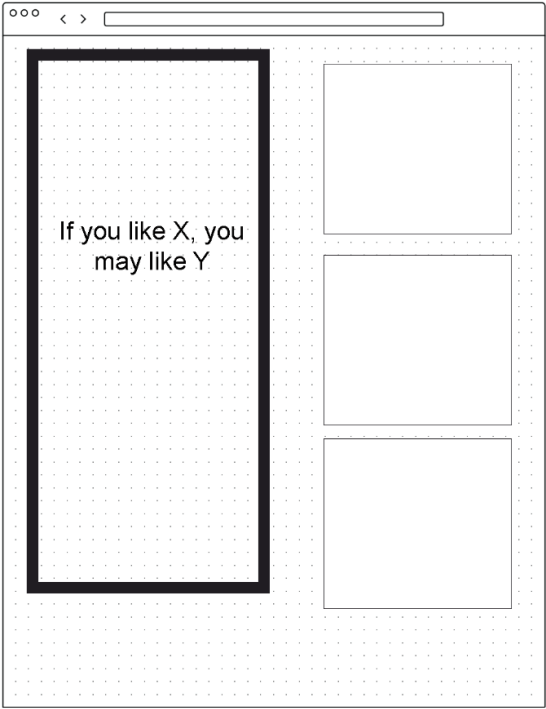
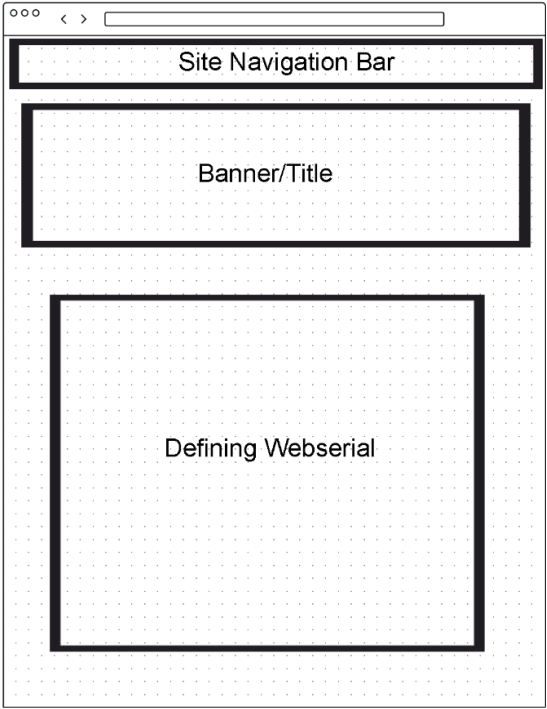
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Large-sized screen HL content wireframe

HL Priority Guide
Site Navigation Bar
Banner/Title
Defining Webserial
Major Websites
Subgenres
“If you Like X”
Back to Home

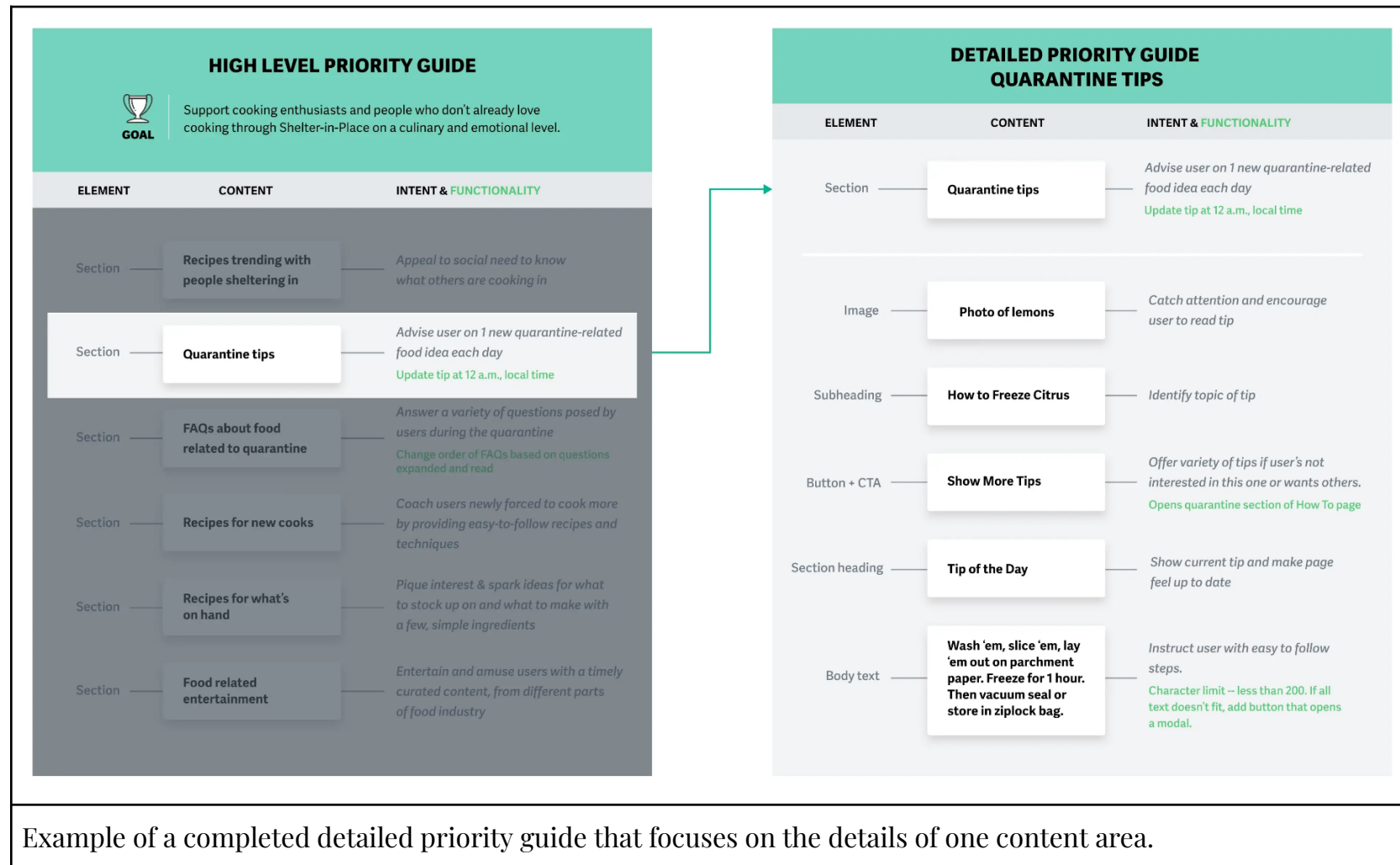


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4. Create a Detailed Priority Guide for 2-3 Components / Content Areas

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.



The Highlight Reel

Detailed Priority Guide [The Highlight Reel]				
Goal		Scrolling slideshow panel of content, clickable arrows.		
Element		Content		Intent & Functionality
H2	—	The Highlight Reel	—	Names the purpose of showing off highly rated content in a condensed manner.
h3		(Click the Arrows to Scroll)		Alerts user to how to change which image is centered in the horizontal reel.
Image	—	Story A cover	—	Part of Pair A
Paragraph		Story A Title and description.		Part of Pair A
Image		Story B Cover		Part of Pair B
Paragraph		Story B Title and description		Part of Pair B
Image		Story C cover		Part of Pair C

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Paragraph	Story C Title and Description	Part of Pair C
Image	Story D cover	Part of Pair D
Paragraph	Story D title and description	Part of Pair D
Button	Right Arrow	Controls movement of which image is largest and centered.
Button	Left Arrow	Controls movement of which image is largest and centered.

Subgenres

Detailed Priority Guide [Enter Content Area Name]		
Goal Inform the reader about the unique subgenres of serials.		
Element	Content	Intent & Functionality
section	Collapsible section on xianxia.	Information that is concealed by a dropdown button to avoid information overload.

button		opens/close content		Hides and reveals information and images
section	—	Collapsable section on progression fantasy.	—	Information that is concealed by a dropdown button to avoid information overload.
button		opens/close content		Hides and reveals information and images
section		Collapsable section on litrpg.		Information that is concealed by a dropdown button to avoid information overload.
button		opens/closes content		Hides and reveals information and images

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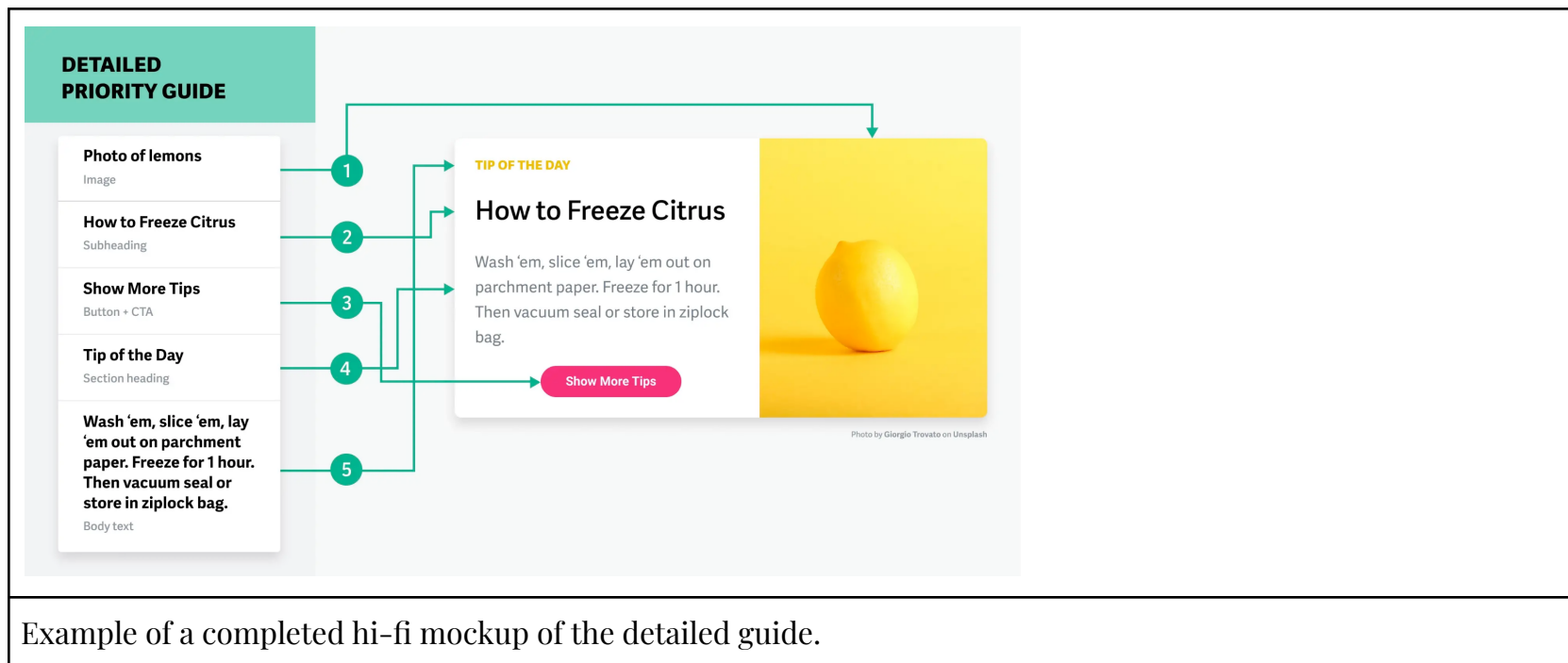
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5. Create a Wireframe for 2-3 Prioritized Components / Content Areas

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.



Example of a completed hi-fi mockup of the detailed guide.

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The Highlight Reel

Mobile-first content wireframe

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Detailed Priority Guide	
Img	
buttons/swipe	
paragraph	

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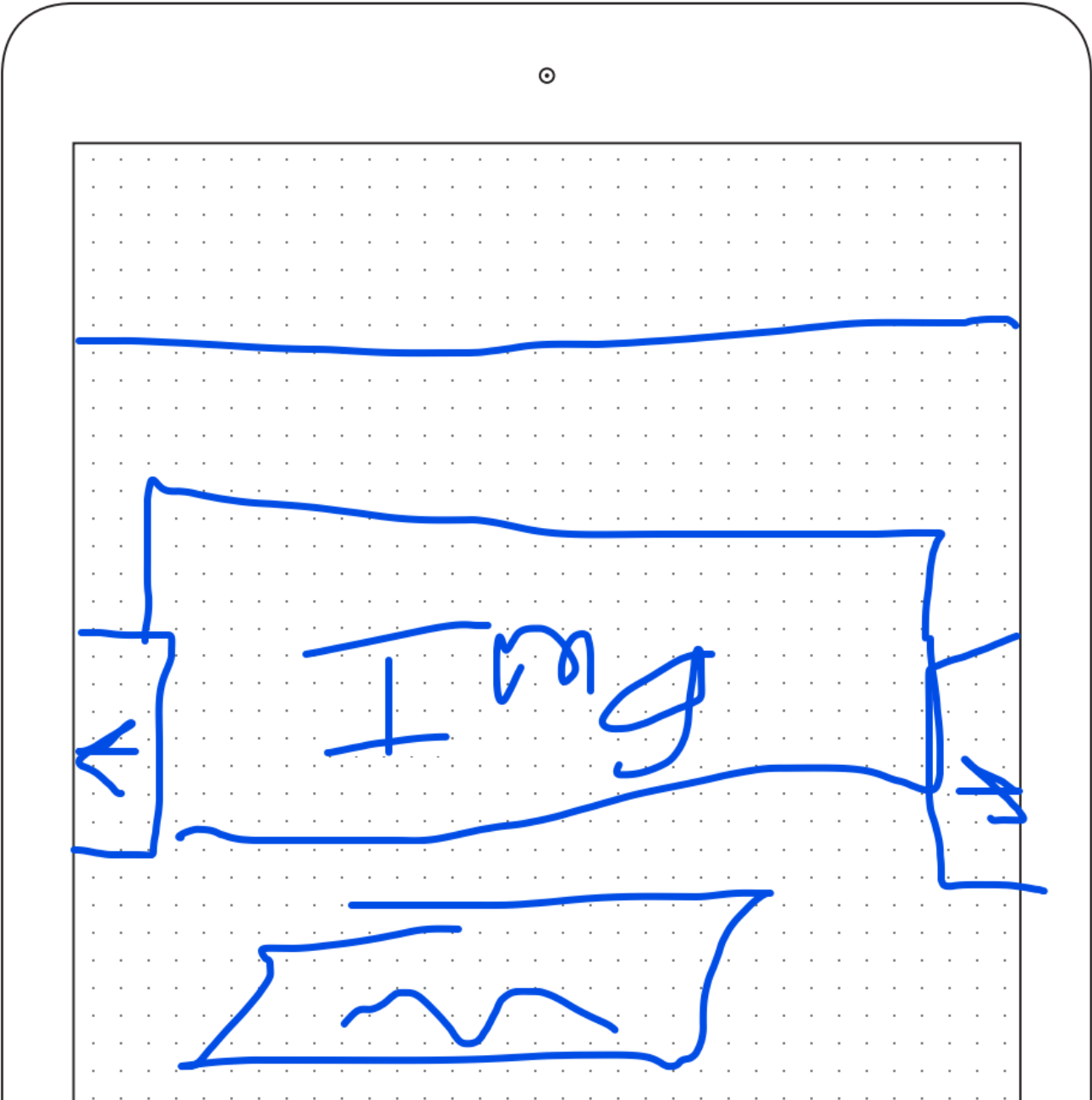
Medium-Sized Screen Content Wireframe

Detailed Priority Guide

img

text

Right left



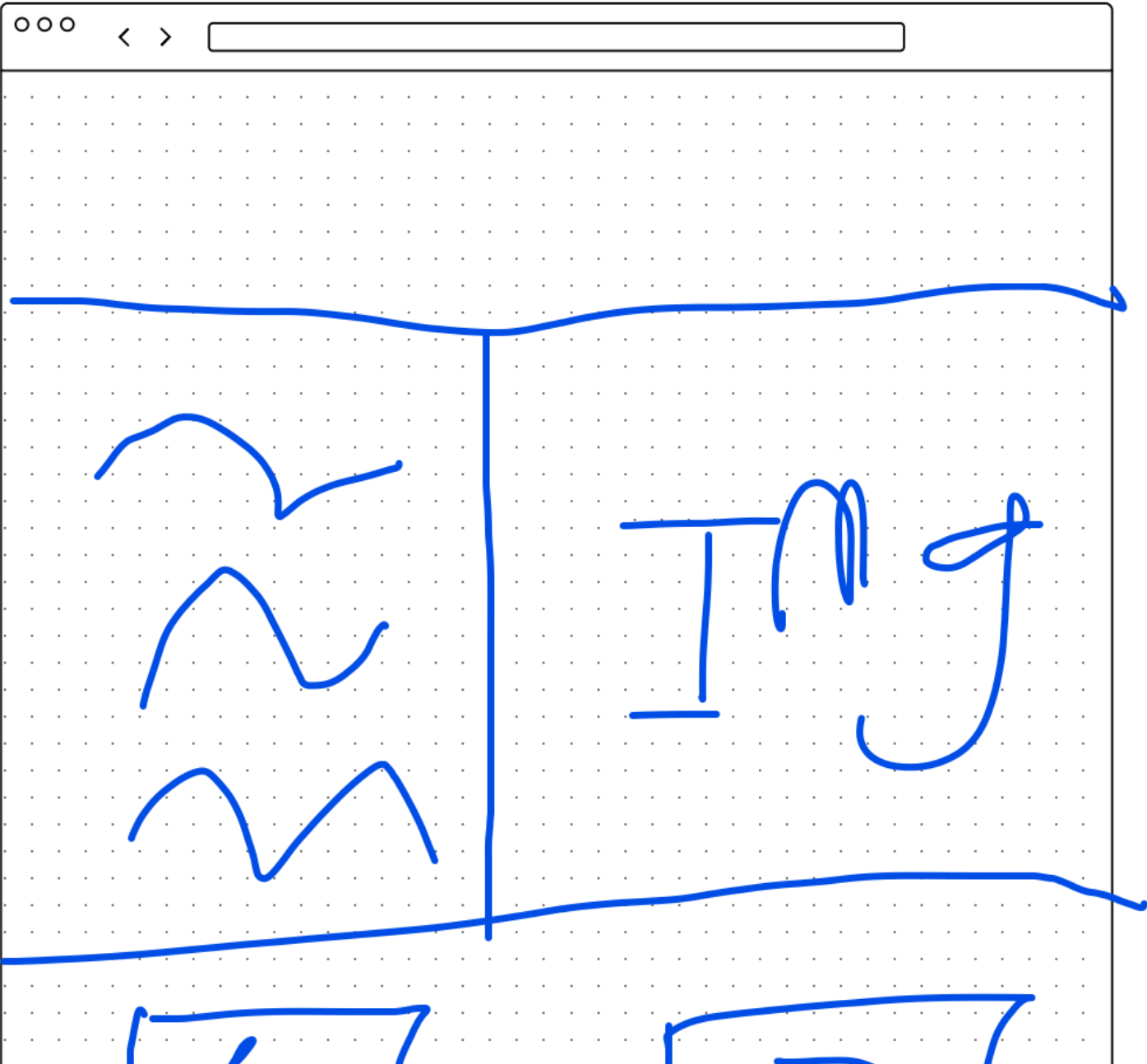
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Large-Sized Screen Content Wireframe

Detailed Priority Guide	
Img + text side by side	
Arrows beneath	

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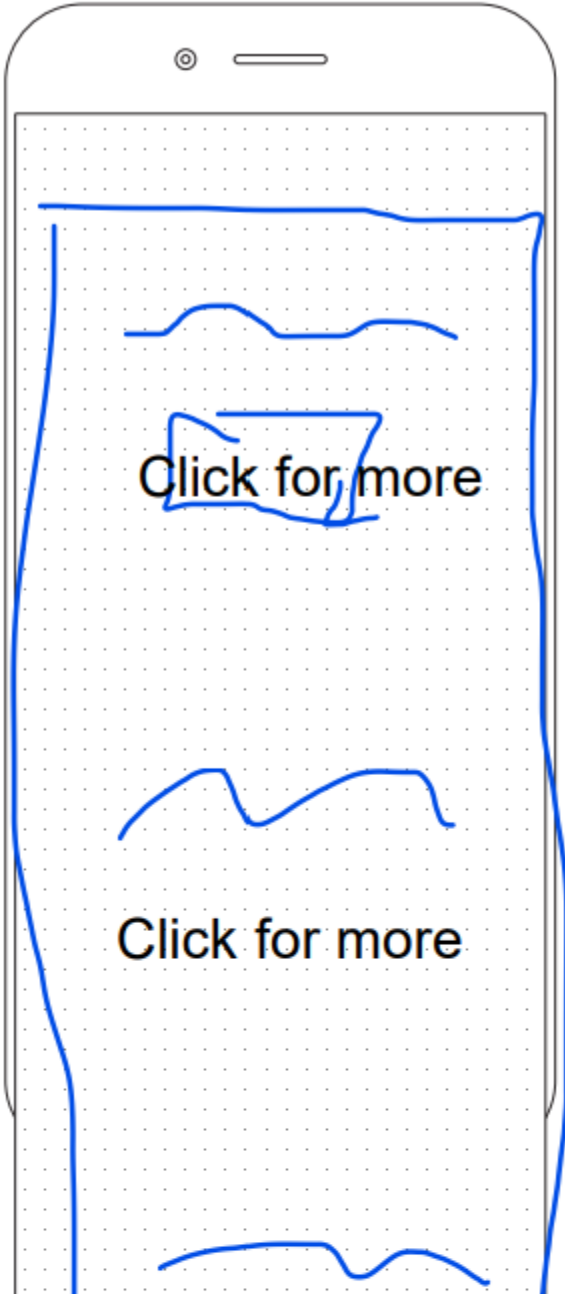
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Enter Component 2 Heading

Mobile-first content wireframe

Detailed Priority Guide	
Text: xianxia	
Concealed information behind button	
Text: progression fantasy	
Concealed information behind button	
text : litrpg	
Concealed information	

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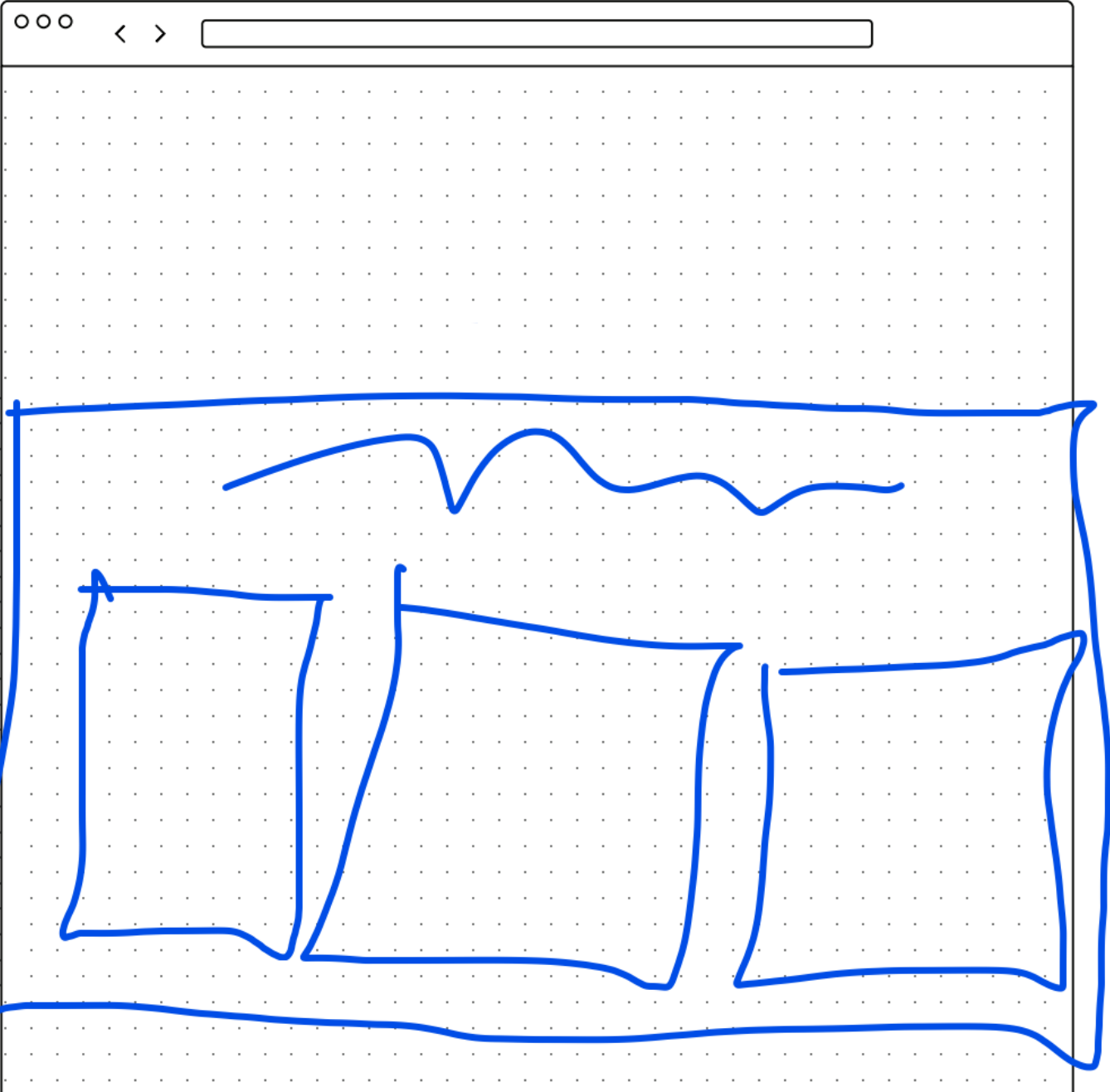
Medium-Sized Screen Content Wireframe

Detailed Priority Guide	. TABLET	
Xianxia section		
Progression fantasy section		
Litrpg section		

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Large-Sized Screen Content Wireframe

Detailed Priority Guide	
Title	
Section on subgenre 1	
Section on subgenre 2	
Section on subgenre 3	
	

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

















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6. Style Guide – Typography & Color Schemes

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

```
/*=====
|  IMPORT FONTS
|  =====*/
@import url('https://fonts.googleapis.com/css2?family=Hedvig+Letters+Serif:opsz@12..24&display=swap');
@import url('https://fonts.googleapis.com/css2?family=Hedvig+Letters+Sans&display=swap');
/*=====
|  COLOR SCHEME
```

```
29
30 :root {
31   --canvasColor:  #f9f9f9;
32
33   --backgroundColor:  #008080;
34   --foregroundColor:  #f1faff;
35
36   --primaryColor:  #f1faff;
37   --primaryShade1:  #f1faff;
38   --primaryShade2:  #f1afffa0;
39   --primaryShade3:  #f1afff6c;
40   --primaryShade4:  #f1afff3f;
41   --primaryShade5:  #f1afff11;
42
43   --secondaryColor:  #008080;
44   --secondaryColor1:  #0d9e9e;
45   --secondaryShade2:  #037171;
46   --secondaryShade3:  #026161;
47   --secondaryShade4:  #008080;
48   --secondaryShade5:  #013535;
49
50   --neutralShade1:  #f2f2f2;
51   --neutralShade2:  #e8e9e9;
52   --neutralShade3:  #d1d3d4;
53   --neutralShade4:  #babdbf;
54   --neutralShade5:  #808488;
55   --neutralShade6:  #666a6d;
```

```
5  /* Font Families */
6  body { font-family: "Hedvig Letters; sans-serif"}
7  h1,h2,h3 { font-family: "Hedvig Letters", serif; }
8
9  /* Emphasis and Bolding */
10 strong { font-weight: 500; }
11 em { font-style: italic; }
12
13 /* Font Weight, Sizing & Spacing */
14 body {
15     font-weight: 300;
16     line-height: 1.5;
17     transition: all 0.3s ease;
18 }
19 h1 {
20     font-weight: 700;
21     font-size: clamp(2.5rem,3rem,3.5rem);
22     line-height: 1.2;
23     text-transform: uppercase;
24     text-align: center;
25 }
26 h2 {
27     font-weight: 500;
28     font-size: clamp(1.75rem,2rem,2.5rem);
29     line-height: 1.2;
30 }
31 h3 {
32     font-weight: 500;
```

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