

# 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 ...

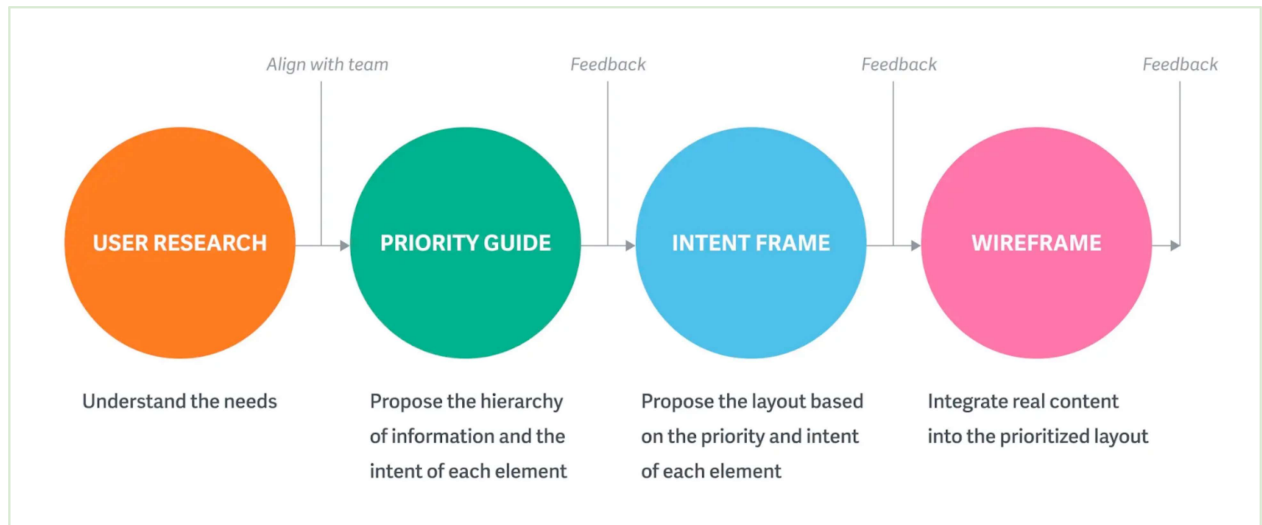
1. The design and content ideas meet the audiences and business needs;
2. It's feasible to implement;
3. How the team decides to iterate

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:** Teach people the basic of Jewellery creation

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. Introduction
2. Where to get started on your jewelry making journey
3. Selecting your first project

### 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** Jewellery Beginners Guide

**Goal** Teach people the basics of Jewellery creation

Element		Content	Intent & Functionality	
Section	—	Materials and Supplies	—	Inform users of required materials and tools to start jewellery making
Section	—	Selecting your first project	—	Assist users on starting a new project for themselves

## High Level Priority Guide

**Page Name** More Information regarding Jewellery

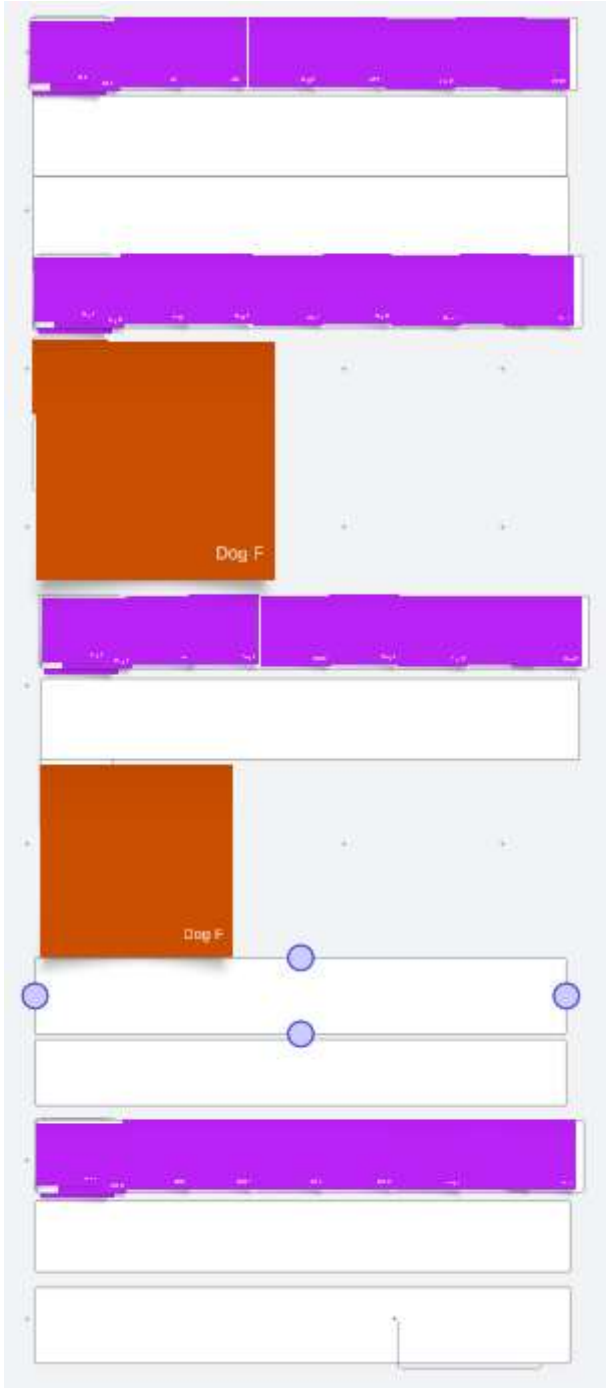
**Goal** To provide further information for people wanting to know more

Element		Content	Intent & Functionality	
Section	---	More information	---	To provide further information on Jewellery
	---		---	

## Enter Page 1 Heading & Mobile-first HL content wireframe

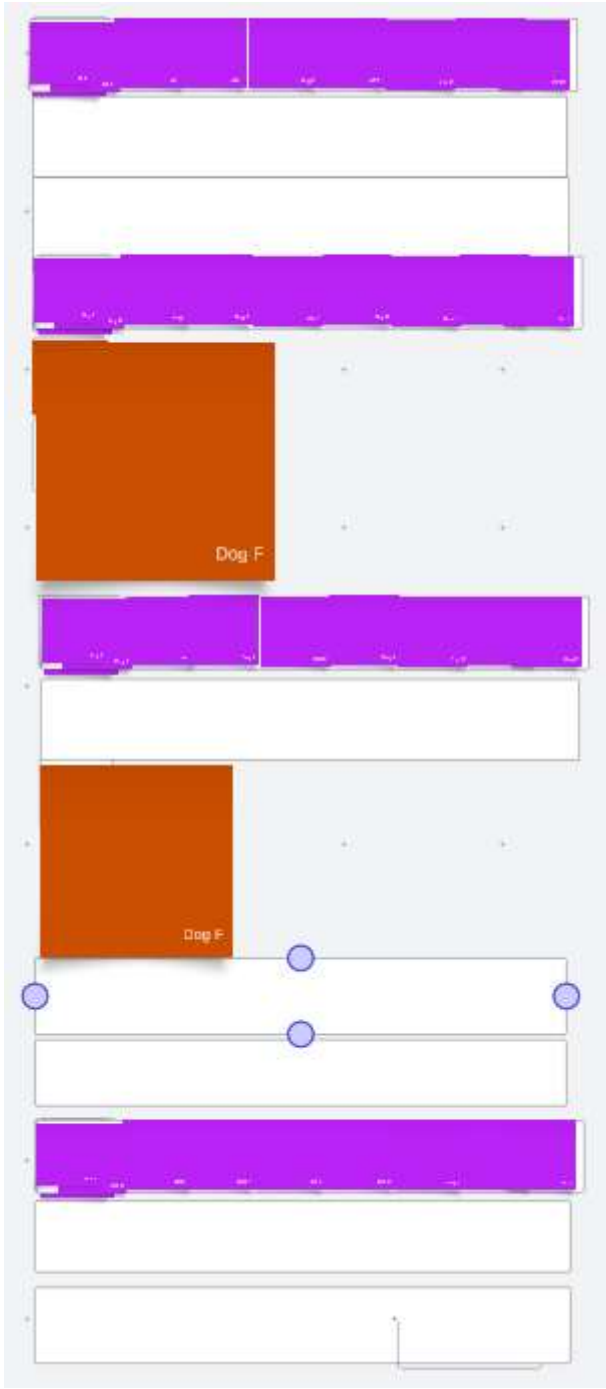
[illegible]

Medium-sized screen HL content wireframe

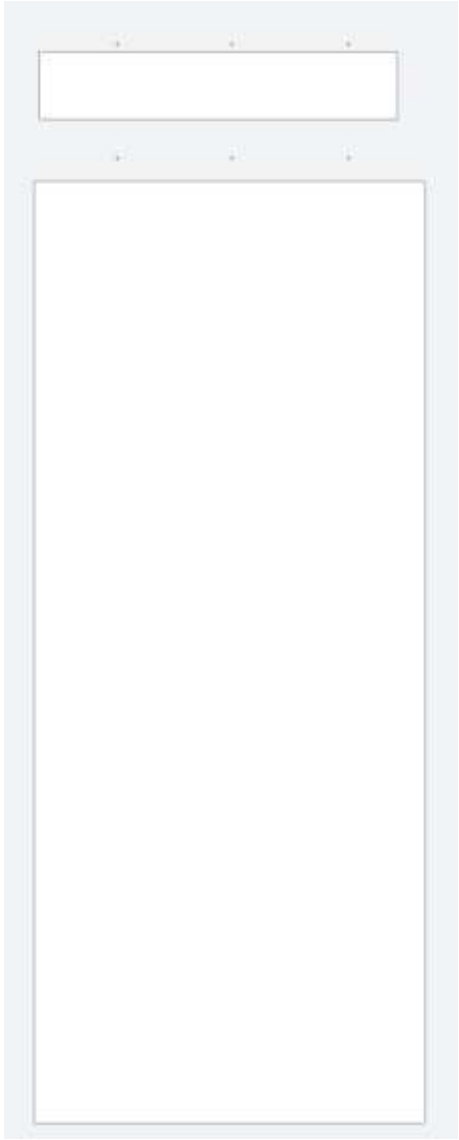
HL Priority Guide	
[Enter "Content" info]	
I color coded this the purple are like title and headings that'll be a different color White is paragraph Purple is images	



Large-sized screen HL content wireframe

HL Priority Guide	
[Enter "Content" info]	
I color coded this the purple are like title and headings that'll be a different color White is paragraph Purple is images	

Enter Page 2 Heading & Mobile-first HL content wireframe

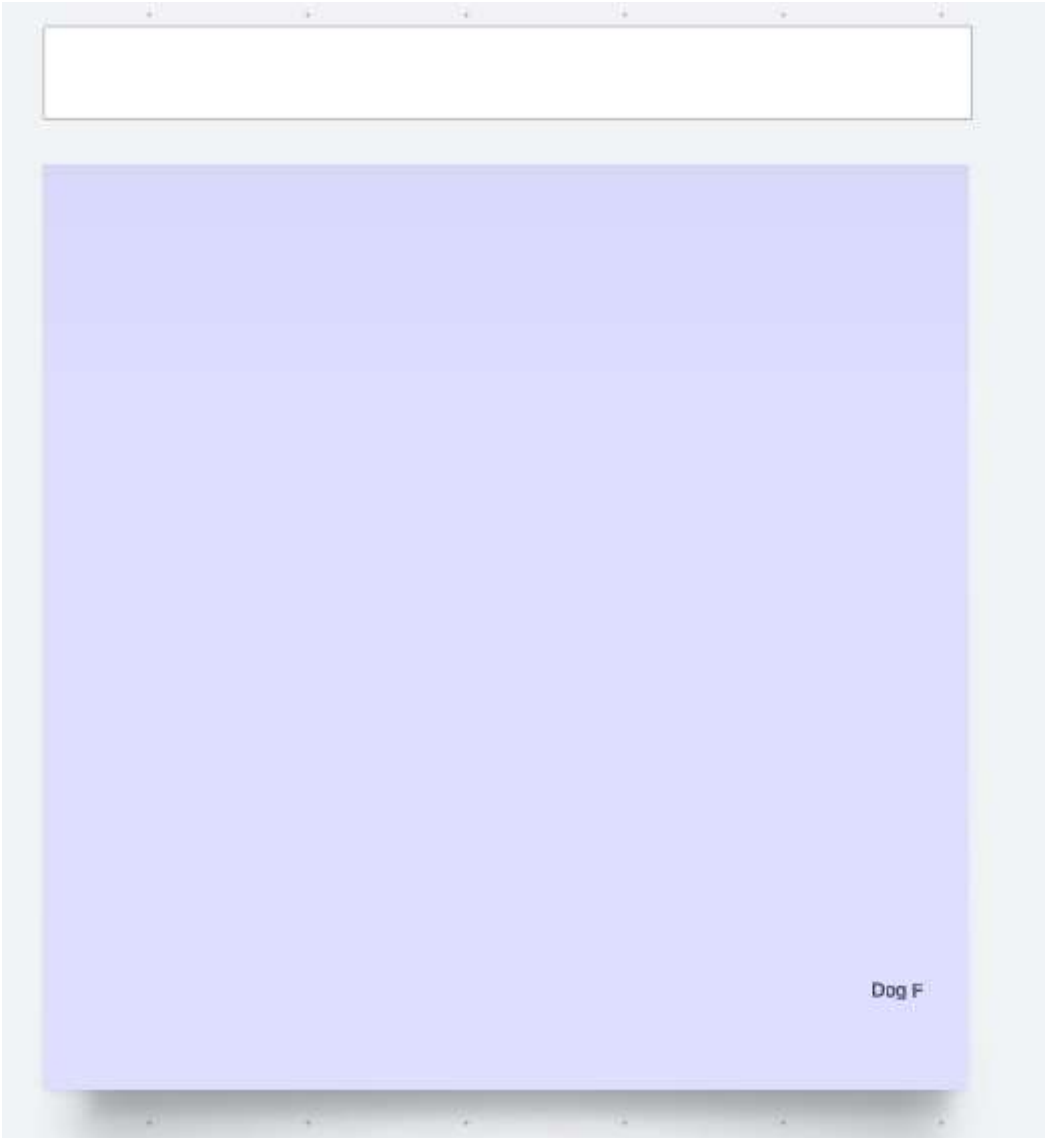
HL Priority Guide	
Top is the heading	
Paragraph is bottom	

Medium-sized screen HL content wireframe

HL Priority Guide
[Enter “Content” info]

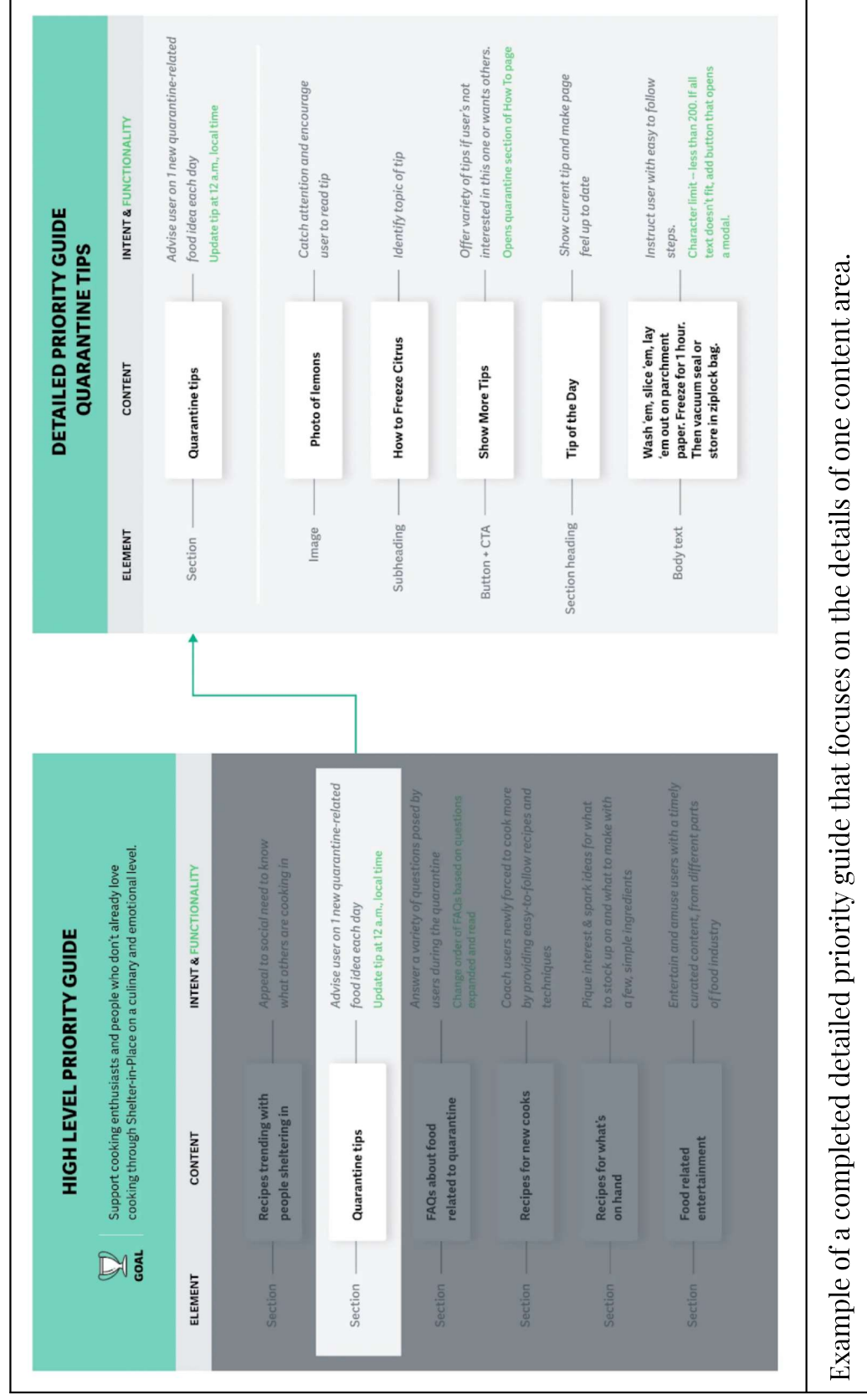


Large-sized screen HL content wireframe

HL Priority Guide	
[Enter "Content" info]	

## 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 [introduction]				
Goal		Give brief overview and provide links		
Element	Content		Intent & Functionality	
Body text links	---	Introduction for website	---	Brief overview
	---	Links to other portions of website	---	Allows users to skip to desired content

Enter Component 2 Heading

Detailed Priority Guide Where to get started on your jewellery making journey				
Goal		Inform users of what they need to get started		
Element	Content		Intent & Functionality	
image  Body text	---	Jewellery making tools	---	Inform user via visual guide to determine tools for jewellery making
	---	How to begin making jewellery	---	Inform users of necessary materials and supplies to get started

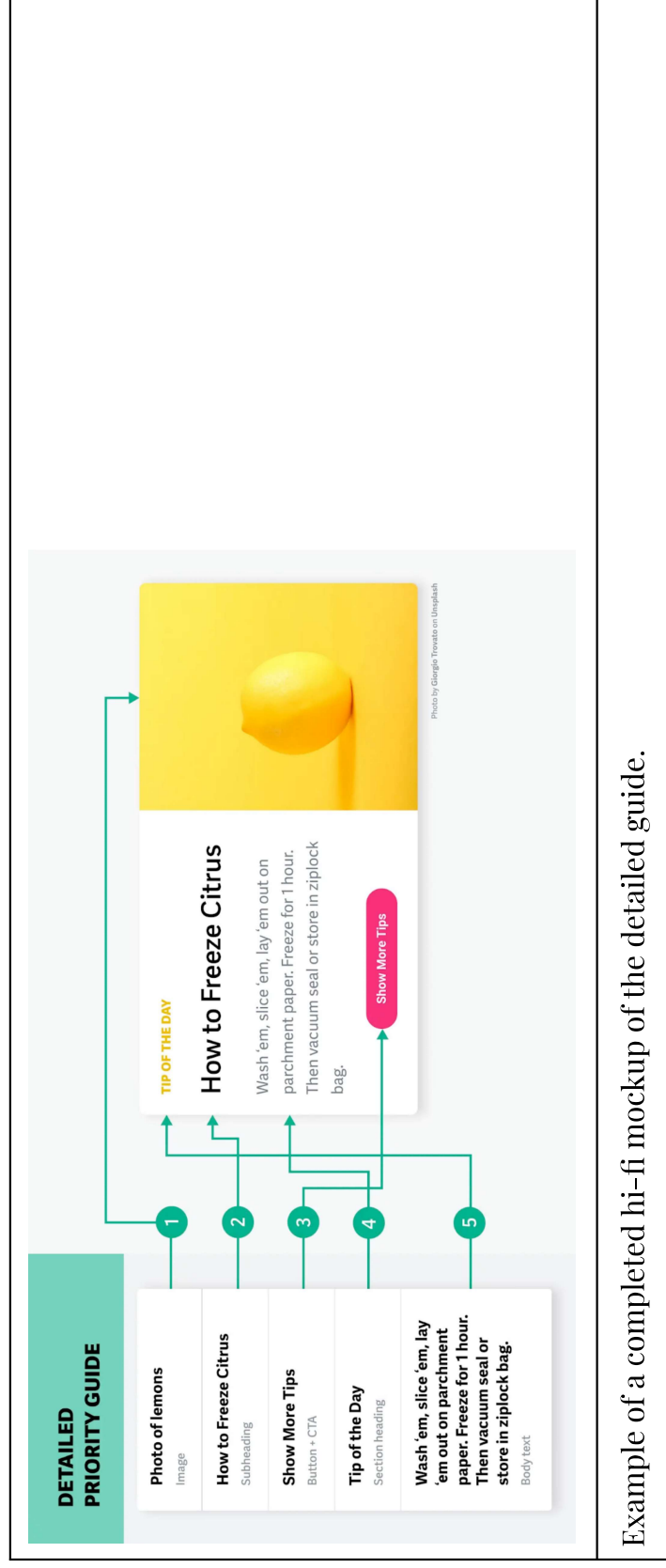
Detailed Priority Guide			
Selecting your first project			
Goal Inform users of how to carefully choose their first product			
Element	Content		Intent & Functionality
Body text	—	Advice on first jewellery piece	— Inform users of difficulty and advise for a simpler first piece
	—	Image of beaded jewellery	— Educate users on the appearance of a simple project with bead charms

## 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.





Enter Component 1 Heading

*Mobile-first content wireframe*

Detailed Priority Guide	[paste the mobile (small screen) wireframe into this box. Be sure to segment the mobile versions across 2-3 folds.]
[Enter "Content" info]	

**Medium-Sized Screen Content Wireframe**

Detailed Priority Guide	[paste the tablet (medium screen) wireframe into this box]
[Enter "Content" info]	

Large-Sized Screen Content Wireframe

Detailed Priority Guide	[paste the desktop (large screen) wireframe into this box]
[Enter "Content" info]	

Enter Component 2 Heading

*Mobile-first content wireframe*

Detailed Priority Guide	[paste the mobile (small screen) wireframe into this box. Be sure to segment the mobile versions across 2-3 folds.]
[Enter "Content" info]	

Medium-Sized Screen Content Wireframe

Detailed Priority Guide	[paste the tablet (medium screen) wireframe into this box]
[Enter "Content" info]	

Large-Sized Screen Content Wireframe

Detailed Priority Guide	[paste the desktop (large screen) wireframe into this box]
[Enter "Content" info]	

## 6. Style Guide – Typography & Color Schemes

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

```
/* Defines Merriweather font */
@font-face {
  font-family: "Merriweather";
  src: url('https://fonts.gstatic.com/s/merriweather/v22/u-440qyriQw1OrhSvowK_l5-eR9U.woff2') format('woff2');
  /* Add more font formats and sources as needed */
  font-weight: 400;
  font-style: normal;
}

/* Defines Josefin Sans font */
@font-face {
  font-family: "Josefin Sans";
  src: url('https://fonts.gstatic.com/s/josefinsans/v21/Qw3aZQNVED7rKGKxtqIqX5NHxzg.woff2') format('woff2'); /*
  font-weight: 400;
  font-style: normal;
}

/* Reset margin and padding and give font-family for titles */
h1, h2, h3, h4 {
  margin: 0;
  padding: 0;
  font-family: 'Merriweather', sans-serif;
}

/* Give font-family for body, lists, and paragraphs */
body, li, ul, p {
  font-family: "Josefin Sans", sans-serif;
```

```
}

body {
  background-color: #dcffc4;
}

/* Creates a box sizing to everything */
*, *::before, *::after {
  box-sizing: border-box;
}

/* Style for Header */
header {
  background-color: #c4f9ff;
  color: #3d27ff;
  text-align: center;
  padding: 20px;
}

/* Container for text box and images */
.section-container {
  display: flex;
  flex-wrap: wrap;
  justify-content: space-between;
}

/* Style for text box */
.text-box {
  border: 2px solid #333;
  padding: 20px;
  width: 100%; /* This is for allowing width adjustments */
  border-radius: 8px;
  box-sizing: border-box;
  margin-bottom: 20px;
}
```



```
}

/* Style for image */
.img_contain {
    width: 300px; /* fixed width for the image */
    height: auto; /* Maintain the aspect ratio for image */
    border: 2px solid #333;
    border-radius: 8px;
    margin-bottom: 20px;
}

.img_respond {
    max-width: 100%;
    height: auto;
}

/* Clears away the float */
.clear {
    clear: both;
}
```