

## Core Modeling Exercise

**Audience(s)** \_\_\_\_\_

**Business Goals (achieve at least one)**

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**User Tasks**

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**Inward Paths**

**Core Content**

**Forward Paths**

## Core Modeling Exercise

### Explanation

This exercise is to	This exercise is <b>NOT</b> intended for matters of
Decide audience/audience hierarchy	Visual design
Predict how people will get to your site	Navigation or Information Architecture
Decide what you want your users to do next (i.e., after they leave)	Technical requirements/functionality
Prioritize your main content	

With publishing websites, nobody comes to your site for visual design or to marvel at technical achievements. They come to your site because they want to *get something done*.

### Core Model Components

- **Audience.** This can have more than one answer, but rank them from least to most important.
  - *Remember:* “general audience” = “no audience”
- **Business Objectives.** Prioritized, measurable, and objective. What do you and your team—as stakeholders, content owners—want visitors to achieve? Keep it simple but concise.
  - Become a member
  - Increase understanding of organizational research
  - Sign up for credited program
- **User Tasks.** Prioritized user tasks. What is it that people want to get done?
  - Learn member benefits
  - Identify results from an important study
- Figure out the best program for maintaining licensure
- **Inward Paths.** How are people going to get to your site. Hint: most people use external search engines.
  - Google “[organization] member benefits”
  - Google study keywords
  - Link from <http://www.arelatedwebsite.com>
- **Core Content.** What content do we need to include in this site for it to achieve both the business goals of the site and help the user to complete his/her tasks?
- **Forward Paths.** After visitors have gotten the information they want, where do you want to send them next? You can answer this in terms of moving from content section to content section within the site to other possible sites where you’d want them to navigate to next.