Core Page: ___________________________

Business Goals:
What are the organization's goals? What does the organization want to convey to its users? What services do you offer to your clients?
Example: 'Increasing knowledge about global politics'

User Tasks:
What is the user supposed to do on this page? Describe the activities they can do on this page. Examples include: Registering an account, checking the events calendar, post a comment, etc.

Inward Paths:
How does a user get to this page? List some goals that a user would have for reaching this page. Examples include: Googling academic topic, Clicking a link on the homepage, etc.

Core Content
What content does this page need to satisfy the goals of the organization and the users?

Forward Paths:
After a user has answered their question/need through the core content, what additional information/resources would be useful to them?
Mobile Content Exercise
Try to map out the content from the “Content Goals” block to fit a mobile device screen.

Inward Paths:
How does a user get to this page? List some goals that a user would have for reaching this page. Examples include: Googling academic topic, Clicking a link on the homepage, etc.