

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"*

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### 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.*

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### 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.*



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### 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?*



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## 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.*



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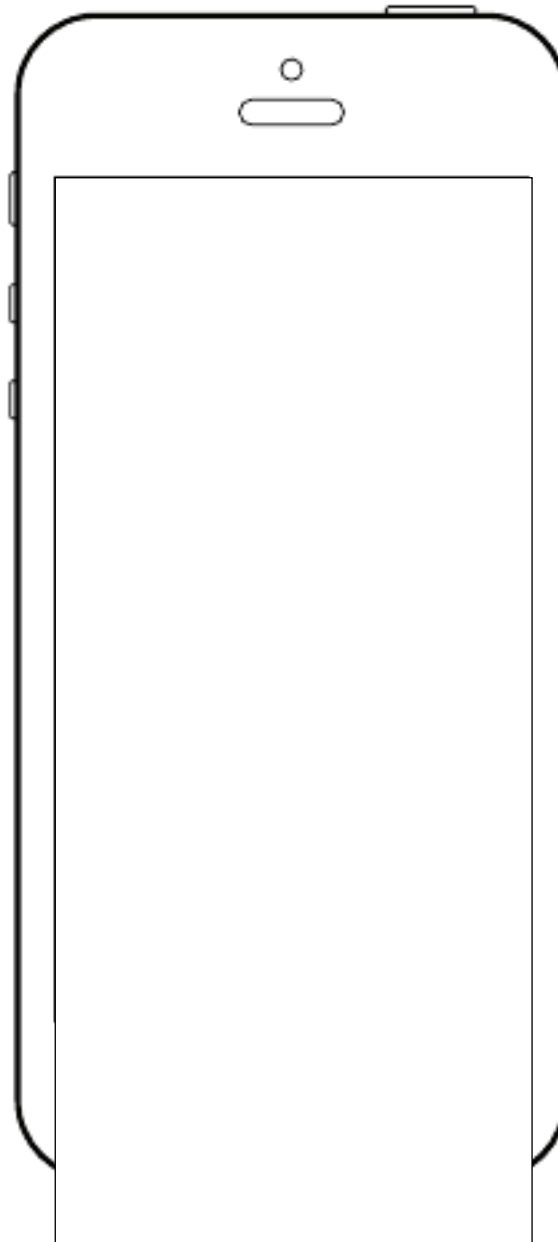
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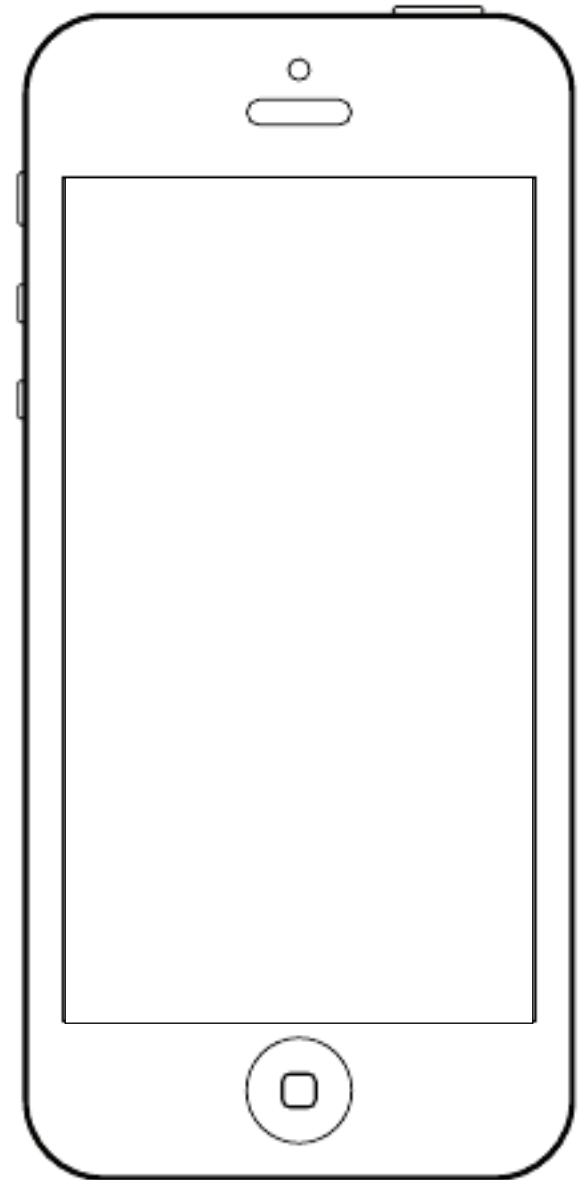
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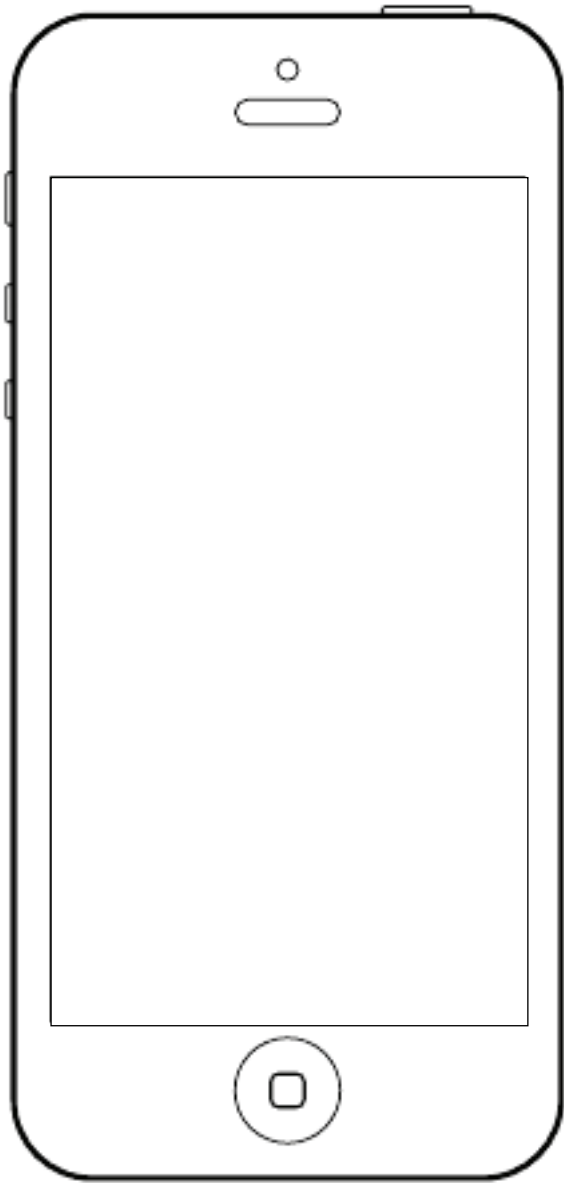
*First Screen (p.1)*



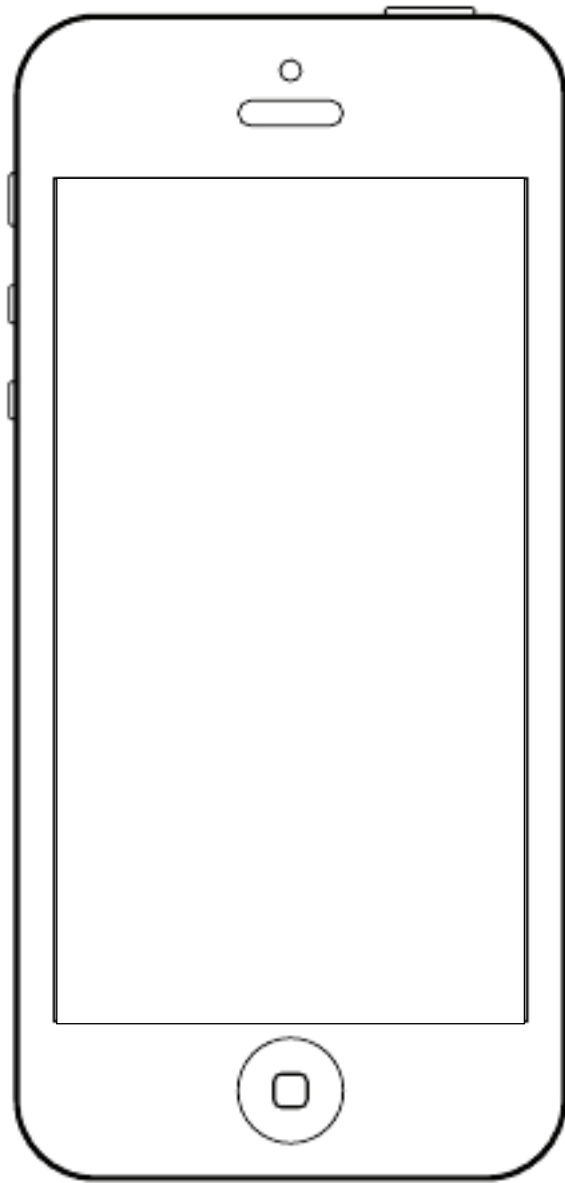
*Continued Scroll (p.2)*



(p.3)



(p.4)



(p.5)

