

# Content

## for the Web

### Target

**Who** is the item for? (audience)

**Why:** What is the item's job?

**Why:** What is the value to the audience?

### Plan

**Where** will the item be located?

**What** elements will the content item have? (ex: title, image, date, description, etc. / outline)

**What** are the delivery specifications? examples: aspect ratio / dimensions

**How** will you create the item?

### Design

Attach

layout wireframes – simple squares  
design thumbnails – graphic detail

- tone / personality
- existing brand items
- color scheme
- typography
- graphics
- images

Story/company: AIRBNB

• Tourist, Travelers, Families

• Provided better and easy info on places to stay/Experience around the world - through Airbnb

• Helps with planning Trips with the available possibilities

• ADOBE SPARK

• Exploring the world through AIRBNB

• Pictures/GRIDS of many different locations available  
Examples of

• Include HOW/ WHY/ WHERE

TONE - Chic, simple, clean, welcoming

BRAND ITEMS - Links to actual housing

COLORS: Whites - Blacks

• Most that may have properties of their own listed.

• Show Pictures of where they can/may travel to

• Created through scrolling webpage

• Buttons for linking actual page to cities/ places

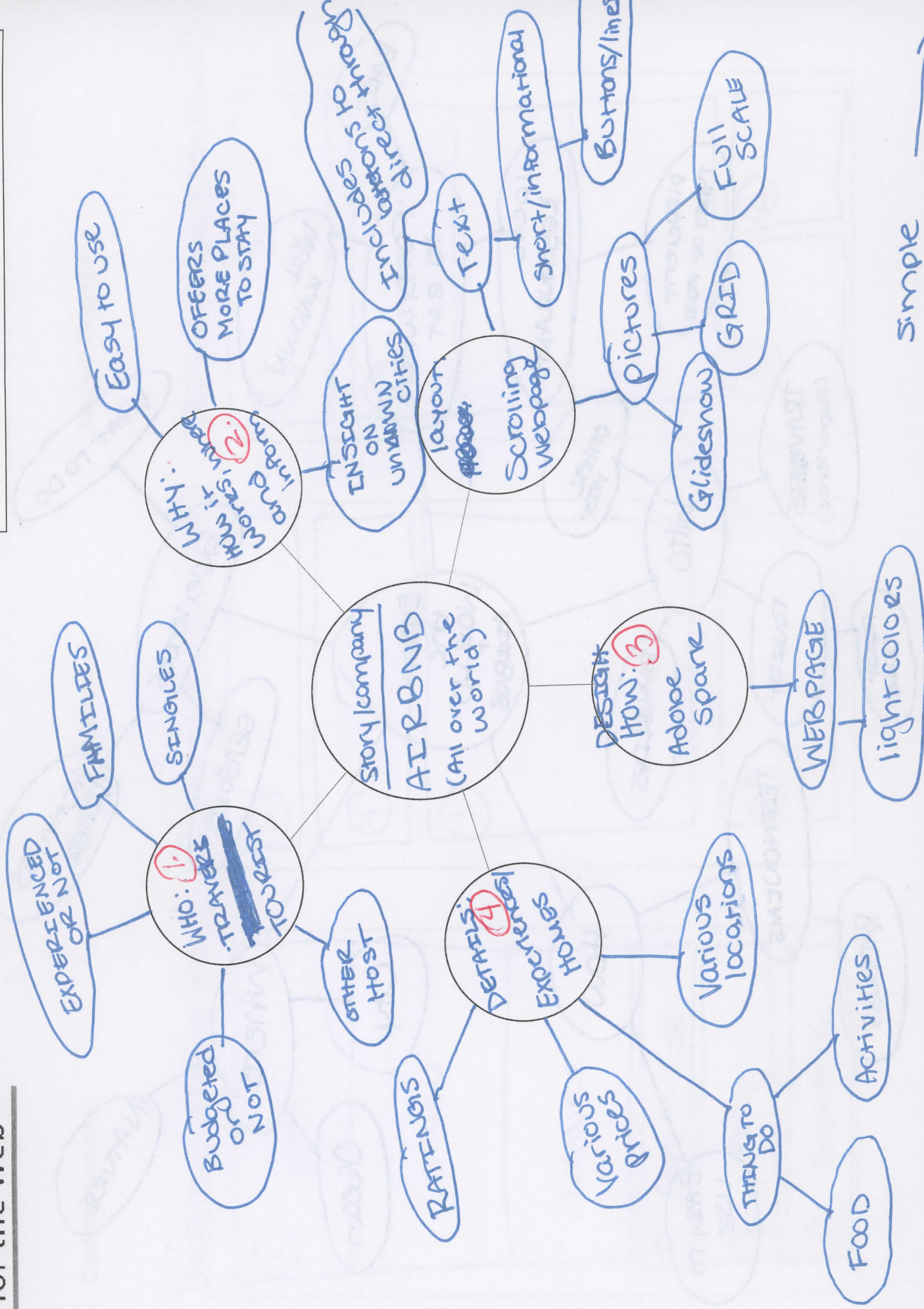
• Picture grids, slideshows, text (info) panners.

# Content

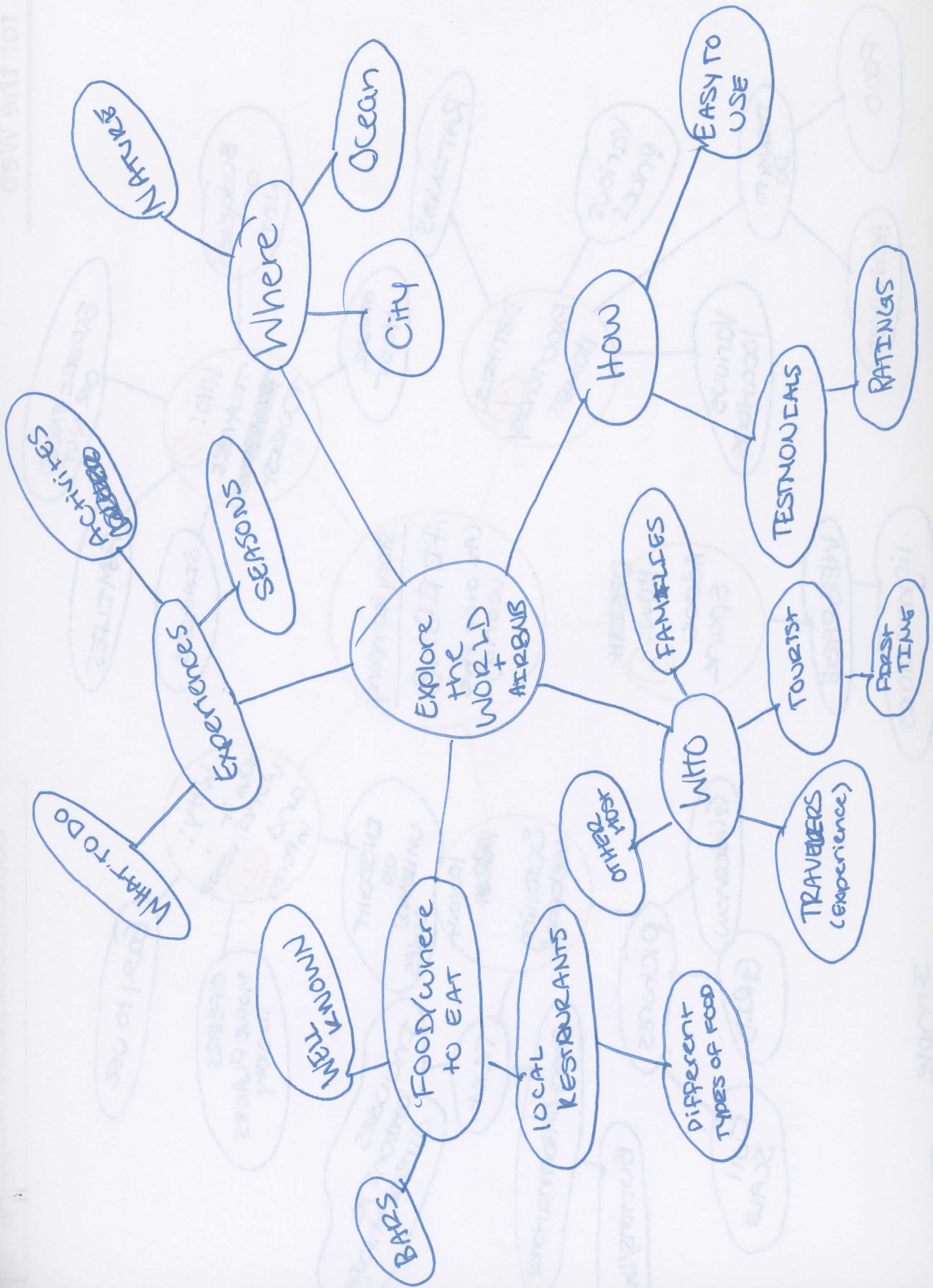
for the Web

Worksheet

Content Discovery: Mapping



Simple  
Version →



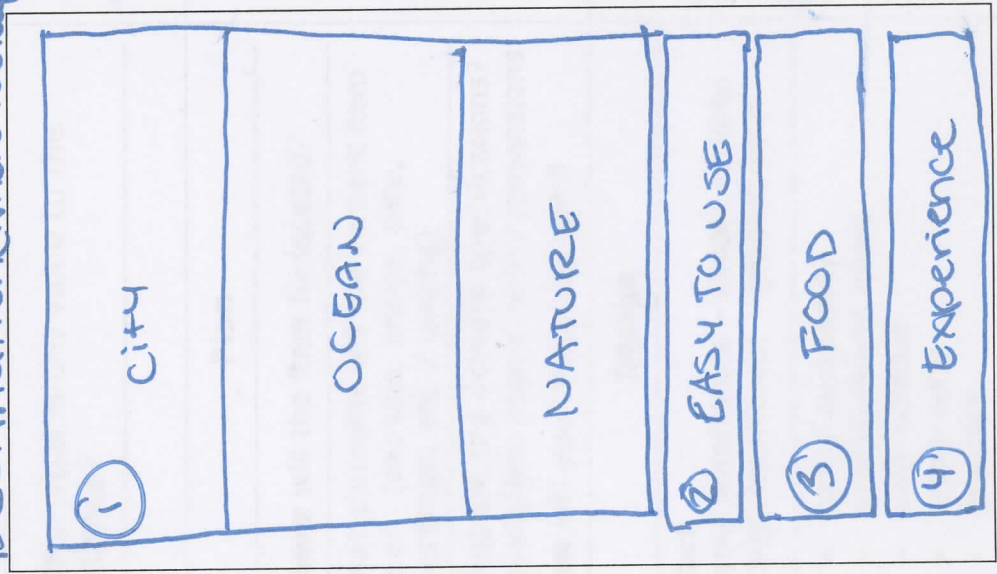
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## Worksheet

### Content Layout: Wireframing

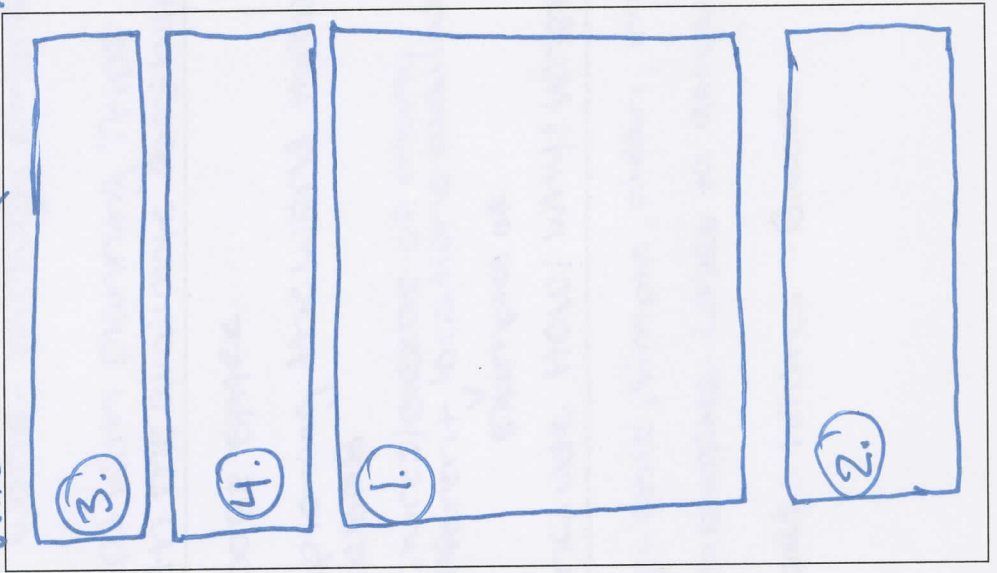
Content Hierarchy:

Destination (where to stay)



Content Hierarchy:

WHERE TO EAT (LOCAL REST.)



Content Hierarchy:

TEST MONIALS (EASY TO USE)

