

Object Guide

Customize the sections below to meet the needs of your project. Remove irrelevant sections and add any custom sections as needed. Then, copy the structure for each object.

[OBJECT X](#)

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OBJECT GUIDE KEY

1. Definition:

Write a clear definition of what this object is in the context of your system. Include important relationships to other objects.

2. Instance examples:

You should already have this from Discovery! Elaborate on your instances here. Provide links or screenshots of current-state instances, competitor instances, examples of instances on non-competitors like Wikipedia or other sites.

For User-Objects, this is a great place to insert Personas. For example, for the CUSTOMER object, you might give 3 instances, each aligning to your three personas.

3. Other potential labels:

List any synonyms that are still being considered. If there is a synonym that might be used in some contexts, elaborate here. What are the rules around using various labels for this

thing?

4. Purpose:

Why is this object here? What is the purpose of this object being represented in this system? What is its job in the system? What is its value to the user? To the business? Feel free to split out user-value and business-value if that makes sense. You might even need to split out purpose by user role!

5. Success Metrics:

What are some metrics that can measure the success of this object? Amount created by users over a time period? Engagement with this object? Do we have any current baseline metrics that we can measure against? Do we want to measure the success of instances of this object? We might want to measure the success of our BLOG POST object, but also, how successful is this specific blog post?

6. High-level Content Strategy

What kind of workflows do we have/need for creating instances of this object? How do we prevent ROT (redundant, outdated, trivial) in our instances—what's our maintenance plan? And how will we archive or sunset instances? Are there any pain points currently in content creators creating new instances of this object? (Additional Content Strategy can be looped in during Attribute Requirements for attribute-level concerns.)

7. Ownership:

Who owns instances of these objects? Are they owned by the company? A user who created them? An API from another organization? Is the owner different from the creator? If so, how do you communicate this to the creator?

8. Main lists(s):

What do you call the list of ALL the instances of this object? For "Event" your list might be "Calendar". For "Teacher" your list might be "Faculty." Are there any other important lists of these objects? Any other top-level lists?

9. Instance source(s):

How are instances of this object created in the system? Is there more than one source?

10. Estimated number of instances:

How many instances do you expect? How many instances will the system contain at launch and how many we expect to scale to? Does the system need to work if there are 3 instances as well as 300?

11. Main list sorting, filtering & grouping:

How will this list be sorted and/or filtered by default? If the list will often have more than 20 instances, can the user filter this list? Re-sort? what control do users have to sort, filter or group the list? Are these settings "sticky" (do not automatically reset)?

12. Dependency summary:

Are instances of this object dependent on instances of another object in the system?

13. Privacy:

What is the default privacy for all instances of this object? Does the system need to offer a privacy setting to the user for this object? And/or an instance-specific setting?

14. Role visibility:

Which authenticated roles can see instances of this object? Are there any restrictions imposed? Is there a default setting offered to the admin? And/or an instance-specific setting?

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