



THE VOGUE BEAUTY AWARDS THE WINNERS

12 TRENDS YOU'LL WANT TO WEAR

LET THE WOMAN WAKING UP

SEPTEMBER 2019

OCTOBER 2019 £4.80

Harper's

BRITISH

SEP

www.harperbazaar.com/uk

RADICAL CHIC FASHION INVESTS IN VALUE AND SUSTAINABILITY  
HAIL TO THE CHIEF M. FORD'S OFFICE

IT'S THE SEPTEN... ISSUES

**VOGUE**  
**THE TRANSITION FROM MAGAZINE TO MOBILE**  
BRAND AND COMPETITIVE ANALYSIS

Reflections on liberty

# VOGUE SWOT Analysis

## STRENGTHS

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- Reputation as the “fashion bible”
- International presence (26 international editions)
- Well-established brand since its debut
- Includes artwork and content from renowned artists (editors, photographers, designers, models etc)
- Strong financial support from parent company, Condé Nast
- Utilizing new media forms such as social media (YouTube, Instagram, Facebook, Twitter)
- Recognizable content
- Has 11 sub brands (Casa Vogue, Miss Vogue, Vogue Film, Vogue Girl, Vogue Hommes, Vogue Living, Vogue Man, Vogue Ninos, Vogue Wedding, Vogue Novias, Vogue Me)
- 24.9M monthly print readers globally
- 113.6M digital unique users globally
- 118.7M social followers
- #1 fashion publisher on Instagram and YouTube
- Has yearly content dedicated for specific months
  - **February & September** | Fashion Week Coverage
  - **March** | Second largest issue of the year - focuses on best looks and personalities of the spring season
  - **May** | Met Gala Coverage
  - **June** | Weddings in the age of social media + greatest love stories
  - **September** | Fall fashion, largest issue of the year includes top models, photographers, and designers
  - **October** | Coverage of Vogue’s annual creative conference Forces of Fashion
- Consistently named a must-read among PR professionals featured in PRWeek’s Power Book

## WEAKNESSES

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- Focuses solely on fashion and cosmetics
- Language and imagery represents class for their target audience to aspire to be
- High-price for individual magazine purchases
- Primarily targeted towards women
- Small target demographic (women in their 20s and 30s)

## OPPORTUNITIES

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- New media presence (digital editorial content and social media presence)
- Brand loyalty in the transition from print to digital
- New designers and artists
- Coverage of fashion week

## THREATS

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- Decline in print media
- Subscription based service
- Similar magazines that approach digital better
- COVID19 has left people allocating money differently
- Availability in different areas of the world (in some parts of Sydney Australia Vogue is unavailable even though there is an Australian edition)



# VOGUE Magazine

vogue.com

Vogue places fashion in the context of culture and the world we live in—how we dress, live and socialize; what we eat, listen to and watch; who leads and inspires us. Vogue immerses itself in fashion, always leading readers to what will happen next. Thought-provoking, relevant and always influential, Vogue defines the culture of fashion.

4.7

out of 5



## Subscription Basics

1 year print and digital subscription - \$12

2 year print and digital subscription - \$24

## User Reviews

Laurenfeheron | Nov 6



### Improvement needed

The magazine takes too long to download I do not like the format of the online version. It does not flow right. I would like to go through the pages like I would on a printed version. The back and forth to the front index is a problem.

Cccurriel | Nov 18



### Vogue

The new digital interface is not user friendly and honestly is terrible. The previous interface was really terrific. This one is a distraction. I travel so much that an ipad version is an imperative. I hope you can make it better soon.

Anonymous | 1 year ago



### This is annoying

I hate that I only get to use this app once a month for my magazine subscription. It takes up space on my phone when I also use the voguemag app to read all of the articles I am supposed to get. Why can't the app be like the website and have all its content in one spot? It is so much easier to view the content on the website, the app is not even worth it at this point. Ugh!!!

Electronicchild | 5 years ago



### Love Vogue but...

I've been a reader for years and was excited about the app when it first came out but I've since given up. As stated by other users, the storage requirements are ridiculous, the interface and experience is frustrating, and it's not worth the pain to read. I would resubscribe for this if it were not so god awful clumsy and space intensive.

## Current State of Mobile

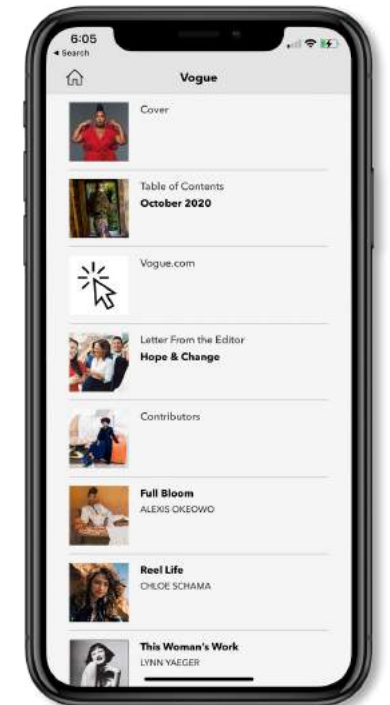
### HOMEPAGE



### NAVIGATION BAR



### TABLE OF CONTENTS



### VOGUE.COM



### ARTICLE



### ADVERTISEMENT







**4.2**  
out of 5  
★★★★☆

# VOGUE Runway

## User Reviews

There are a total of 1,116 user reviews for this mobile application. The majority of these reviews were written at least a year ago and date back long enough to eight years ago. The negative reviews that were left are mostly pertaining to technical issues such as glitches and long loading times. The following reviews are the only reviews based on the user interface.

Judidesign | Aug 22

★★★★☆

### In need of organization

It needs a little more structure kind of like the website. It makes it so hard to keep track of what I've watched. It also does not separate them out properly. If they can separate them out like the website baked by show/season/year; it would be an amazing app. I will not uninstall but please please please fix this and it will be amazing to keep up to date with all the designers and shows.

Shinygunnermoogle | 2 years ago

★★★★☆

### Good app, more features would help...

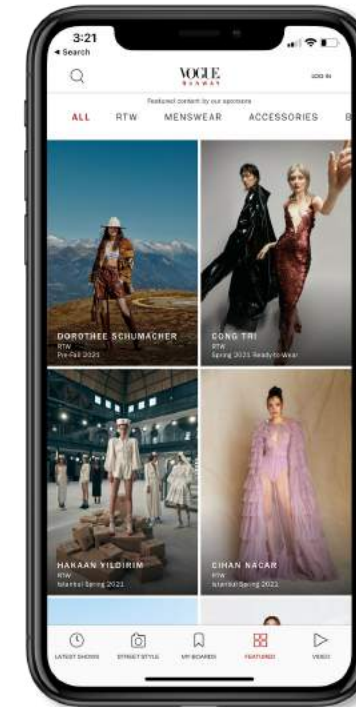
It's a good app, it does what it needs to do. I appreciate Vogue's excellent photography and the generous resolution of the photos. One feature I would like to see is the ability to "follow" a design, to receive notifications when a new show from them is available. This would definitely increase my engagement with the app. Also, it would lead to a "fans also like" section in which I could explore designers of a similar character. In general I think this app would greatly benefit from having a few more thoughtful features added, while not interfering with the solid base of functionality that already exists. Cheers Vogue.

## Current State of Mobile

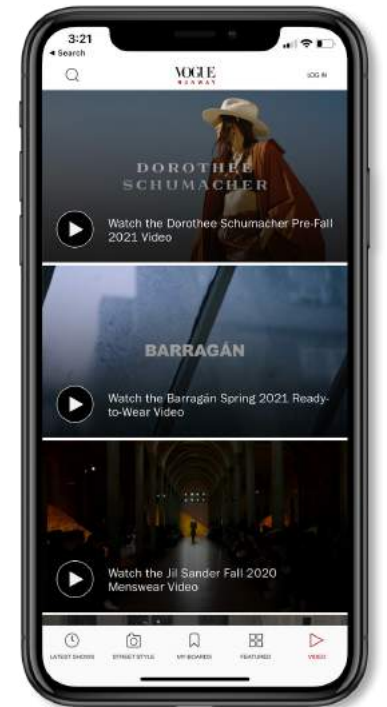
### HOMEPAGE



### FEATURED CONTENT



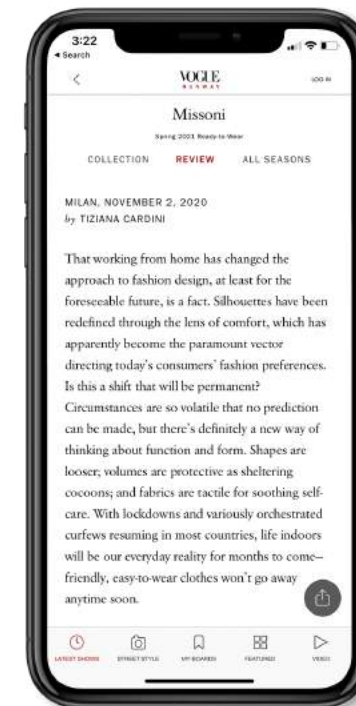
### VIDEOS



### COLLECTION



### COLLECTION REVIEW



### ALL SEASONS





4.6

out of 5



# VOGUEWORLD

## User Reviews

Rosenazari | June 19

★★★★☆

### Functionality

I love this app and I also love vogue but I would really appreciate an easier way to find categories or maybe even the search bar instead of having to scroll through things I am not interested in. Still love the app though.

Blah.blah.blah.blah.blah | Jan 22

★☆☆☆☆

### Not Functional

Why is there no search option? Or ability to sort articles? Very overwhelming to have all of this delivered in such an unorganized way with no power to the user.

Coolme7 | 1 year ago

★★★★☆

### Bring back the menu!!!

One of my favorite features from the previous version of this app was the ability to read articles on food fashion life etc just like in the magazine or on the website now the app is all about look at what this celebrity wore today and for me at least that's rather blah. It would be so great if you would bring back the menu and allow us to find articles related to food terms etc like you can do on the website. I'm bored of Bieber and Baldwin and what the Kardashians wear today. I want to be able to read articles on a broader range of topics. I used to check this app daily but now I'm considering deleting if you a vogue subscriber you should at least get access to every article like you promised!

Jrdlcpndne | 1 year ago

★☆☆☆☆

### Bring back the old app!

The old app reflected vogue.com more accurately. I'm disappointed in the change previously you could access real content now you're limited to one set of not that great articles. Will most likely delete.

Nikamyer | 1 year ago

★☆☆☆☆

### Change is not always a good thing.

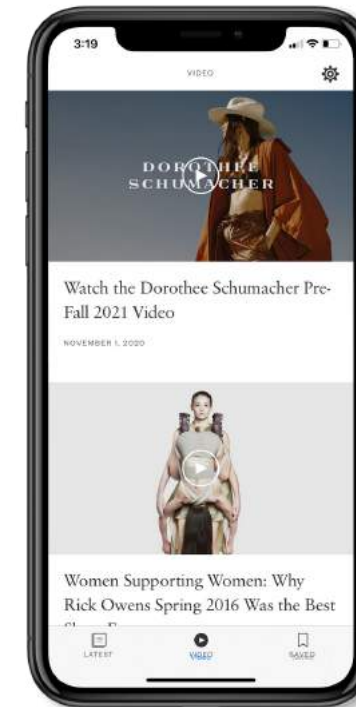
This was an app I used daily. Not anymore. The content, curation and user experience is totally different. I would have also expected a level of service where users would have been given a notification that saved articles would not be archived. Very disappointed!

## Current State of Mobile

### HOMEPAGE



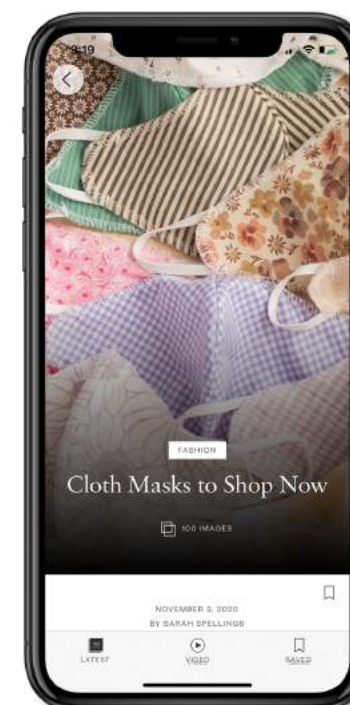
### VIDEOS



### SAVED ARTICLES



### ARTICLE



### ARTICLE TEXT



### ARTICLE IMAGE



# VOGUE

## Transition Strengths

### Vogue Magazine

- Ability to view magazines dating back to April 2012
- Opportunity to go to Vogue.com from magazine
- Link out ability for buying items
- Summary “In this issue” navigation feature

### Vogue Runway

- Opportunity to easily share content
- High resolution photographs
- Ability to view past seasons and collections
- Ability to search by designer and season
- Do not need subscription to view latest collections and shows
- Can create a free account with an email address or connecting through Facebook

### Vogueworld

- Opportunity to easily share content

## Transition Weaknesses

### General

- Navigation item titles are not the same on the desktop
- Typography is not the same across the apps
  - Vogue Magazine includes drop caps and tighter leading
- No format option to change the font size, color mode, or brightness
- Different style approaches across all three apps
  - All apps do not include the notable and established Vogue logo
- Unbundled approach

### Vogue Magazine

- Content is cut off at the top of the screen
- Only some advertisements are full screen

### Vogue Runway

- Runway videos do not play, they simply show an ad and bring you back to the video tab

### Vogueworld

- Only select articles are uploaded to the app
- The saved articles tab does not show article titles just their hero image
  - Tapping on a saved article will enlarge the hero image first and prompt you to “read more” without showing the article name
- Video tab is updated infrequently compared to website
  - Last post on app was November 1 (Current date: November 6)
- The “recommended for you” feature at the bottom of an article shows full screen hero images
- The hero images at the top of each article are often cut off
- Videos do not play





4.6

out of 5



# ELLE

elle.com

ELLE is the world's largest fashion magazine and media brand inspiring women to explore and celebrate style in all aspects of their lives with innovative and inclusive content. The quality of photography and storytelling makes ELLE a trusted authority for consumers and a go-to partner for celebrity, fashion and beauty exclusives.

## Subscription Basics

1 year print subscription - \$10

2 year print subscription - \$15

Cover price - \$5.99 except March (\$6.99) and September (\$7.99)

## User Reviews

There are a total of 448 user reviews for this mobile application. Majority of these reviews were written at least a year ago and date back long enough to eight years ago. The negative reviews that were left are mostly pertaining to being unable to restore old purchases or their app constantly crashing. The following reviews are the only reviews based on the user interface.

KJ131 | 1 year ago



### Awful tech version of the magazine

It's so bad it's like look at a 1980s powerpoint presentation you can't zoom pages to read smaller text or see an item closely I've been a fan of the magazine since its inception and will continue to buy at drugstore I just wish I could be refunded and help you redesign the app's poor user experience.

Tnichele | 2 years ago



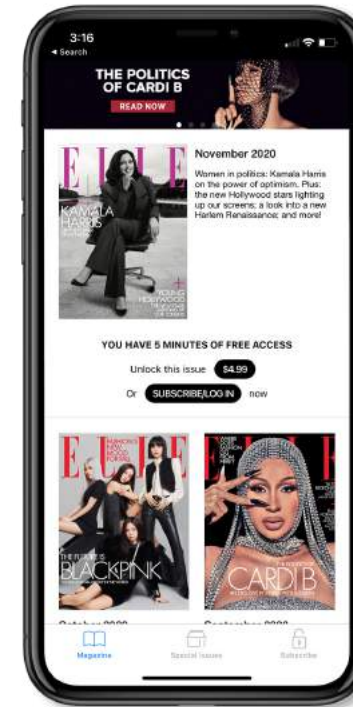
### Feels authentic

The ELLE app has found a nice balance of allowing viewers to read a fashion magazine via app while still feeling as if you're flipping through the pages of a printed copy bought at a newsstand. Some of the tricks and cool tech features used by other apps can be frustrating and really interfere with the flow of reader experience. Not here. Yet the images are visually stunning and the graphics are tastefully accessible. This app does not feel as if they are trying to be "beyond cool."

Also a special nod to Nina Garcia and team for putting out a September issue with style and content that not only makes me inspired for fashion but for the new beginnings that come with the fall season. There's still that comfortable familiarity of flipping through tons of beautiful ads before reaching the masthead thanks for keeping it authentic.

## Current State of Mobile

### HOMEPAGE



### MAGAZINE COVER



### PDF ARTICLE



### ADVERTISEMENT



### TEXT ARTICLE



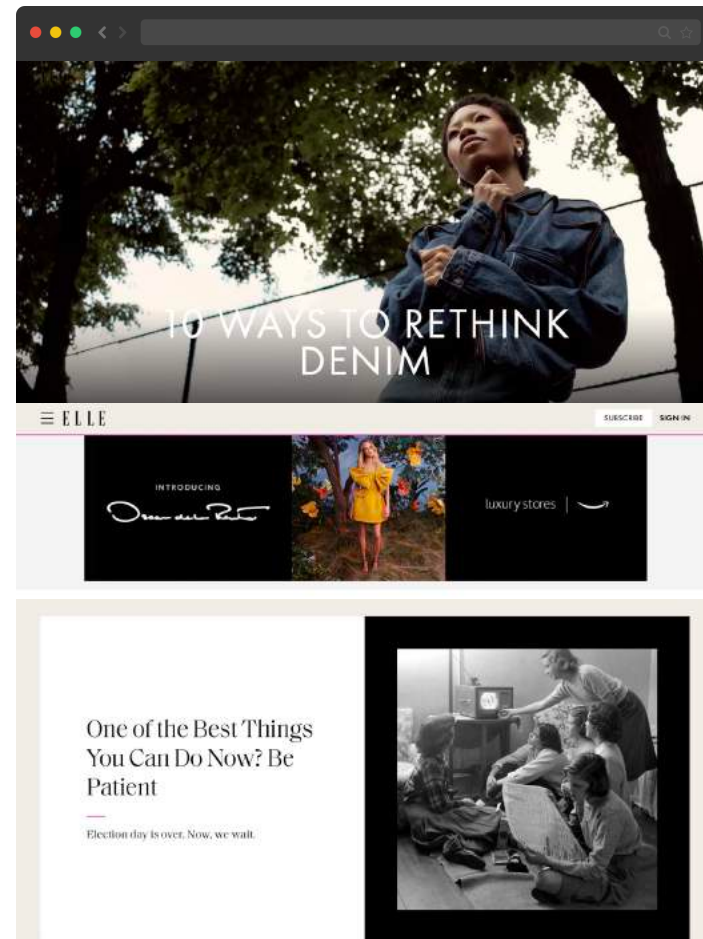
### TEXT ARTICLE



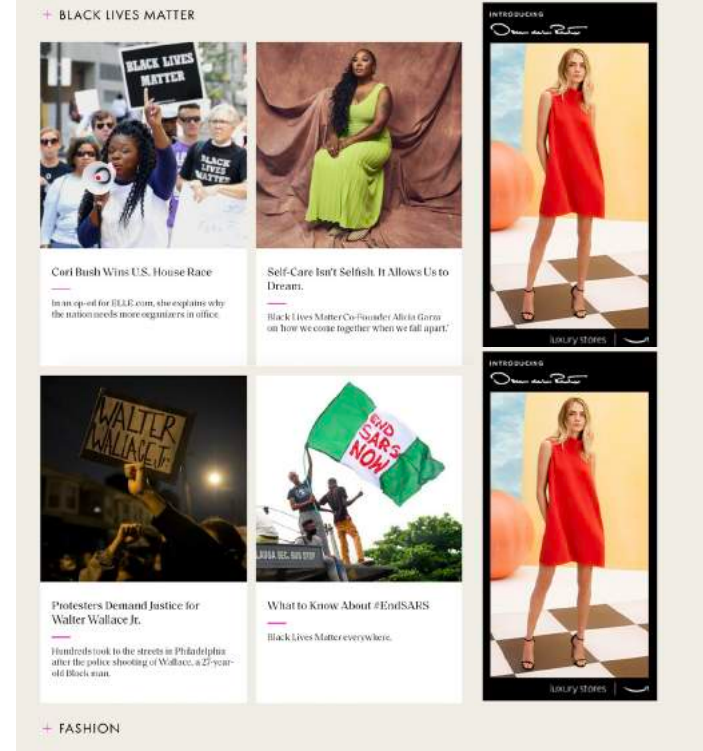


# Current State of Desktop

## HOMEPAGE



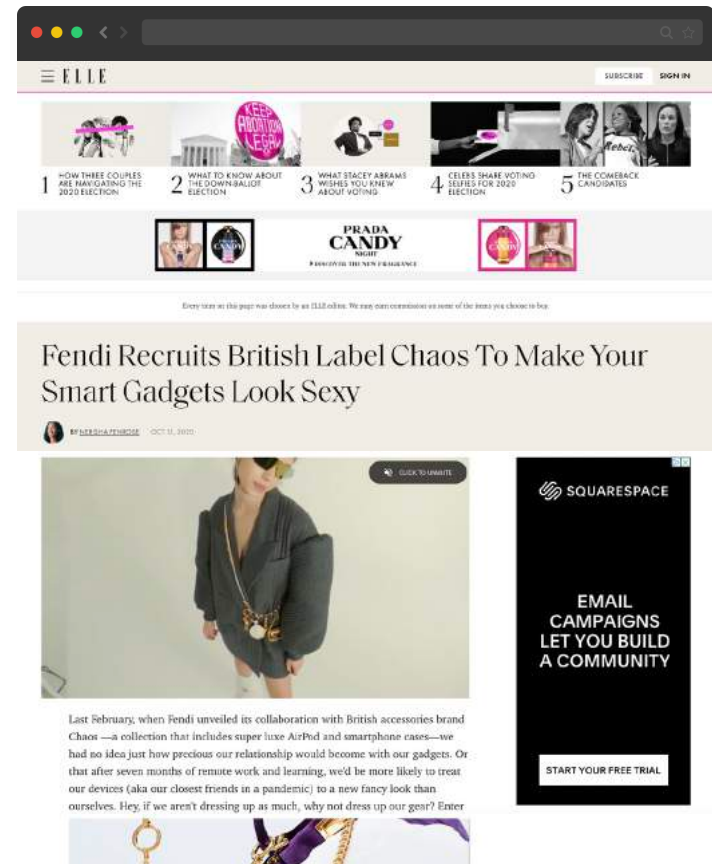
The desktop homepage features a large hero image of a woman in a denim jacket with the headline "10 WAYS TO RETHINK DENIM". Below this is a navigation bar with the ELLE logo and "SUBSCRIBE" and "SIGN IN" buttons. A secondary row of images includes "INTRODUCING Omurice" and "luxury stores". A main article preview titled "One of the Best Things You Can Do Now? Be Patient" is featured, with a sub-headline "Election day is over. Now, we wait." and a small image of people at a computer.



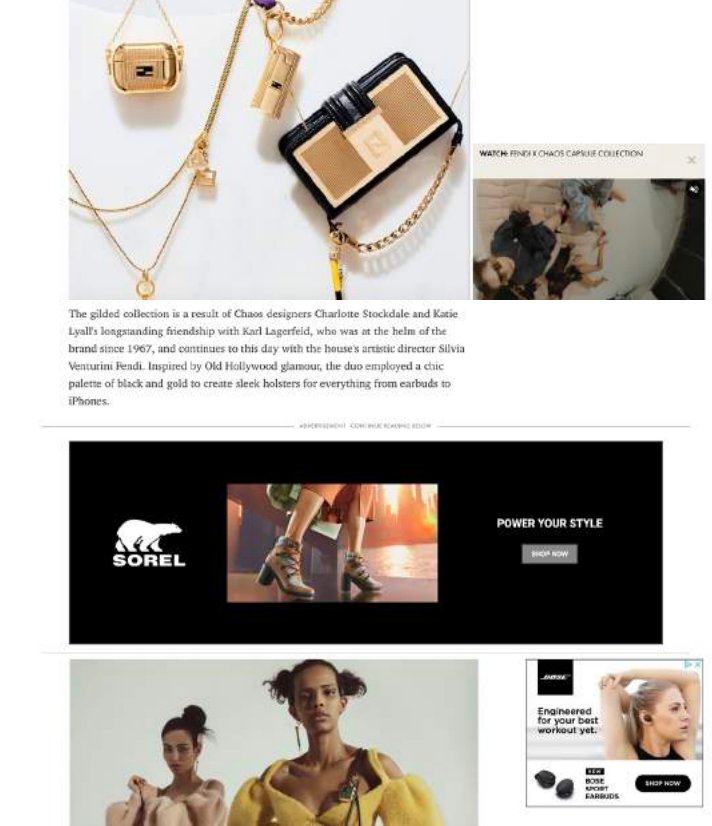
A grid of article thumbnails. The first row includes "BLACK LIVES MATTER" with a photo of protesters, "Self-Care Isn't Selfish. It Allows Us to Dream." with a woman in a green dress, and "Omurice" with a woman in a red dress. The second row includes "Protesters Demand Justice for Walter Wallace Jr." with a photo of a protest, "What to Know About #EndSARS" with a photo of a protest, and another "Omurice" article. A "FASHION" category tag is visible at the bottom left.

# Current State of Magazine

## MAGAZINE COVER



The magazine cover features a large portrait of Kamala Harris with the headline "KAMALA HARRIS ON THE POWER OF OPTIMISM". Below the headline is a sub-headline "WOMEN IN POLITICS". The cover also includes a "HOW TO BLOG" section with a sub-headline "Capturing all things inspirational and authentic..." and a "WHAT'S YOUR POINT OF VIEW?" section. A "SQUARESPACE" advertisement for email campaigns is also present.



An article spread featuring a collection of jewelry and handbags. The headline is "Fendi Recruits British Label Chaos To Make Your Smart Gadgets Look Sexy". The text describes a collaboration between Fendi and Chaos, highlighting the use of black and gold in the collection. A "SOREL" advertisement is also visible at the bottom.

# Current State of Magazine

## MAGAZINE COVER



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## ARTICLE SPREAD



An article spread featuring a group of women walking in a park. The headline is "COLLECTIVE THOUGHT" with a sub-headline "More than 120 years after the opening of Australia's first women's social club...". The text discusses the history of women's social clubs in Australia, from the 19th century to the present. A "SOREL" advertisement is also visible at the bottom.

# Current State of Magazine

## SINGLE PAGE ARTICLE



A single-page article titled "HOW TO BLOG" with a sub-headline "Capturing all things inspirational and authentic...". The article features a large photo of a woman in a white dress and a smaller photo of a woman in a floral dress. The text provides tips on how to start a blog, including choosing a niche, finding a unique voice, and building a community. A "SQUARESPACE" advertisement is also present.



**4.3**  
out of 5  
★★★★☆

# InStyle

instyle.com

InStyle is the modern voice of style where everyone's IN. They transform the styles and stories of celebrities, stylists and designers women love into covetable but relatable ideas and inspiration, that instantly ignite the desire to shop at every turn.

## Subscription Basics

1 year print and digital subscription - \$19.50

1 year print and digital subscription plus Shape Magazine - \$24

Cover price - \$5.99

## User Reviews

There are a total of 213 user reviews for this mobile application. Majority of these reviews were written at least two years ago and date back long enough to six years ago. The negative reviews that were left are mostly pertaining to being unable to restore old purchases or their app constantly crashing. The following reviews are the only reviews based on the user interface.

N from Texas | 2 years ago

★☆☆☆☆

### Not aesthetically pleasing for iPad Pro

The new update has a horrible design called me picky but if I'm paying for a monthly digital subscription my expectations would be that the layout mirrors the printed copy. The layout looks antiquated and there's no longer easy access to the table of contents. How come the design was better in previous versions?

DogrescuerNC | 5 years ago

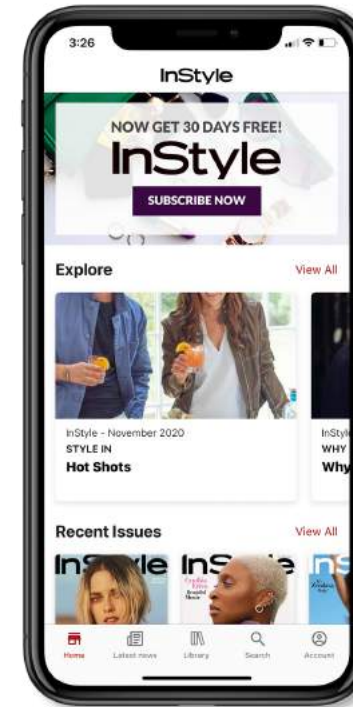
★☆☆☆☆

### So disappointing!

This app is not easy to read, some content-heavy pages do not allow me to drag and expand the page. as a result I was not even able to read those pages! Extremely frustrating! I also dislike the navigation. There is no way to skip pages or ads. The per issue price is way too high for this aggravation it would have been easier to just go and buy the print version at least that way I could actually read it. I will be deleting this app. What a waste of time and money.

## Current State of Mobile

HOMEPAGE



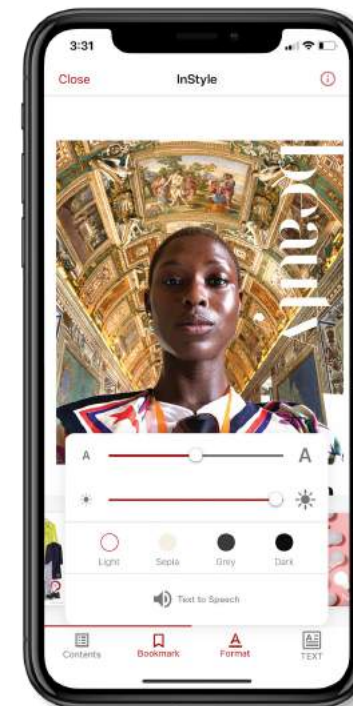
MAGAZINE COVER



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FORMAT SETTINGS



PDF ARTICLE



TEXT ARTICLE



# Current State of Desktop

## HOMEPAGE

EXPLORE News Fashion Celebrity Beauty Hair Lifestyle

GET INTO A SUNSHINE STATE OF MIND

Trending Now

- Gabrielle Union Is the Latest Celebrity to Revive This '90s Shoe Trend
- 9 Staycation Outfit Ideas That Will Make You Feel Like You're Actually On Vacation
- 8 Creative Layering Techniques That Will Make Your Winter Outfits Cuteness Overload
- How to Choose the Best Sleep Tracker for You

Election Night Coverage Is Toxic and We Should Have Skipped It

In 2020, the last thing we needed was more anxiety.

### The Latest

The Election is Shedding Light on America's Misconceptions of Latin...

Gap Removed a Tweet with an Election-Themed Hoodie Following...

Rosario Dawson Is 'So Proud' After Cory Booker Wins Re-election in New...

We Shouldn't Be Surprised That 'Conservative Feminists...'

Amazon Just Secretly Released Thousands of Early Black Friday Deals...

Walmart Just Leaked Hundreds of Early Black Friday Deals, Including...

### Beauty and Fashion Tips

- How to Remove Your Gel Manicure
- All About Brazilian Blowouts
- How to Distress Your Jeans at Home
- 11 Ways to Tie a Scarf

STOP & SHOP

Red or Yellow Potatoes 5 lb bag

BUY 1 GET 1 FREE

Shop now

## SHOPPING

Katie Holmes Always Wears This '90s Boot Trend and It's Just \$50 at Nordstrom

Prabal Gurung Now Sells Stylish \$12 Face Masks at Walmart (and Yes, You Read That Right)

16 New Beauty Products to Try While You Get Ready to Hibernate for Winter

Amazon Shoppers Call This \$3 Brew Pen the 'Next Best Thing to Microblading'

Shoppers Say These \$19 Leggings Rival Spanx's Famous Faux Leather Pair

## ARTICLE

GET INTO A SUNSHINE STATE OF MIND

WE JUST REALIZED SOMETHING ABOUT JENNIFER LOPEZ'S QUARANTINE OUTFITS

She's developed a very specific sense of style over the past few months.

By Samantha Sutton Oct 30, 2020 @ 3:23 pm

It's hard to believe that it's been decades since we first started taking fashion cues from Jennifer Lopez. Over the years, she's made us want to embrace low-cut dresses, add hats to our outfits, and layer our purses.

More recently, however, it's her socially distant style that has left us inspired. Whether she's spending time at her home in Florida or stepping out with fiancé Alex Rodriguez (and their masks), the singer, actress, and designer has consistently pulled a move we never even thought was possible: dressing comfortable, but fancy at the same time.

Perhaps it shouldn't surprise us that she's become such a pro at this specific combination. We've already known that J.Lo enjoys working UGG boots into her looks, and we've definitely turned to her when it comes to picking out a new pair of leggings. Still, as the pandemic continues, we're taking all the tips we can get for how to remain both cute and cozy—whether we're slipping into sweats or throwing on a blanket dress.

RELATED: 17 Style Rules Jennifer Lopez Has Followed For Decades

Have Fun With Graphics and Prints

During her "One World: Together at Home" performance, Lopez paid tribute to Barbra Streisand by wearing that now-famous (and, sadly, sold out) Coach Barbra Streisand by wearing that now-famous (and, sadly, sold out) Coach sweatshirt. She often works fun details into her outfits, playing around with graphics and prints. Even when she stepped out in a throw-on-and-go, breezy sundress, she chose one with a floral print on top, adding a little something extra to her casual look.

Spice Up Your Basics

During her "One World: Together at Home" performance, Lopez paid tribute to Barbra Streisand by wearing that now-famous (and, sadly, sold out) Coach Barbra Streisand by wearing that now-famous (and, sadly, sold out) Coach sweatshirt. She often works fun details into her outfits, playing around with graphics and prints. Even when she stepped out in a throw-on-and-go, breezy sundress, she chose one with a floral print on top, adding a little something extra to her casual look.

FLORIDA

GET INTO A SUNSHINE STATE OF MIND

ADVERTISEMENT

# Current State of Magazine

## MAGAZINE COVER

INSIDE

NOVEMBER 2020

KRISTEN STEWART

Who Showed Up

Women who came through in quarantine

## ARTICLE SPREAD

Life, etc.

### 10 Ways to MAKE YOUR HOME ECO-CHIC

When she isn't playing Hollywood glamour girl Sloan on HBO's *Entourage* or a sultry Italian princess in the new Showtime series *The Borgias*, actress **Emmanuelle Chriqui** loves nothing more than relaxing in her low-key—and earth-friendly—LA apartment.

**1 FIND "RECLAIMED" FURNITURE** Keep an eye out for pieces made from repurposed materials such as recycled glass bottles or old barn wood. Lately, bigger chain stores like Crate & Barrel and Anthropologie have been getting into the act, so it's easier than ever to get your hands on these earth-friendly products. "They're made with things that may have otherwise ended up in a landfill," says Seo. And aesthetically, these objects possess a patina that gives a space character.

**2 SPRUCE UP WHAT YOU HAVE** "If you like the bones of something you already own, consider repairing, refinishing or repainting it," says Seo. Or give a furniture swap with friends, and watch that sofa take you never really lived in a house home. It worked for Chriqui: One of her favorite objects is a framed mirror she scored when a friend was about to pitch it.

**3 UPDATE YOUR APPLIANCES** It may seem like a small thing, but updating your appliances can make a big difference in your home's energy footprint. "Energy Star-rated appliances are designed to use less energy and produce less heat, so they can save you a lot of money in the long run," says Seo.

**4 SWITCH LIGHTS** For energy efficiency, use compact fluorescent (CFL) or LED lighting. LED lights use less energy than CFLs, and they last longer. "If you're looking for a more eco-friendly option, look for CFLs with a high lumen output," says Seo. Or simply buy LED bulbs for any light bulbs you need to replace. "They're a great choice for any light bulb you need to replace," says Seo.

**5 CHOOSE RUGS WISELY** Discarded floor covering is one of the top items piling up in landfills, but the Woolly White Rug is made from recycled materials. "It's made from recycled materials and is made of 100 percent wool," says Seo. "It's a great choice for anyone who wants to reduce their carbon footprint while still looking stylish."

PHOTOGRAPHS BY WILLIAM WALDRON

## SINGLE PAGE ARTICLE

THE PARTY COUPLE

## Cobalt + Peach

**RELATIONSHIP STATUS** Cool cobalt and warm peach sit across from each other on the color wheel, so they're the perfect marriage. Both are vibrant alone, but together they bring an excitement you wouldn't feel otherwise, says Eisenman.

**WHY THEY CLICK** Cool cobalt and warm peach sit across from each other on the color wheel, so they're the perfect marriage. Both are vibrant alone, but together they bring an excitement you wouldn't feel otherwise, says Eisenman.

**GET SPORTY** "The youthful combination has become extremely popular in activewear," Erlanger says of the energetic shades. "I love a monochromatic peach look with a pop of cobalt in a shoe or bag. If you adore the brights but want to bring down the vibrancy a touch, Erlanger recommends layering on a classic leather moto jacket—it gives this otherwise preppy pairing a tough edge. Color dress, Barbery, \$495, barbery.com. Call-leather moto jacket, Stearns & Gilman, \$795, stearnsandgilman.com. Metallic mesh with leather strap, Timberland, \$99, timberland.com. Synthetic and leather sneakers, New Balance, \$85, newbalance.com.

**BRIGHTEN UP A COUCH** If your furniture persona is defined by ebony or bleached or whitened wood, elevate your space with an accent pillow or tapestry that blends pink and bold blue shades, recommends interior designer Kelly Weisler. "You need to allow those colors to be the stars in a well-curated... Dyanne Interiors, \$6 x 11, \$149, \$149, dyanne.com.

**LET YOUR LIPS COMPLEMENT YOUR TIPS** Cobalt is so rich that it flatters all skin tones (so you can share your favorite bottle with friends), but peach is more subjective. If you're fair to medium, choose a warm pastel like Dior Addict Lipstick in No. 159 Party 5335, dior.com, suggests N.Y.C. makeup artist Darana Perkins. On darker skin, go for more pigment, like MAC Cosmetics' lipstick in Out Orange (below, \$17, maccosmetics.com) for a standout pop. "I use translucent powder over the lipstick," says Perkins. "As it sets, the color saturates and lasts longer."

PHOTOGRAPH BY JAMES SHAW



**4.7**  
out of 5  
★★★★★

# Harper's BAZAAR

[harpersbazaar.com](http://harpersbazaar.com)

Sophisticated, elegant and provocative, Harper's BAZAAR is the style resource for women at every age. With authority and insider insight, Harper's BAZAAR showcases the work of visionary stylists, expressive photographers and talented designers, covering what's new to what's next.

## Subscription Basics

1 year print subscription - \$10

2 year print subscription - \$15

Cover price - \$6.99 except September (\$7.99)

## User Reviews

There are a total of 559 user reviews for this mobile application. Majority of these reviews were written at least two years ago and date back long enough to six years ago. The negative reviews that were left are mostly pertaining to being unable to restore old purchases or their app constantly crashing. The following reviews are the only reviews based on the user interface.

Fairmont1955 | 2 years ago

★☆☆☆☆

### Updates make it worse

I don't understand what's going on - the app now has a border around the pages that I can't get rid of (hi, I don't need to see the toolbar all the time thanks) and scrolling through each page creates a lag. Overall it is just distracting and makes me want to wait for the printed copy. I am not sure who advocated for this but its extremely disappointing.

Anelasama | 3 years ago

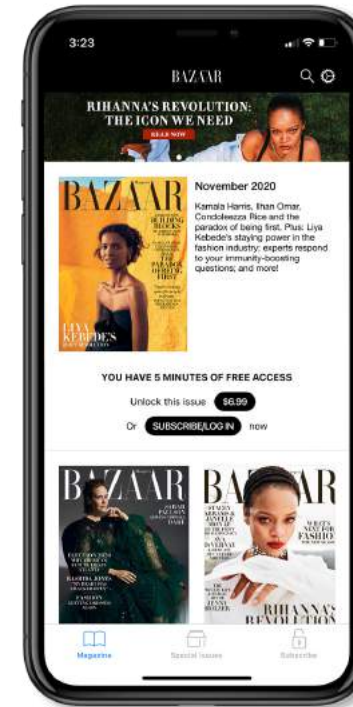
★☆☆☆☆

### "New sleep style and design updates" totally killed user experience!

I don't know what compelled them to change everything but this "new sleek design and style update" did not take the basics of user experience into consideration. As a result I am bombarded with an annoying interface that won't disappear which is really distracting from reading actual contents of the magazine. The scrolling within each page is already confusing enough. I'd give 0 stars for the app that decides to put priority in copying net-a-porter instead of paying attention to the purpose of a magazine. But I can't give 0 so here's 1 undeserved star instead. Sincerely, a no longer loyal fan (who will soon unsubscribe)

## Current State of Mobile

### HOMEPAGE



### MAGAZINE COVER



### ADVERTISEMENT



### PDF ARTICLE



### PDF ARTICLE

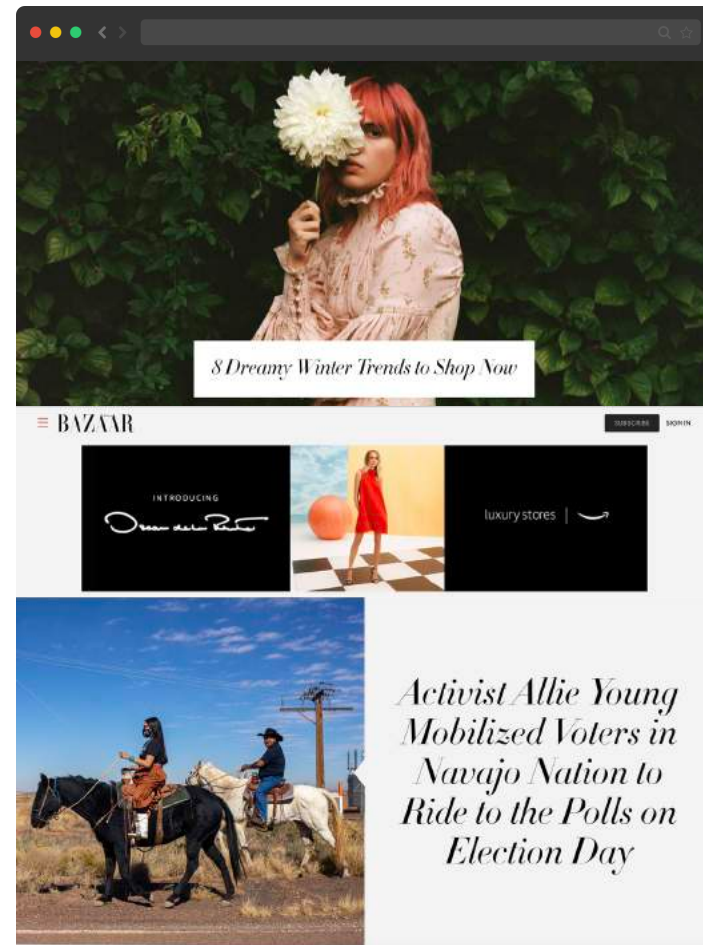


### TEXT ARTICLE



# Current State of Desktop

## HOMEPAGE



# BLACK LIVES MATTER



Social Media Consultant Candace Marie Stewart Launches a Mentorship Program for Black Professionals

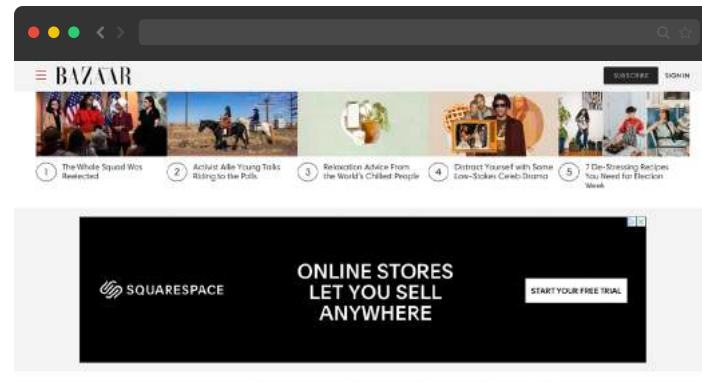


Philly Protesters After Cops Kill Walter Wallace Jr. Coco Mitchell Has Been Modeling for Four Decades #BlackLivesMatter is #ENDSARS The Rise and Suppression of #ENDSARS



luxury stores | Amazon

## ARTICLE



### Jennifer Lopez Steps Out Wearing Balmain Combat Boots and a Coach "Vote" Bag

A friendly kick in the derriere to get yourself to the election polls tomorrow.

BY BARRY SAMISHA / NOV 2, 2020, 12:09 PM EST



Jennifer Lopez's date night outfits with fiancé Alex Rodriguez are never cookie-cutter. Now that she has left her Miami home, where she was quarantined with her family, the superstar has been eating out at hot spots across Los Angeles, dressed in ensembles that have made our jaws drop. From a flowy white shirt dress by Valentino to an Opera cardigan by Brunello Cucinelli, she has made us question the sweats that we've been wearing 24/7.

For her latest outing with A-Rod to SoHo House in West Hollywood, J.Lo went more casual with her attire, wearing a cream knit top under light-wash overalls. It's definitely a look that not many can pull off—sorry, we can't all be J.Lo, after all. But because this is Lopez we're talking about here, she manages to make it the epitome of sexy and cool.



SHOP NOW

She accessorized with beige combat boots by Balmain (of course), large hoop earrings, a star-adorned face mask by CrystalKags, and a Coach tote bag, which she emblazoned with the word vote on the front.



field tote with horse and carriage print

COACH coach.com \$450.00

SHOP NOW

for the presidential election (Election Day is tomorrow, folks). She sported the tote to dinner over the weekend, as well as on a cycling trip.

"For me, it's [about] unifying the nation again, you know, getting rid of this hate," Lopez said in a video conference with nominee Joe Biden, and his running mate, Kamala Harris, per *The Hollywood Reporter*. "Thinking about my kids walking around in a world where it's OK to be racist or prejudiced because our administration says it's OK—that, to me, is really sad because it's not the country that I believe that I grew up in."

She added, "My kind of hope and quest for the Latino community is that they start understanding their power. Their vote counts."



DISCOVER MORE

# Current State of Magazine

## MAGAZINE COVER



## SINGLE PAGE ARTICLE



## ARTICLE SPREAD



# Transitional Takeaways

## ELLE

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### Transition Strengths

- Given a free five minutes to browse through the magazine before subscribing
- Access to their magazine archive including their special editions
- Ability to view the magazine in pdf or text form

### Transition Weaknesses

- Only allowed access to content if you are a subscriber
- Does not have all of the free content that is accessible on their website

## InStyle

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### Transition Strengths

- Given a free week trial to browse through the magazine before subscribing
- Access to their magazine archive including their special editions
- Ability to view the magazine in pdf or text form
- Ability to change the format of text size, brightness, and background color
- Ability to bookmark content and view it at any time

### Transition Weaknesses

- Only allowed access to content if you are a subscriber
- Does not have all of the free content that is accessible on their website
- Latest news section has not been updated since five months ago

## Harper's BAZAAR

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### Transition Strengths

- Given a free five minutes to browse through the magazine before subscribing
- Access to their magazine archive including their special editions
- Ability to view the magazine in pdf or text form

### Transition Weaknesses

- Only allowed access to content if you are a subscriber
- Does not have all of the free content that is accessible on their website



**NONFASHION  
PUBLICATIONS**



# Rolling Stone

rollingstone.com

Rolling Stone is a biweekly American magazine that includes coverage of music, film and television, and politics. The magazine is known for its provocative photography, elicit cover photos that feature today's popular musicians, politicians, athletes, and actors, and "greatest of all time" lists (i.e. 500 Greatest Albums of All Time).

3.9

out of 5



## Subscription Basics

Digital Access - \$7.99/month

Print Subscription - \$4.99/month or \$59.88/year; includes access to the digital addition and a free tote bag

Perks - Digital subscribers receive access to the archives of coverage that spans six decades as well as curated content and exclusive first-hand looks behind the scenes.

## User Reviews

Anime Kawaii Wolf | Oct 6



Worked great for me - try the updated version

Navigation is smooth and intuitive. I was quickly reading about and watching video clips from some of my favorite artists. Wish it was free but it's time to accept good journalism is worth paying for!

JG123450987 | Oct 6



A giant leap backwards for the magazine

A few years ago you updated the magazine interface from what was basically pdfs of each page to a very usable interface. Articles again scrolled and the text was such that they could be easily read. You are back to what is basically a pdf of text so small it is unreadable. Requires you to expand portions of the page and then watch it float around while you try to read it. What happened?????

Probshouldvetested | Oct 1



Awesome app!!!

I love this new version!!! It is so simple to use and it's great to be able to read the articles with ease! Also the lists are amazing!!!!

Probshouldvetested | Oct 1

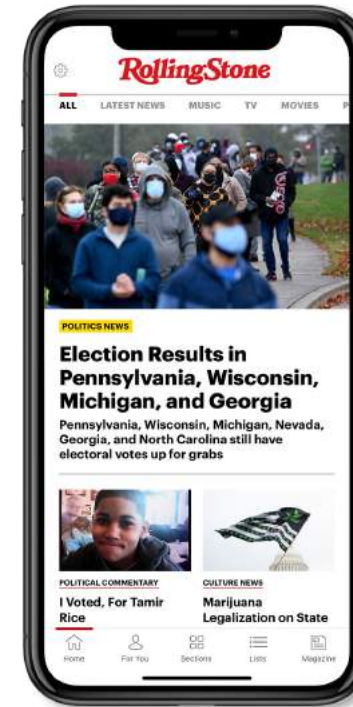


Solid redesign

Quietly redesigned and relaunched, a massive improvement over previous versions. Mimics the RS.com web experiences seamlessly.the articles with ease! Also the lists are amazing!!!!

## Current State of Mobile

### HOMEPAGE



### MAGAZINE COVER



### MAGAZINE ARTICLE



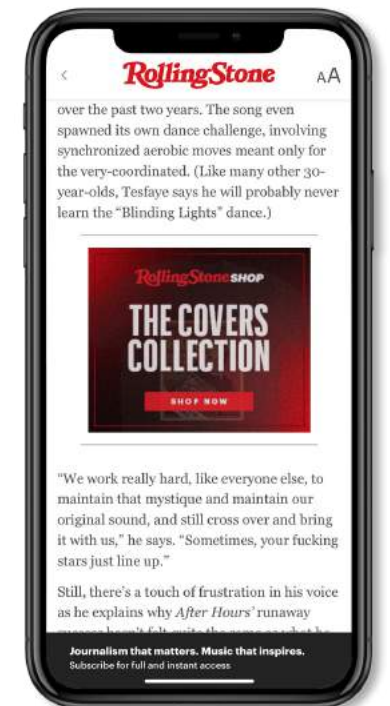
### ADVERTISEMENT



### GENERAL ARTICLE



### ARTICLE WITH AD



# Current State of Desktop

## HOMEPAGE

The screenshot shows the Rolling Stone website homepage. At the top, there's a search bar and navigation menus for Music, TV, Movies, Politics, Culture, Video, Charts, Pro, Newsletters, and Shop. The main content area is divided into several sections:
 

- The Latest:** A featured article titled "How to Watch the Election Without Losing Your Mind" with a sub-headline "Everything you need to know about how real-time ballots could affect election night, when to expect a winner to be announced, and why everyone should hope it doesn't come down to Pennsylvania".
- Trending:** A list of trending articles, including "LePore: John Thompson Designer After Being Introduced as 'Little Prince'" and "Tony Chapman Makes His TV Appearance With Performance of 'You're a Revolution'".
- Country Music:** A section titled "The Future 25" listing "Most music's now leaders".
- Latest COVID-19 Coverage:** A row of four articles: "The Coronavirus Pandemic Continues", "What Is 'Hard Immunity' and Can It Save Us?", "Inside the Race to End the Pandemic", and "Life as a Covid Long-Term".
- Album Reviews:** A section featuring reviews for Ariana Grande, Bruce Springsteen (with a sub-headline "LETTER TO YOU"), 21 Savage and Metro Boomin, and Machine Gun Kelly.
- Politics:** A section with a sub-headline "The House will be the stage of the election that decides who's in the White House in the next year's election".
- VIDEO:** A section titled "Julian Casablancas Debuts New 'Rolling Stone' Interview Series 'S.O.S. — Earth Is a Mess'" with a sub-headline "Strokes frontman chats with Democracy Now! host Amy Goodman in debut episode".

# Current State of Magazine

## MAGAZINE COVER

The magazine cover features a large portrait of Joe Biden against a blue sky with clouds. The text on the cover includes:
 

- Top headline: "The LOST LETTERS of BOB DYLAN • The RISE of FLO MILLI"
- Rolling Stone logo in red.
- Main headline: "Biden's Moment"
- Sub-headline: "WHY HE IS THE RIGHT LEADER TO REBUILD AMERICA"

## ARTICLE SPREAD

The article spread features a large, circular image with a blue and white striped border. Inside the circle, a group of people, including the band The Stones, are gathered around a large elephant. The scene appears to be outdoors, possibly at a circus or a zoo. The overall aesthetic is classic and iconic.

## ARTICLE

The article page features a large photo of The Weeknd wearing sunglasses and a red jacket, smiling. The headline reads "The Weeknd's Endless Summer". The article text discusses his music and career, mentioning his album "After Hours" and its success. It includes quotes from the artist and critical acclaim. There are also social media sharing icons and a "Read More" link at the bottom.

## SINGLE PAGE ARTICLE

The article page features a large photo of Lady Gaga in a white outfit, posing dramatically. The headline reads "Lady Gaga" with a sub-headline "I had a massive breakdown when I met Bruce Springsteen. I cried on the man's neck!". The article includes text about her career, her relationship with Bruce Springsteen, and her music. There are also social media sharing icons and a "Read More" link at the bottom.

## ARTICLE SPREAD

The article spread features a large, circular image with a blue and white striped border. Inside the circle, a group of people, including the band The Stones, are gathered around a large elephant. The scene appears to be outdoors, possibly at a circus or a zoo. The overall aesthetic is classic and iconic.





**1.6**  
out of 5  
★☆☆☆☆

# National Geographic

[nationalgeographic.com](http://nationalgeographic.com)

National Geographic is the official magazine of the National Geographic Society. It is an American magazine that features articles about science, geography, history, and world culture. National Geographic magazine is known for its breathtaking photography and coverage of human involvement amongst people and places in a changing universe.

## Subscription Basics

Digital Access - \$12/year

Print Subscription - \$19/year (does not include digital access)

Print and Digital Subscription Bundle - \$19/year

## User Reviews

Sulanegripes | Oct 29

★☆☆☆☆

### From industry leader to failure

The “classic National Geographic App was a study in good design. It retained the graphic look and feel of the hard copy magazine but added interactive features, audio and video, and VR animations. It was a pleasure to read, was visually appealing and despite a few glitches generally easy to navigate. On the whole it was a better experience than reading the hard copy magazine. Maybe that’s why they decided to kill it.

THIS version of the app is a disaster. It is ugly, it is far more difficult to navigate, and it discards all of the excellent design that was present in the classic app. Perhaps their goal is to force us to go back to the hard copy magazine, but for environmental reasons I will never do that. The app is not worth using no matter what the underlying content is. Pay attention NatGeo: this app is an act of institutional suicide.

AllyLover21 | Sept 19

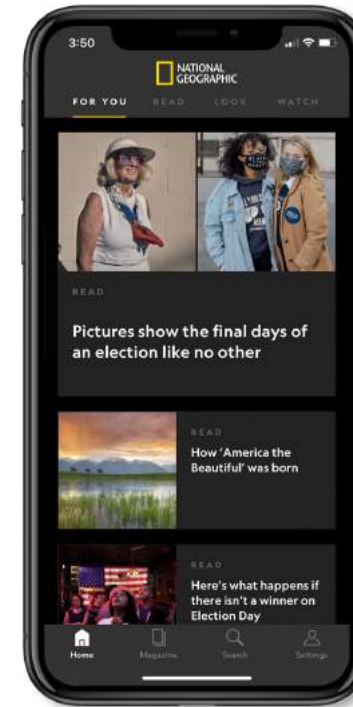
★★★★☆

### Astonished that it could be so user unfriendly

I love this app the entire revamp that they did with it is amazing. The color scheme, layout and overall design is much better but it definitely still needs work. I am unable to watch videos through the app even though it gives you the option to watch, if it is not going to work take the option away!! It’s frustrating because visual mediums are great for scientific and anthropological pieces that this company writes. That is my number one issue with the app that I feel like needs to be addressed ASAP!

## Current State of Mobile

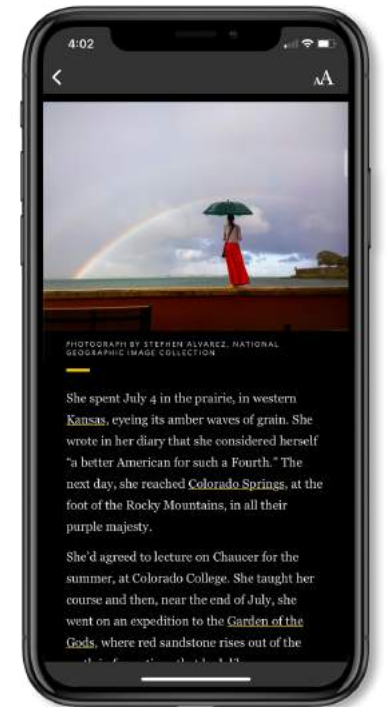
### HOMEPAGE



### ARTICLE



### ARTICLE WITH IMAGE



### END OF ARTICLE



### ADVERTISEMENT



### MAGAZINE ARTICLE



# Current State of Desktop

## HOMEPAGE

The screenshot shows the National Geographic website homepage. At the top, there's a navigation bar with the logo and links for 'NAT GEO FAMILY', 'RENEW', 'SUBSCRIBE', and 'MENU'. Below this is a featured article titled 'REIMAGINE DINOSAURS' with a 'SUBSCRIBE' button. A 'LATEST STORIES' section follows, with a sub-header 'Subscribe for full access to read stories from National Geographic.' Below that is a 'TODAY'S PICKS' section with several article thumbnails. The main featured article is 'Why 'close-call' presidential elections are happening more often', with a sub-header 'The U.S. has officially left the Paris Agreement. What happens next?' and a 'READ' button. Other thumbnails include 'Historical female hunter discovery upends gender role assumption', 'Mysterious radio signal spotted in Milky Way for first time', 'Here's what happens if there isn't a winner on Election Day', 'The U.S. border wall is tearing through wilderness, right under our noses', and 'How many alien civilizations are out there? A new galactic survey...'

An advertisement for the American Express Business Platinum card. It features a woman in a white lab coat looking at a tablet. The text says 'AMERICAN EXPRESS BUSINESS PLATINUM' and 'LEARN MORE'.

A banner for 'NAT GEO TV PRESENTS' with a dark background and white text.

An advertisement for the documentary 'VIRUS HUNTERS'. It features a dark background with a glowing virus particle. The text says 'Epidemiologist Christopher Golden and ABC News foreign correspondent James Longman speak to the scientists that are connecting the dots on culture, disease, and the environment to discover the patterns that cause global health crises.' and 'WATCH THE DOCUMENTARY NOW'.

A section titled 'DISCOVER MORE NAT GEO TV' with a 'SEE SHOWS' button. It features a row of five documentary thumbnails: 'CITY OF GODS', 'LIFE BELOW ZERO', 'LIFE BELOW ZERO', 'SECRETS OF THE ZOO', and 'WICKED ZUNA'.

## ARTICLE

The article page for 'Dozens of COVID-19 vaccines are in development. Here are the ones to follow.' by Amy McCreedy, published October 10, 2020. The main image shows a woman in a lab coat and mask. The text discusses the progress of various vaccine candidates, including Moderna's mRNA-1273, Novartis's Ad26.COV2.S, and AstraZeneca's AZD1222. It also mentions the WHO's goal of 2 billion doses by the end of 2021. There are several 'ADVERTISEMENT' blocks for Vrbo, including a '25% OFF' offer and a 'Find your happy place' button.

An advertisement for Vrbo with the text 'Feel that vacation feeling again' and a 'Find vacation homes' button.

An infographic titled 'VACCINE CLINICAL TRIAL PROCESS'. It shows 'Phase one: Checks the safety of a vaccine and determines whether it triggers an immune response in a small group of healthy humans.' with a 'NEXT' arrow.

Another advertisement for Vrbo with the text 'Find your happy place' and a 'Find vacation homes' button.

Text discussing the challenges of vaccine distribution and approval. It mentions that even after approval, there are potential roadblocks when it comes to scaling up production and distribution, which also includes deciding which populations should get it first—and at what cost. Many vaccines also stay in what's called phase four, a perpetual stage of regular study. (Here's how we'll know when a COVID-19 vaccine is ready.)

Text discussing the urgency of vaccine development. It mentions that given the urgent need, some vaccine developers are compressing the clinical process for SARS-CoV-2 by running trial phases simultaneously. Anthony Fauci, director of the National Institute of Allergy and Infectious Diseases, has stated that independent Data and Safety Monitoring Boards can end trials early if their interim results are overwhelmingly positive or negative. Meanwhile, the Trump Administration has pressured the U.S. Food and Drug Administration to quickly approve a vaccine and is pushing states to establish vaccine distribution sites by November 1, 2020. Some observers worry these decisions are politically motivated, because the deadline falls just days before the U.S. presidential election. By mid-October, several states—including California, New York, and West Virginia—announced plans to independently review the data for any vaccine the FDA approves.

**Vaccine prospects**

The COVID-19 candidates, like all vaccines, essentially aim to instruct the immune system to mount a defense, which is sometimes stronger than what would be provided through natural infection and comes with fewer health consequences.

To do so, some vaccines use the whole coronavirus, but in a killed or weakened state. Others use only part of the virus—whether a protein or a fragment. Some transfer the coronavirus proteins into a different virus that is unlikely to cause disease or even incapable of it. Finally, some vaccines under development rely on deploying pieces of the coronavirus's genetic material, so our cells can temporarily make the coronavirus proteins needed to stimulate our immune systems. (Find out more about vaccines and how they work.)

A section titled 'TODAY'S POPULAR STORIES' featuring a thumbnail for 'My vote matters: New Yorkers explain why they made the extra effort to vote early'.

# Current State of Magazine

## MAGAZINE COVER

The cover of the November 2020 issue of National Geographic. The title is 'A WORLD GONE VIRAL: How the pandemic is changing our lives'. The cover features a stylized, glowing image of a human face with a brain-like pattern. Below the title, there are three sub-headlines: 'NEXT GENERATION Young adults fight back, again', 'DISCOVERY Scientists become our new superheroes', and 'SOCIETY A virus and social unrest test our humanity'. At the bottom, it says 'NATURE Let's use this moment to help planet Earth'.

## ARTICLE SPREAD

The article spread features several images of expeditions: kayakers on a river, a cruise ship at sea, a whale breaching, and a penguin on a ship's deck. The main headline is 'Take to the seas with National Geographic and Lindblad Expeditions aboard the National Geographic fleet.' The text describes the expedition led by Louis Leakey and one of the world's leading orangutan experts—off their research camp. As we voyage from Fiji to Tahiti and then from Tahiti to Easter Island, we'll snorkel and dive in the Southern Line Islands and the Pitcairns, two regions that have been designated as some of the last unspoiled ocean environments by the Prime Seas Project established by marine ecologist and National Geographic Explorer-in-Residence Eric Sala. Whether you're swimming with sea lions and marine iguanas in the Galapagos or gliding past penguin-dotted icebergs in Antarctica, exploration is easy, fun, and at your fingertips on our small ships. Zodiacs, kayaks, cutting-edge imaging technology, and snorkeling gear bring you up close to wildlife and wild places, and our team of naturalists, historians, and cultural experts on board share their passion and their insights everywhere we go. Through our partnership, we've established the Lindblad Expeditions-National Geographic fund, which supports a wide range of initiatives, from combating invasive species on South Georgia to conservation efforts in Baja California.

**"[This is] the most amazing place I've ever seen... the most pristine place we have dived so far. We have found it. This is it."**

—National Geographic Explorer-in-Residence Eric Sala, on diving in the Southern Line Islands

**Field Notes: Journey to Antarctica**

"This was a breathtaking day. Antarctica doesn't get any better. Our expedition leader woke us up with news of four emperor penguins on the ice alongside the ship. We scurried from our cabins with cameras in hand to photograph these weary juveniles—giants compared to the penguin penguins nearby. As the sun climbed, a glorious light spilled onto distant ice mountains under a brilliant blue sky. We slung-dunked breakfast, donned our lifejackets, and walked on the frozen waters of Charlotte Bay. It was pure magic. Not a breath of wind, and as the morning warmed we found ourselves over-dressed.

"After a well-deserved hot lunch, we enjoyed a round of Zodiac cruising in what can only be described as 'perfect' conditions: crystal clear, calm waters; blue icebergs; bright sunshine; snow-covered peaks; and mirror reflections. If it's indeed measured by the moments that take our breath away, then we aboard National Geographic Explorer are living life to the fullest. Sleep well, breathless shipmates."

—Marlene Haacker, naturalist

Please note: Though we use thousands of photos on our Journey to Antarctica magazine, emperor penguins are a rare sighting except on the sub-ice voyages of the season. This one was spotted in November 2012.

## SINGLE PAGE ARTICLE

The article 'The Tale of the Secret Alps' by [Name], published November 2020. It features a large image of a mountain peak. The text describes a journey to the Julian Alps in Slovenia, where a hiker named Ethan Nickel found a hidden mountain town. The article includes a 'WHERE TO GO' section, a 'HOW TO GO' section, and a 'LODGING AND FOOD' section. It also features a '13 Days in Slovenia' travel guide table.

Category	Price
AIRFARE	\$750/\$850
LOCAL TRANSPORTATION	\$25
LODGING	\$112
ACTIVITIES	\$131
FOOD	\$225
INCIDENTALS AND FEES	\$15
<b>TOTAL</b>	<b>\$1,203/\$1,358</b>



4.5  
out of 5  
★★★★☆

# The New York Times

nytimes.com

The New York Times is an American newspaper based in New York City with worldwide influence and readership. Nicknamed “the Gray Lady”, the Times has long been regarded within the industry as a national “newspaper of record”.

## Subscription Basics

Basic Digital Access - \$14.99/month or \$129.99/year

All Access - \$24.99/month includes digital access to NYT Crossword, NYT Cooking, and one bonus digital subscription

## User Reviews

Clbuse | Nov 1

★★★★☆

### Distracting advertisements

It is impossible to read any of the articles because the advertisements are so distracting. The ads are flashy, bright, moving, and jumping out, bold and it makes them impossible to ignore. It makes you wish for the printed version where you could read a story without interruption.

Montana100 | Nov 1

★★★★☆

### Distracting advertisements

Tough love here as I use the NYT app daily. I wanted to reference an article previously read and spent 5 minutes trying to find the simple “search” function (it’s hidden in the section). Come on UX/UI NYT staff don’t go so apple minimal that you are throwing the baby out with the bath water ... Your users want a format to read current news (you successfully do that) and want to easily read past articles (big fail).

Roslvr | Oct 26

★★★★☆

### Impossible to navigate

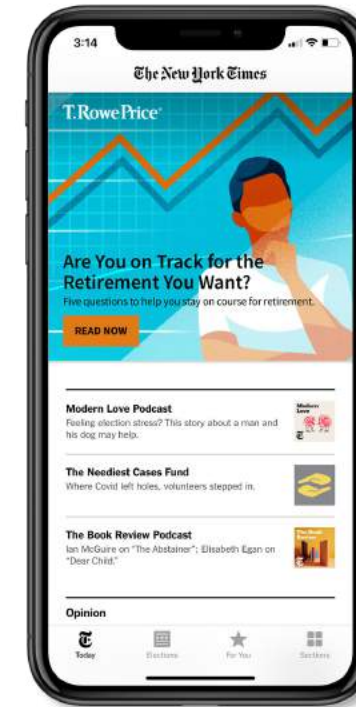
1. On the individual article pages there is no home link. If you have navigated from one article to another you have to page back until you reach the home page. 2 there is no search link on the home page and no clue where to find it (if you play around with the site long enough you’ll find it in sections page) it’s actually easier to read the NYT in a browser

## Current State of Mobile

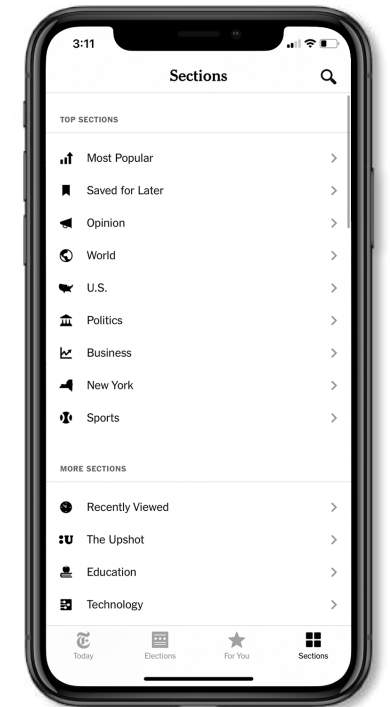
### HOMEPAGE



### HOMEPAGE WITH AD



### NAVIGATION



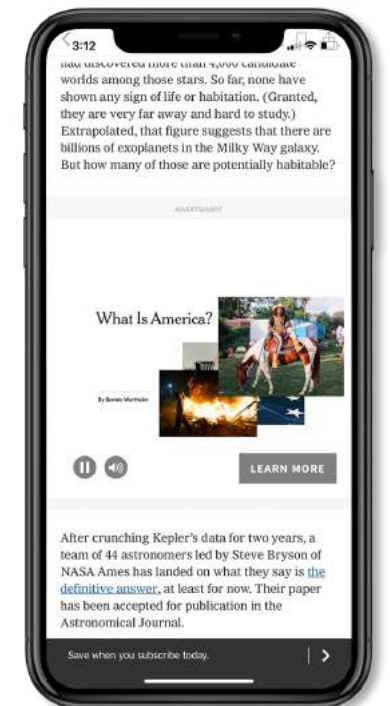
### FOR YOU PAGE



### ARTICLE



### ARTICLE WITH AD





# Transitional Takeaways

## Rolling Stone

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### Transition Strengths

- Includes the option to magnify text
- Ability to curate content for your own personalized newsfeed
- Related Stories section at the end of each article
- Ability to read their magazine within the same app as their daily articles
- Push notifications
- Ability to save articles
- Mobile navigation mirrors desktop

### Transition Weaknesses

- Non-subscribers do not have access to majority of the articles on the app as they do on the website
- Push notifications glitch
  - Notification won't go away until you enable notifications

## National Geographic

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### Transition Strengths

- Includes the option to magnify text
- Includes the option to log into Magazine subscription and view past articles
- High resolution photographs
- Ability to read their magazine within the same app as their daily articles
- Inclusion of dark mode
- Linked content
- Access to articles without a subscription

### Transition Weaknesses

- Interactive features do not work
- No button to immediately bring you back to the homepage after reading articles one after another

## The New York Times

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### Transition Strengths

- Easy to share articles
- Easy to enable push alerts on topics for every article
- Well detailed navigation that includes top sections and more
- Includes a curated tab that will personalize content for you

### Transition Weaknesses

- No apparent navigation bar, must tap sections
- Exclusion of dark mode
- Too many ads within articles and navigation



## Key Takeaways

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- Typography is important
  - Mobile font size is not the same as desktop, the font should be easily legible with just the right size leading
  - Give the user the ability to scale text size
  - Be consistent across the platform - work off the style guide
  - Don't let the text take up the entire screen, white space allows the content to breathe
- Mobile allows for interactivity
  - Include the introduction of moving cover images and the addition of videos to articles
- Navigation should be kept simple and mirror the desktop
- Keep important elements within reach
  - Don't hide items - make sure users are able to find key features such as search
- Make sure images are properly optimized so that they are not awkwardly cropped
- To allow readers to view content throughout the entire day, dark mode compatibility is imperative
- Create the ability to personalize content
- Stay consistent throughout page layouts



# VISUAL RESEARCH

