

VOGUE[®]

The Transition From Magazine To Mobile

REDESIGN PROJECT MANAGEMENT
LISA FERRARA

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The Transition From Magazine To Mobile

STRATEGY

Project Rationale

To organize and manage my project workload, I outlined my weekly deliverables in the project management system (PMS), Asana. Asana has allowed me to pre-plan my weeks ahead of time and break my weekly deliverables down into actionable items. The benefit of using actionable items allows you to get better use of your time and have an idea of how long each task will take to complete. I have organized my project into week by week overarching tasks and included subtasks to understand what is fully needed when completing the task. Creating a step by step guideline for my proposed redesign will allow me to procrastinate less and make my free time more valuable.

Viewing my development structure in Asana has allowed me to visually see how the next seven weeks will pan for me. When using Asana, I liked that I was able to assign dates to tasks as well as enable notifications to make sure that I am staying on track. By utilizing a PMS like Asana, it should hopefully allow me to not stress out over the work I need to complete or miss any necessary steps. I have several tasks that I will be keeping up with weekly such as annotating my bibliography, updating my process book, and blogging. While my bibliography and process book has the flexibility to be created after the completion of the project, it will be beneficial for my workload to add to the documents piece by piece so I am not overwhelmed in the end.

Project Strategy

With previous experience of redesigning and creating a mobile application before, I looked at my past projects and tried to identify where I can improve in this process. The biggest improvement I aim to make during this redesign process is finding ways to better utilize my time. Using Asana has allowed me to visually see what I should be completing each week to attain a high fidelity fully functioning prototype in seven weeks. When outlining this project, I took into consideration my outside responsibilities and made room for procrastination and creative ruts. I have split my project strategy into two phases, phase I: research and phase II: production. Phase I will span across weeks three and four as I will be focusing on creating a brand analysis and a competitive analysis to fully understand how to approach the redesign in the later weeks. Weeks five through seven will start phase II: production and be very design heavy. Through these weeks I will be focusing on building the foundation of the app and later a high fidelity prototype.

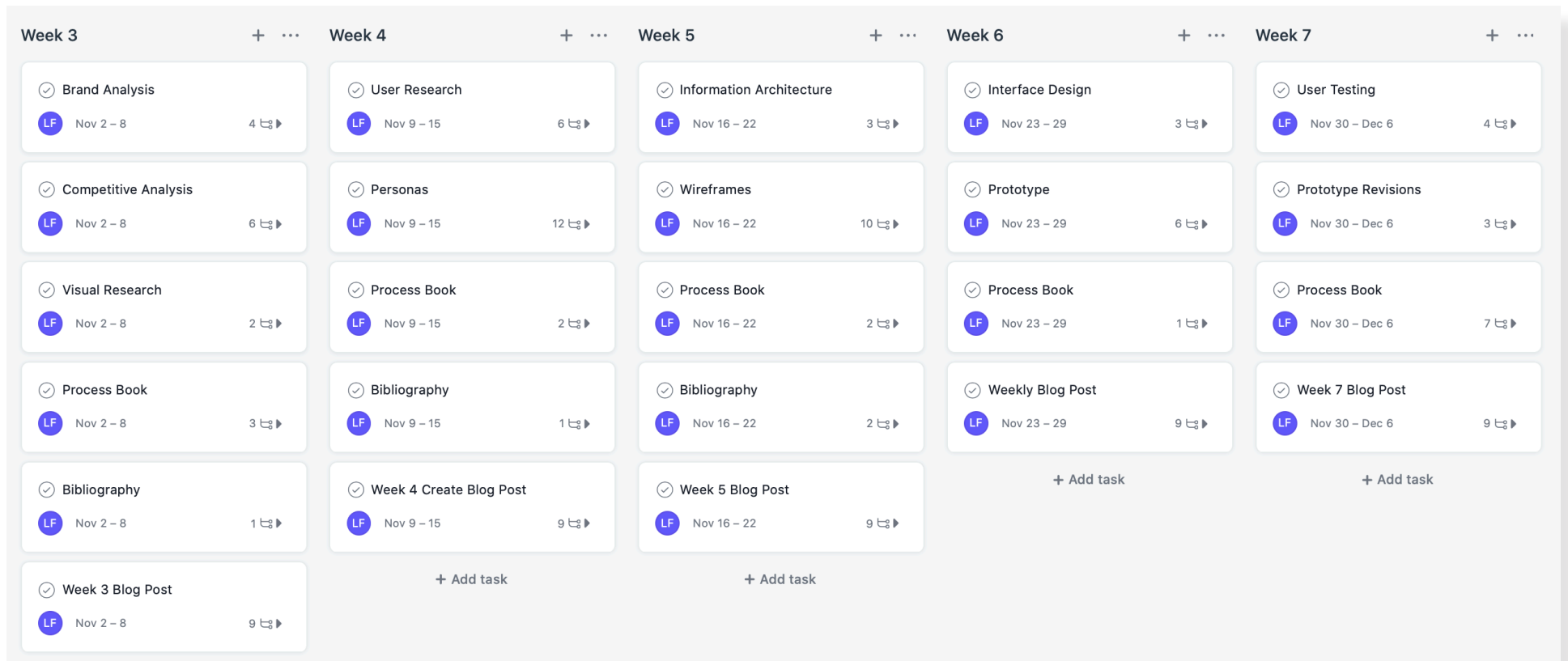
As my main goal of this project is to utilize my time better, I have created a list of actionable subtasks under each task to get a jist of everything that I need to do to check it off my list. The majority of my tasks were created to have a deadline for the Sunday of that week so that I can start fresh each week with a new topic. I do have some tasks that I will be adding to weekly such as my bibliography, process book, and blog. I have set up my bibliography to start being annotated during the first few weeks so that I am not cramming at the last minute to complete them all. As my research will be ongoing, during week seven I will be annotating any other sources that are left.

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Full Project Plan



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Weekly Tasks

The three tasks I will be keeping up with weekly will be annotating my bibliography, updating my process book, and blogging. While my bibliography and process book have the flexibility to be created after the completion of the project, it will be beneficial for my workload to add to the documents piece by piece so I am not overwhelmed in the end.

Process Book

Assignee

 Lisa Ferrara

Projects

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Subtasks

- Add brand analysis to booklet
- Add competitive analysis to booklet
- Add user research to booklet
- Add personas to booklet
- Add information architecture to booklet
- Add wireframes to booklet
- Add Vogue's style guide to booklet

Bibliography

Assignee

 Lisa Ferrara

Projects

 Vogue: From Magazine To Mobile

Subtasks

- Annotate the blog section of bibliography
- Annotate the podcast section of bibliography
- Annotate the magazine and newspaper section of bibliography
- Annotate the style guide section of bibliography
- Annotate the scholarly articles section of bibliography
- Annotate the article section of bibliography

Weekly Blog Post

Assignee

 Lisa Ferrara

Projects

 Vogue: From Magazine To Mobile

Subtasks

- Create Google Drive Folder + Google Doc
- Outline blog post
- Write blog post
- Edit blog post
- Create graphics for blog post
- Create graphics to share on social media to highlight blog
- Format blog into Squarespace
- Share on LinkedIn
- Share on Instagram

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Week 3

In week three I will be focusing on the brand and competitive analysis and visual research. I have grouped these three tasks as they intertwine with each other. The information collected during this week will directly impact week four as they derive the questions I will be looking to answer in my user research. As this is a lighter week, I will be continuing to annotate my bibliography by attacking the general article section.

Brand Analysis

Assignee  Lisa Ferrara


Due date  Nov 2 – 8


Projects  Vogue: From Magazine To Mobile Week 3 ▾


Subtasks

- Conduct SWOT analysis
- Create a list of things Vogue does well on desktop and mobile
- Create a list of things Vogue's app needs improvement on
- Note what is left out of the transition from magazine to mobile

Visual Research

Assignee  Lisa Ferrara


Due date  Nov 2 – 8


Projects  Vogue: From Magazine To Mobile Week 3 ▾


Subtasks

- Research fashion app visuals
- Research best designs for content heavy apps

Competitive Analysis

Assignee  Lisa Ferrara

Due date  Nov 2 – 8

Projects  Vogue: From Magazine To Mobile Week 3 ▾

Subtasks

- Research Vogue's top competitors
- Download Vogue's top competitors apps
- Download general publication apps
- View desktop sites of the apps analyzed
- Analyze the information collected
- Write a competitive analysis based on information collected

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Week 4

Influenced by week three, week four primarily focuses on user research including interviews, empathy mapping, and the development of personas. This week's work is extremely important to the overall process as it will allow me to gain insights on specific problem areas and needs as well as identify their targeted user.

User Research

Assignee

 Lisa Ferrara

Due date

 Nov 9 – 15

Projects

 Vogue: From Magazine To Mobile Week 4 

Subtasks

- Take notes of current reviews left on the Vogue applications and their competitors
- Create questions to conduct interviews
- Select interview candidates
- Perform and document interviews
- Summarize the findings of each interview
- Create an empathy map based on interview findings

Personas

Assignee

 Lisa Ferrara

Due date

 Nov 9 – 15

Projects

 Vogue: From Magazine To Mobile Week 4 

Subtasks

- Define audience based on User Research
- Decide on necessary information to include in each persona
- Find name and image for Persona 1
- Find name and image for Persona 2
- Find name and image for Persona 3
- Find name and image for Persona 4
- Find name and image for Persona 5
- Create Persona 1
- Create Persona 2
- Create Persona 3
- Create Persona 4
- Create Persona 5

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Week 5

Week five will begin with establishing a functional navigation and information architecture to later create wireframes. The information architecture will be based on Vogue's already established desktop navigation and insights gathered from my collected user research. Based on the information architecture, I will be designing three different wireframe layouts to explore accessibility and functionality.

Information Architecture

Assignee



Lisa Ferrara

Due date



Nov 16 – 22

Projects



Vogue: From Magazine To Mobile Week 5 ▾

Subtasks

- ✓ Utilize Vogue's established IA for tabs most needed
- ✓ Create a list of tabs and pages for the app
- ✓ Design a well outlined IA to show basic navigation

Wireframes

Assignee



Lisa Ferrara

Due date



Nov 16 – 22

Projects



Vogue: From Magazine To Mobile Week 5 ▾

Subtasks

- ✓ Sketch three different potential home screen wireframes
- ✓ Sketch additional pages based off each main screen
- ✓ Create an InVision document for mobile wireframes
- ✓ Create home screen wireframe design 1 in InVision
- ✓ Create additional screens for design 1
- ✓ Create home screen wireframe design 2 in InVision
- ✓ Create additional screens for design 2
- ✓ Create home screen wireframe design 3 in InVision
- ✓ Create additional screens for design 3
- ✓ Establish universal features based on style guid (nav bar, iconography, buttons)

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Week 6

Week six is when the design stage begins. I will be focusing on adding imagery, color, and iconography to the previously established wireframes and narrow them down from there. After I decide on my final design, I will begin implementing Vogue's brand guidelines to additional screens as well as any needed animations and transitions.

Interface Design

Assignee

 Lisa Ferrara

Due date

 Nov 23 – 29

Projects


 Vogue: From Magazine To Mobile Week 6 ▾

Subtasks

- Utilize Vogue's established IA for tabs most needed
- Create a list of tabs and pages for the app
- Design a well outlined IA to show basic navigation

Prototype

Assignee

 Lisa Ferrara

Due date

 Nov 23 – 29

Projects

 Vogue: From Magazine To Mobile Week 6 ▾

Subtasks

- Add images and content to wireframes
- Add in iconography
- Create any additional screens needed
- Add in any animations and transitions
- Upload prototype to InVision
- Test prototype

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Week 7

During week seven, I will be focusing on revisions as I will be conducting a round of user testing to document their user experiences. This week at a glance looks fairly light however based on the changes suggested during user testing, that can quickly change. By the end of week seven, the final redesigned application will be fully functional and ready to view.

User Testing

Assignee

 Lisa Ferrara

Due date

 Nov 30 – Dec 6

Projects


 Vogue: From Magazine To Mobile Week 7 

Subtasks

- Find user test subjects that match personas
- Find user test subjects that do not match personas
- Document their experiences
- Use documentation for any potential revisions

Prototype Revisions

Assignee

 Lisa Ferrara

Due date

 Nov 30 – Dec 6

Projects

 Vogue: From Magazine To Mobile Week 7 

Subtasks


- Implement any changes based on user testing
- Conduct the final round of user testing to find any last minute glitches/bugs
- Finalize high-fidelity prototype

Process Book

Assignee

 Lisa Ferrara

Due date

 Nov 30 – Dec 6

Projects

 Vogue: From Magazine To Mobile Week 7 

Subtasks

- Create final prototype app mockups
- Import app mockups
- Finalize booklet
- Draft caption about the project to add to design portfolio
- Edit caption
- Format caption into Squarespace
- Share new design post on social