

# VOGUE



**MOBILE APPLICATION  
REDESIGN PROPOSAL**  
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# VOGUE

## The Transition From Magazine To Mobile

### PROPOSAL

#### Introduction

Distinguished as the world's most influential fashion and lifestyle magazine since its debut in 1892, the following proposal is a solution for the transition of Vogue magazine to a mobile application. The proposal outlines the main problems at hand with the current version of the applications and why it would benefit from a redesign from a designer's perspective to create a better user experience. The foundation of the project will center on Vogue's reputation in the fashion industry and upholding its high standard to all mediums.

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#### Problem Statement

For decades, Vogue has been the leading fashion and lifestyle magazine amongst women. The magazine made a name for itself with its focus on high-quality photography and editorial content. Vogue holds incomparable power within the industry as it has defined the culture of fashion since its debut in 1892. With over 26 international editions, globally Vogue has 24.9M monthly print readers. To keep up with the times, the well-known magazine has gone digital and has more than doubled its readership numbers with 113.6M unique digital users<sup>1</sup>. Vogue launched its first website in 1995 and has remained prominent in the digital sphere since. In 2016, Vogue went mobile and created three applications available for download: Vogue Runway, Vogue Magazine, and VogueWorld. The app Vogue Runway is an all-access pass to live streams and runway shows around the world and allows you to view millions of photos dating back to as early as 2000. The two remaining apps Vogue Magazine and VogueWorld are a breakdown of the content displayed on the desktop website. The Vogue Magazine app is exclusively dedicated to downloading this month's issue of Vogue for digital access as VogueWorld is dedicated to the free content and latest stories published on the website.

Similar to Google and Facebook, Vogue has taken the unbundled approach to mobile where content is dispersed through separate applications. While Vogue Runway is an application that can stand alone, Vogue Magazine and VogueWorld are in fact the opposite. Vogue's model is a subscription-based platform but includes access to digital articles for non-subscribed users. One of the benefits that Vogue outlines for its subscribers is having unlimited access to all content published. The purpose of downloading an app is the ease of accessing content, separating content for a subscribed Vogue user does not promote ease. It should be noted also that the content that is uploaded to Vogue Magazine is not optimized for mobile devices, the current state of the application can be viewed in the following pages. As a newer Vogue subscriber, it is confusing that the applications Vogue Magazine and VogueWorld do not have explicit descriptions on the app store so to find out their purpose you need to download them. It is misleading to a subscribed user who was promised access to unlimited content when the content of the applications did not mirror the website. There is a need for visual and content consistency among the two apps as well as an interface that is easily digestible.

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<sup>1</sup> Conde Nast, Vogue Media Kit (2020)

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### Proposed Solution

As mentioned in the previous section, Vogue has taken the unbundled approach for their mobile applications. The proposed solution for a smoother and cohesive transition from magazine to mobile will be two-fold: first to redesign the Vogue Magazine app for the content to be optimized for mobile viewing and second to bundle the application with VogueWorld so that subscribed users have access to the unlimited content they are promised. The main objective of this mobile redesign and bundle will be to design through user empathy and create an engaging and seamless experience for the transition from magazine to mobile. This proposed solution will benefit all Vogue subscribers as all of their content will be accessible at the tap of a finger. While subscribed users automatically have access to the monthly print and digital publication, non-subscribed users will have the option to purchase individual editions like the model currently promotes.

The core features of the application will include:

- Access to Vogue's monthly issues
- Discover the latest fashion trends
- Stay up to date with today's top stories
- Get alerts on the topics you choose
- Share content to your social media feeds
- Scroll through the latest fashion in the immersive photo gallery

This proposed solution will be user-centered and while drawing upon Vogue's reputation in the fashion industry and upholding its high standard to all mediums.

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### Current State of Application

#### VOGUE MOBILE

LANDING PAGE



NAVIGATION BAR

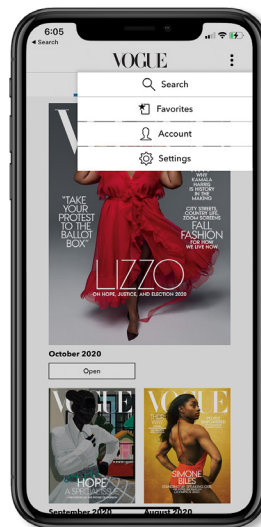
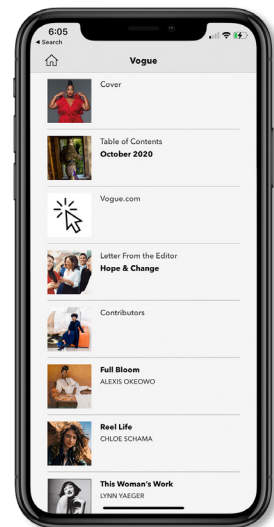
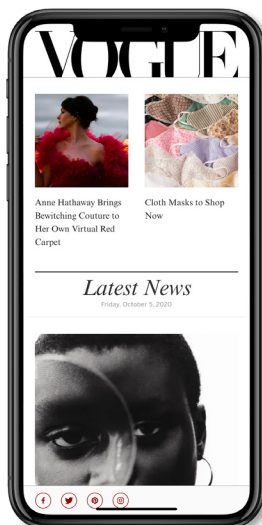


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# VOGUE

## The Transition From Magazine To Mobile

### Phase I: Research

#### TIMELINE

#### Brand Analysis

Phase I will begin with a brand analysis of Vogue to gain insights on what practices set their magazine apart from others. The analysis will hit on what they currently include on their desktop site and their mobile applications as well as a list of what is left out in the current transition.

#### Competitive Analysis and Visual Research

Once a brand analysis is compiled, a competitive analysis and visual research will follow. The apps chosen for the analysis will be a mixture of similar fashion magazines to Vogue and general publications to provide insight into what works well for this type of transition and what doesn't. To understand the visual transition, desktop sites will also be looked at in conjunction with the app. The benefit of conducting these analyses in Phase I is it gives insight into what to include on the application as well as what the overall tone and approach should be.

#### User Research: Interviews and Empathy Map

Keeping in mind that this proposal is for an app redesign, user research will begin by looking and annotating the reviews left on the apps by current users. The reviews left on their competitors' applications will also be annotated to reveal key experiences that they are having whether they are good or bad. The purpose of this redesign is to keep the user in mind while transitioning content, after annotating reviews individuals who are interested in this app will be interviewed to understand first hand their accomplishments and struggles. To gain a deeper understanding of a user's needs an empathy map will be created.

#### Personas

Several personas will be developed after analyzing the user research data collected to better understand their motivations and create better relationships. Since Vogue already has their target market and demographic established with data to back it, the personas created will be inherently detailed to highlight their key traits and overall needs when using the application.

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### Phase II: Production

#### TIMELINE

#### Information Architecture

Based on the research conducted in Phase I, a well thought out information architecture will be developed to ensure that users do not spend more time than needed to navigate through the app. The navigation menu will be similarly based on the desktop site to keep the transition cohesive.

#### Wireframes

Wireframes otherwise known as the blueprints for an application will be developed once the navigation of the information architecture layout has been established. Creating wireframes will be crucial to the following production stages as it will show the true functionality of the redesigned app without having the distraction of content and colors. The goal of this stage is to create the overall flow of the final application while addressing the user's current struggles.

#### Interface Design

The visual design component of the interface design including color, typography, imagery, and iconography will be mirrored to adhere to Vogue's clear and well-outlined style guide. Following Vogue's style guide will improve user recognition of the application as well as cohesion in the transition from magazine to mobile.

#### High-Fidelity Prototype

The final stage in phase II will be to produce a high-fidelity prototype of the redesigned application. The prototype will address all of the identified transition problems and incorporate the newly established information architecture and interface design. The goal of the prototype is to provide users a physical example of what the final redesigned application will look and work like.