

STEADY

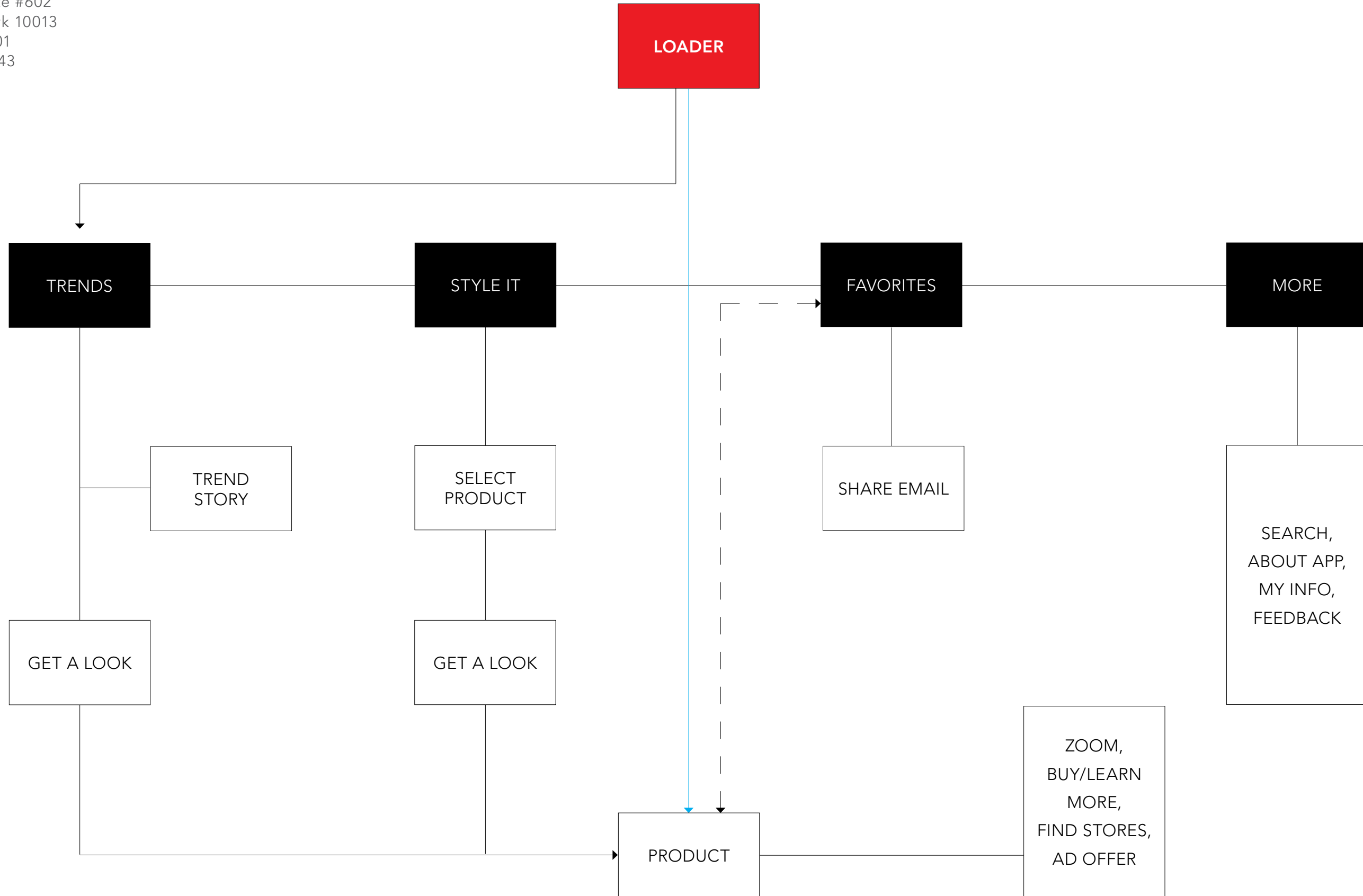
VOGUE STYLIST 2.0

OCTOBER 2010
Prepared for VOGUE

- iPhone App User-Facing
- iPhone App Architecture
- CMS Client-Facing
- CMS Database Architecture

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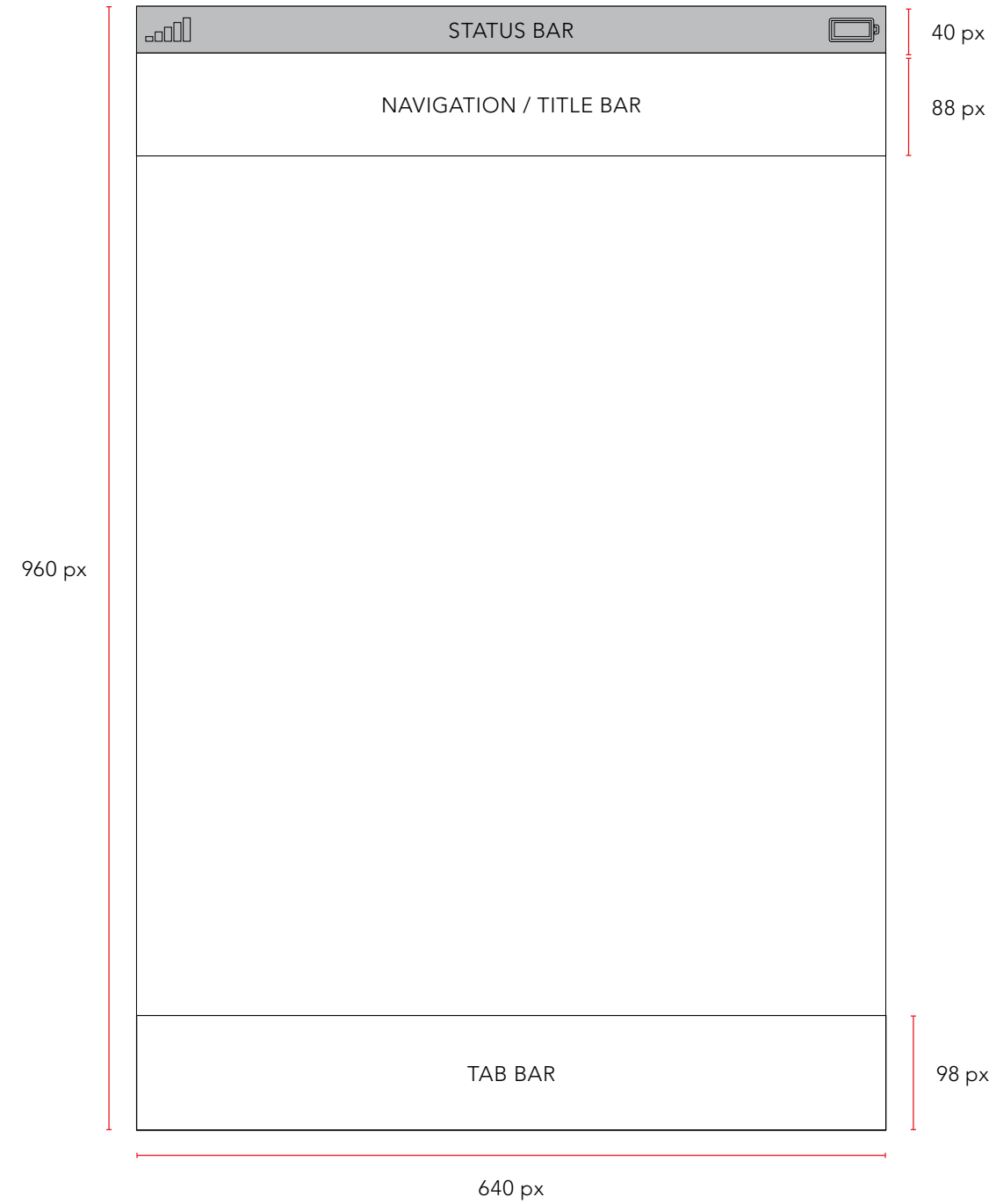
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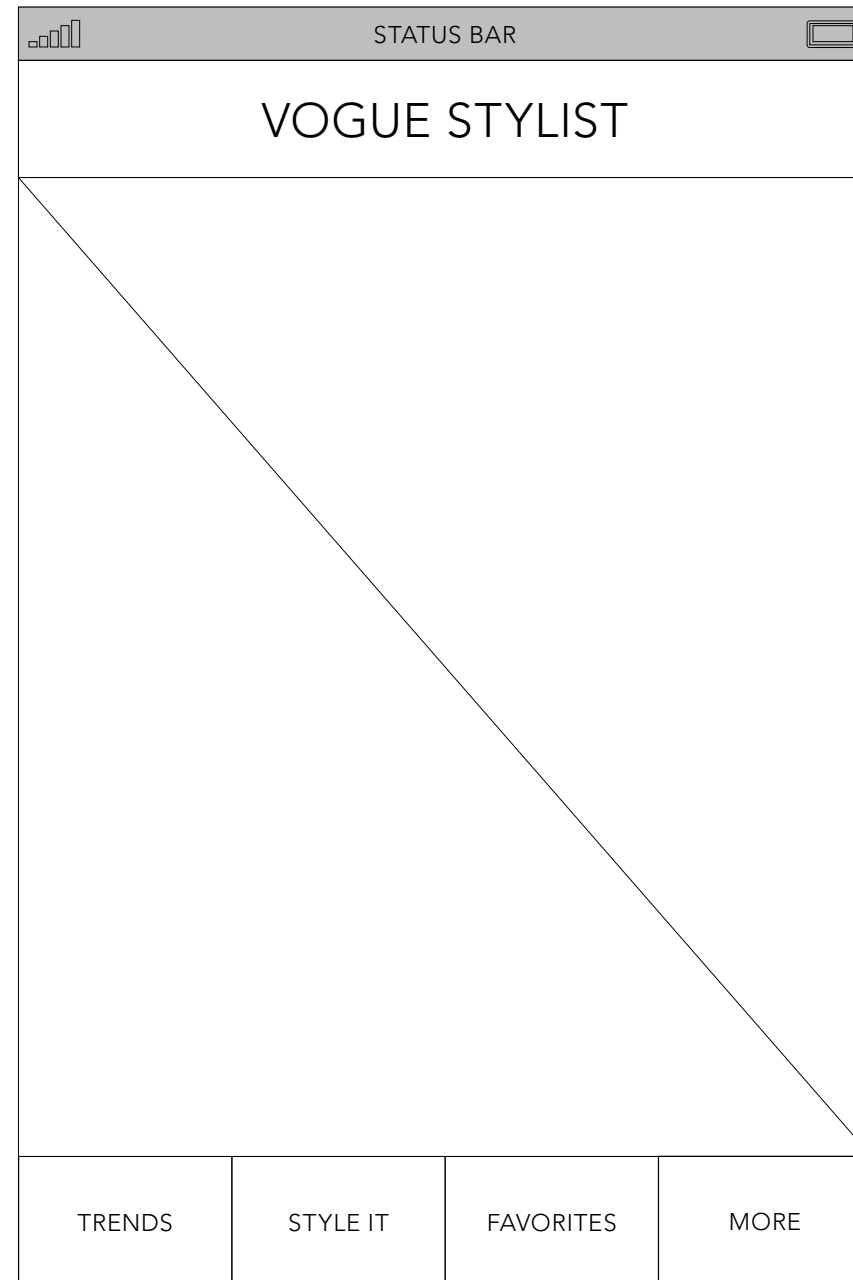
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LAYOUT VERTICAL



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NAVIGATION TABS

TRENDS

Inspires a user's daily fashion sense by creating looks with advertiser products and offering trend background stories.

STYLE IT

Allows users to create looks based on a selected product or their own image.

FAVORITES

Allows users to save products.

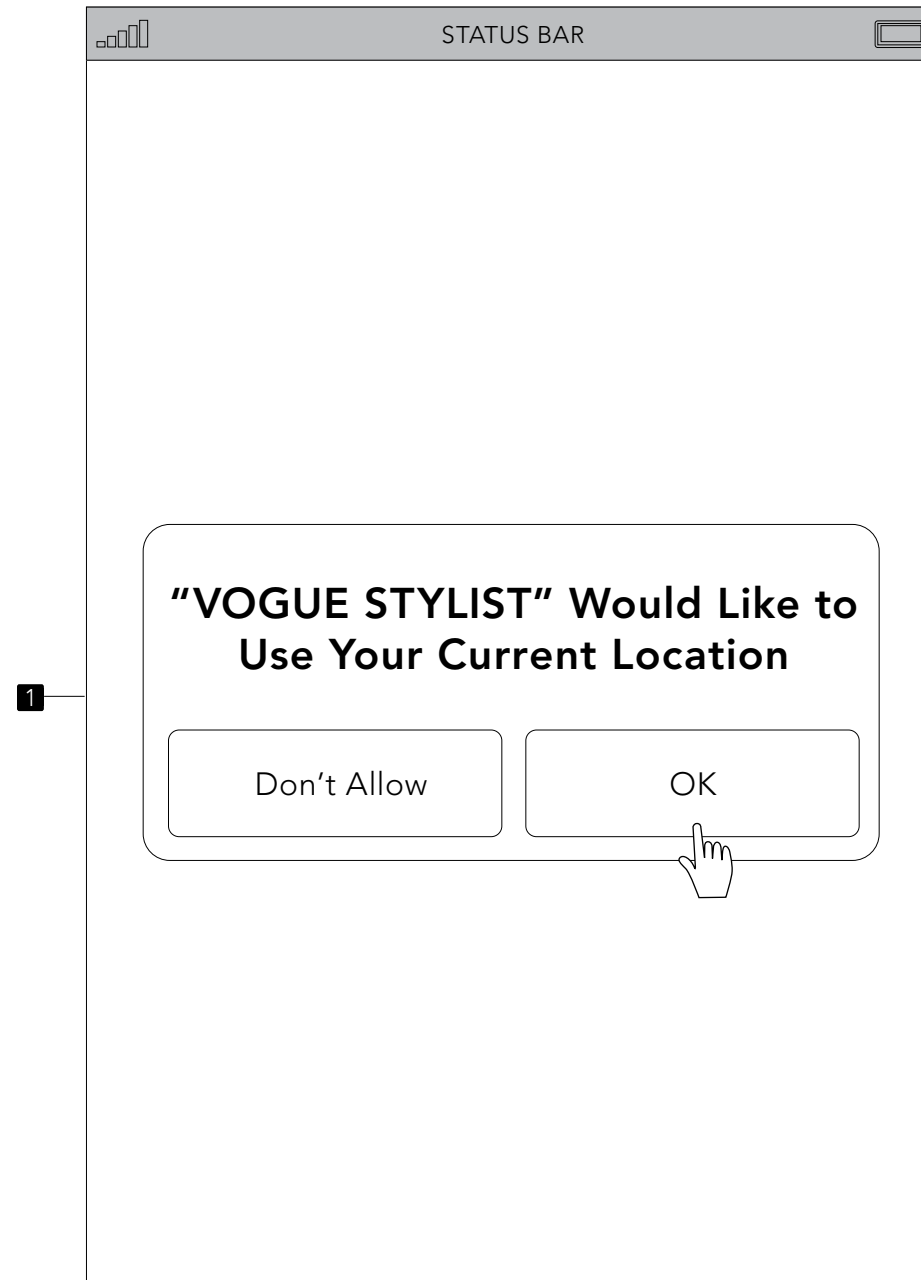
** Users must send Email address (opt-in) to view their favorites*

MORE

Describes the application, contains product search and an option to send feedback directly to Vogue.

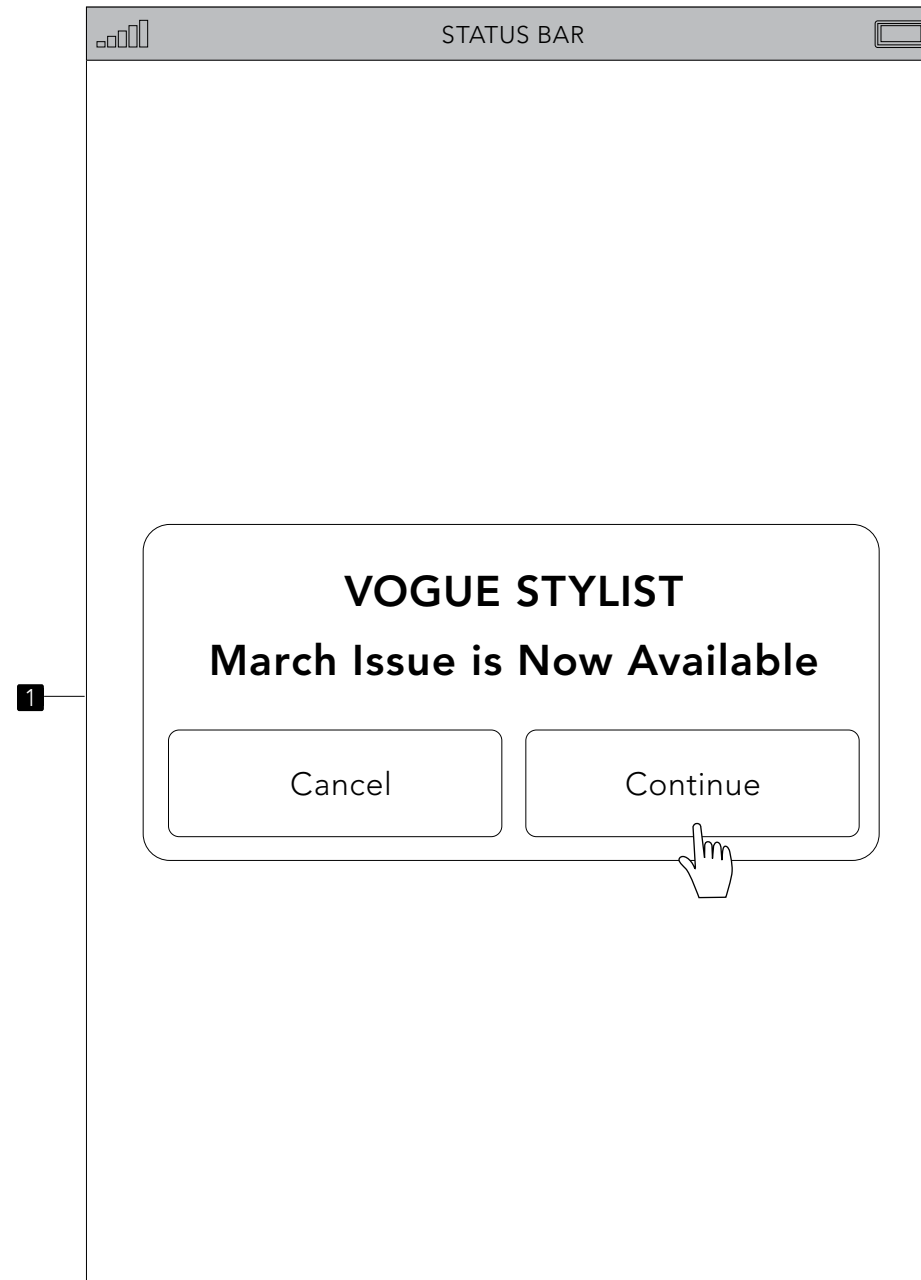
NOTIFICATION ALLOW GPS

- 1 The app initially prompts the user for permission to allow GPS detection.



NOTIFICATION NEW ISSUE

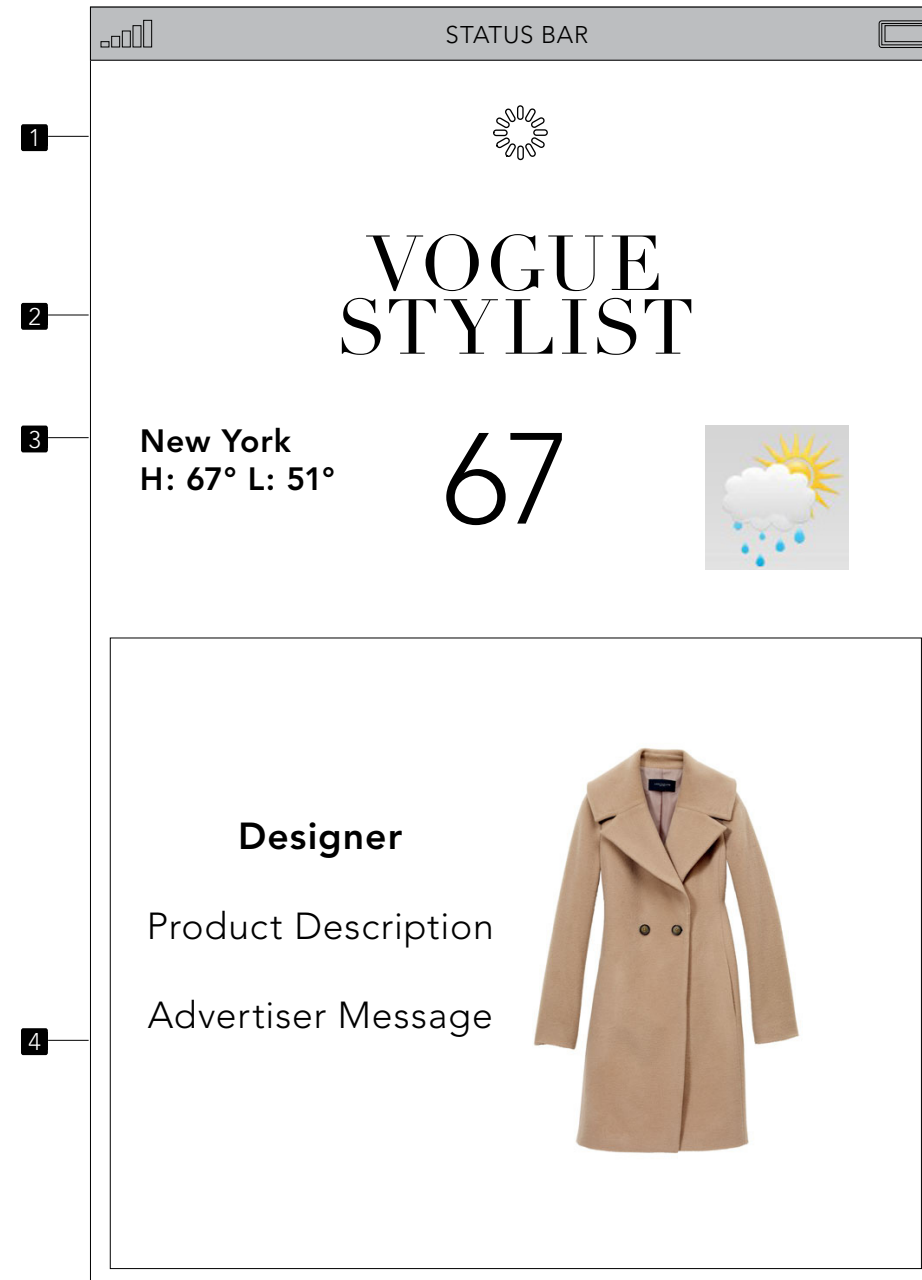
- 1 The app notifies the user each month that a new issue is available.



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LOADER



1 Loader Indicator. The loader would be displayed for a minimum time in order to give users sufficient time to digest the screen.

2 App Title

3 Weather "widget" uses GPS to detect user's location and serves corresponding temperature and icon.

4 Ad Space - new asset on each launch OR corresponds to weather each day (if a product is available). Tapping the product directs the user to the item detail page.

* Top level Advertisers receive preferred positioning.

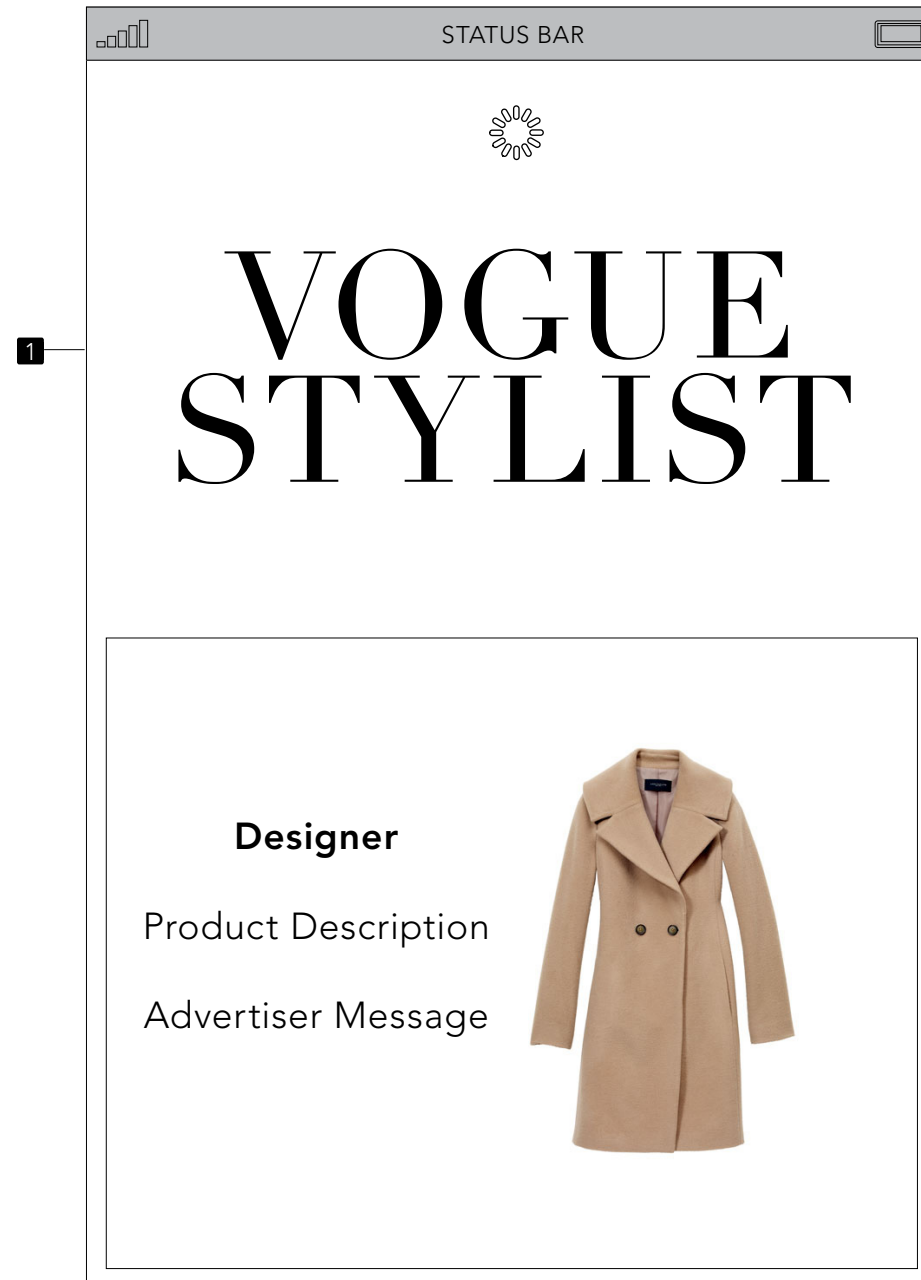
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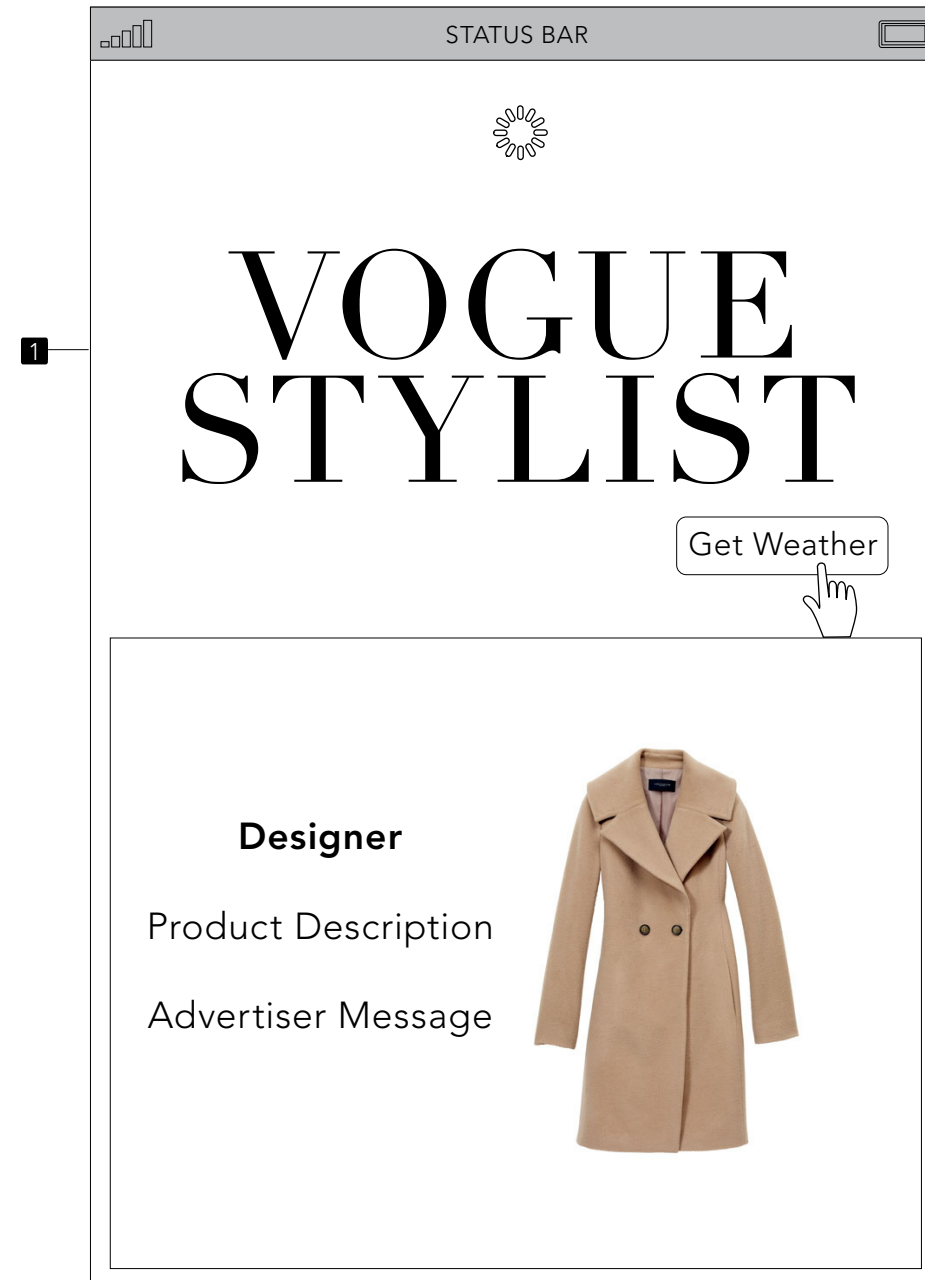
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LOADER NO CONNECTION

- 1 If the user has no connection, we provide an alternate layout not including weather details.

A minimal selection of ads are stored locally to display when no connection is available.





LOADER

GPS DENIED / DISABLED

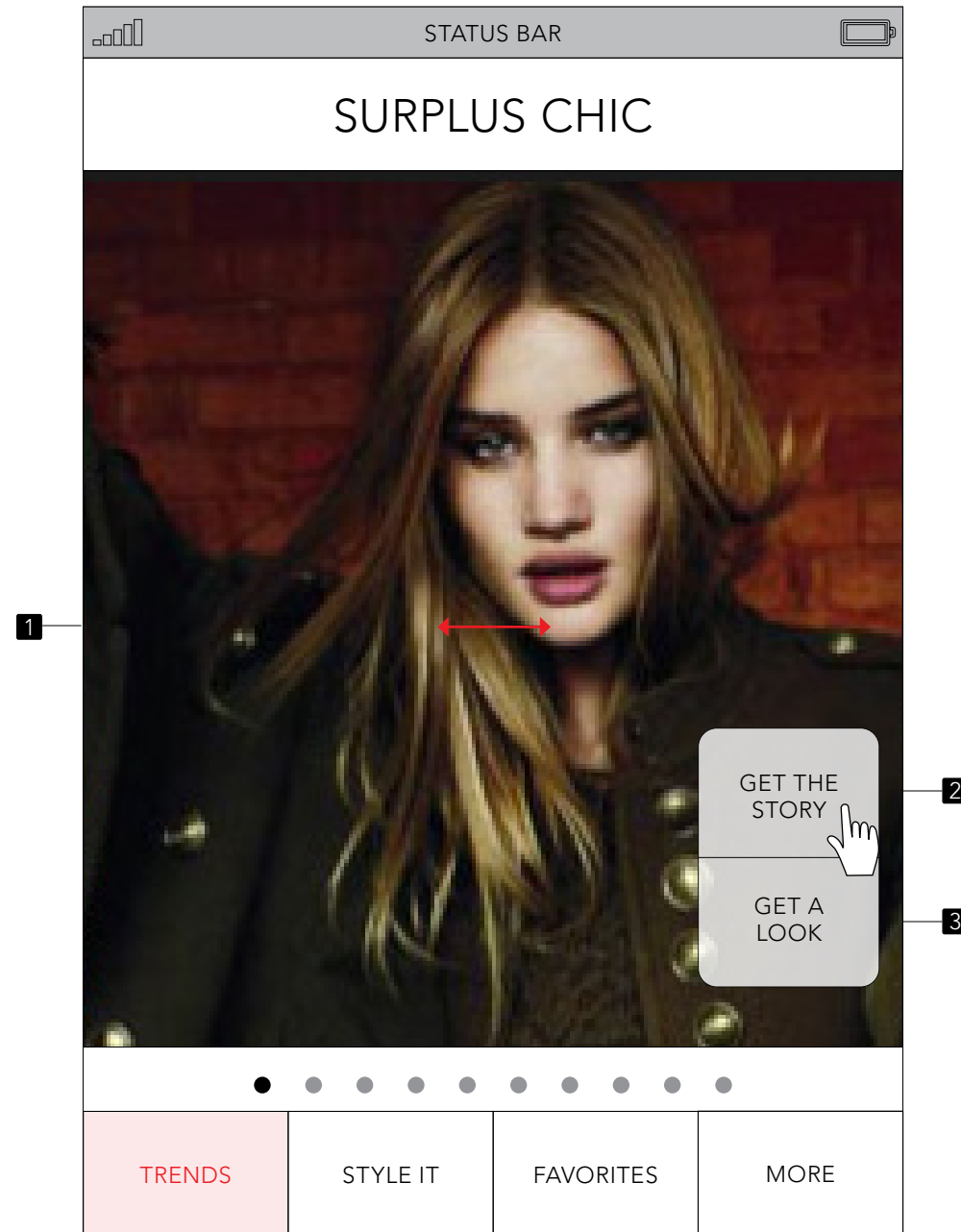
- 1 If the user does not allow GPS or has it disabled, we provide the option to GET WEATHER. Users may tap to spawn a pop-up.

Enable weather check on next launch.

Once the user taps SAVE, the Zip Code validates and weather populates the weather area on the next App launch.

TRENDS

TRENDS SHUTTLE

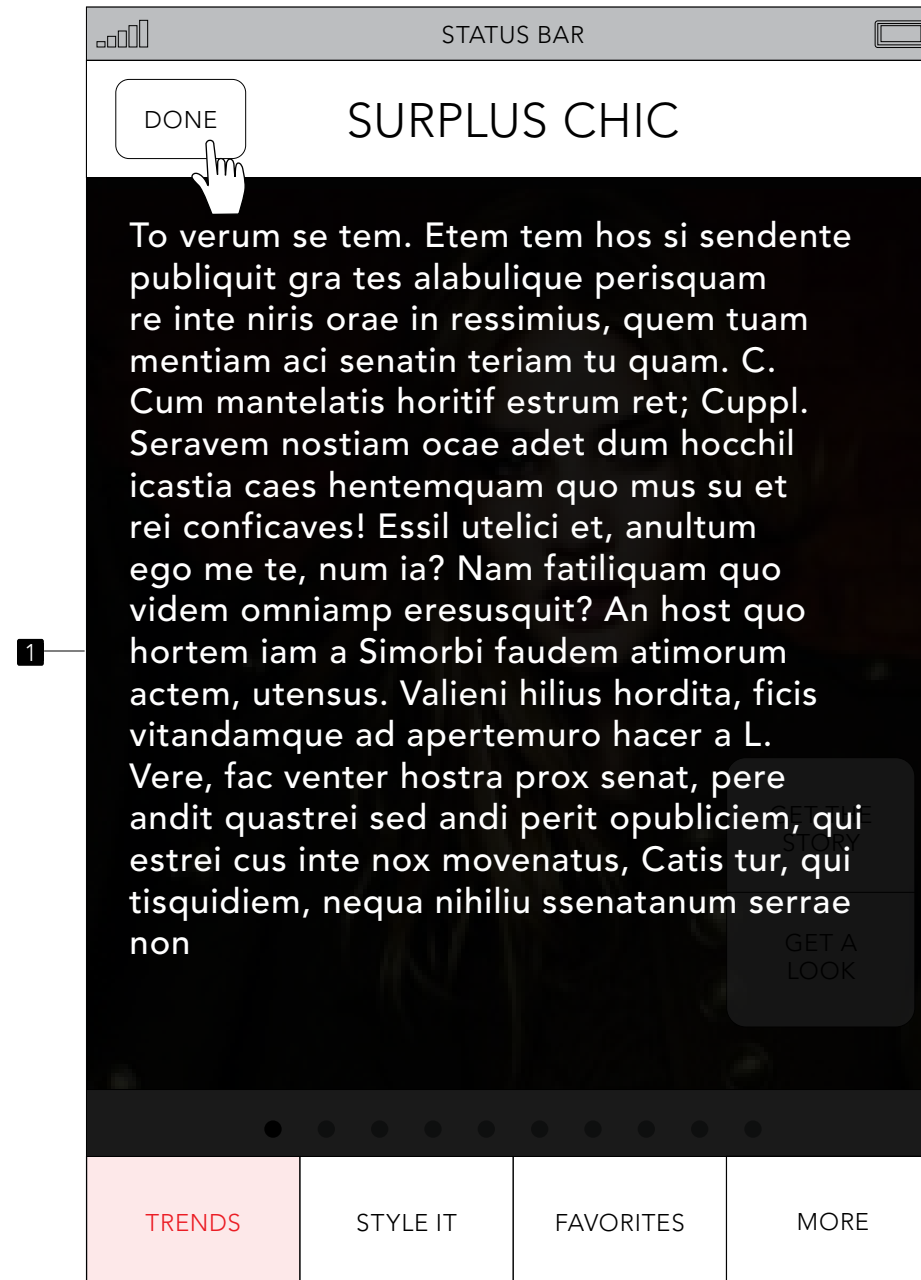


- 1 Users shuttle through available trends. Title bar updates accordingly.
- 2 Users may tap GET THE STORY to view basic Trend background copy (text overlay).
- 3 Users may tap GET A LOOK to generates Looks within the Trend.

* Buttons are persistent.

TRENDS THE STORY

- 1 Upon tapping THE STORY, a translucent overlap with a copy block appears over the trend. Users may tap DONE to return to the Trend Shuttle.



TRENDS GET A LOOK

Upon tapping a trend, the user is served a LOOK within the selected Trend.

- 1 TRENDS button returns to Trend Shuttle
- 2 Users may tap RESTYLE THIS LOOK to refresh the products shown.

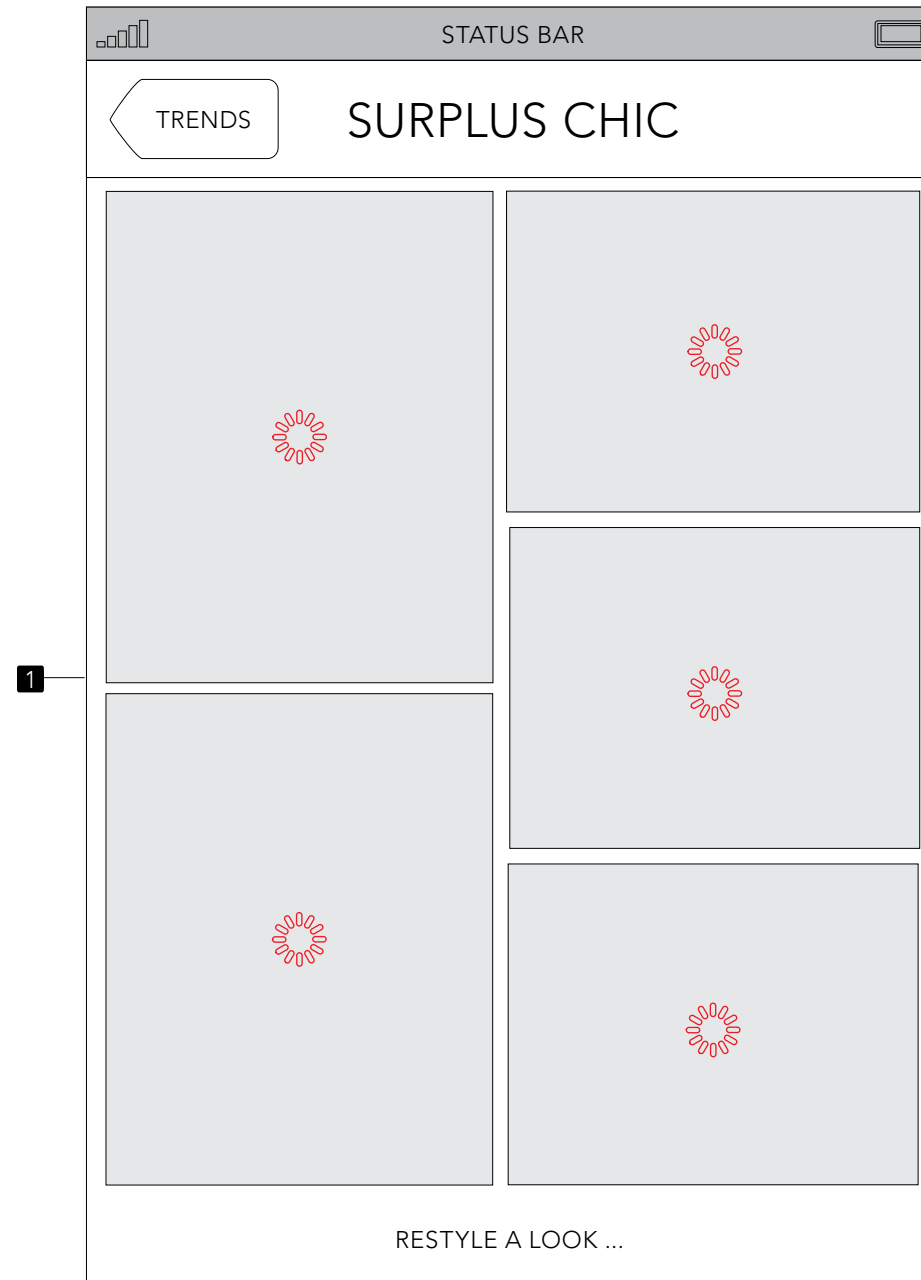


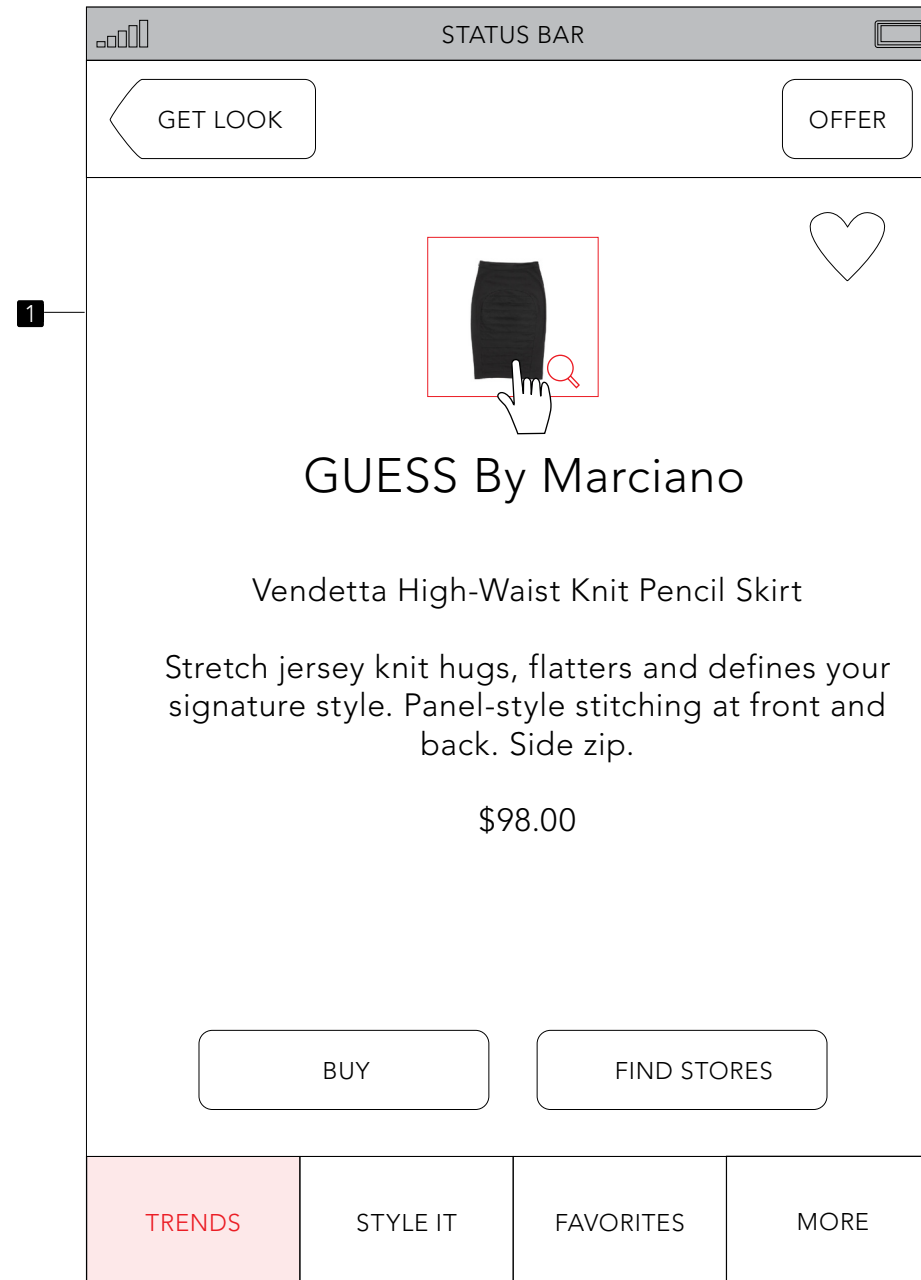
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TRENDS GET A LOOK

1 Upon tapping RESTYLE, new products load the screen.





TRENDS PRODUCT

Upon tapping a product, details slide in.

1 Users may tap the thumbnail to view full-screen image(s).

* Advertisers can customize based on their level of participation.

Options may include:

- Brand
- Designer Name
- Product Title
- Product Description
- Colors
- Tags
- Price
- Stores
- E-commerce link
- OFFER button

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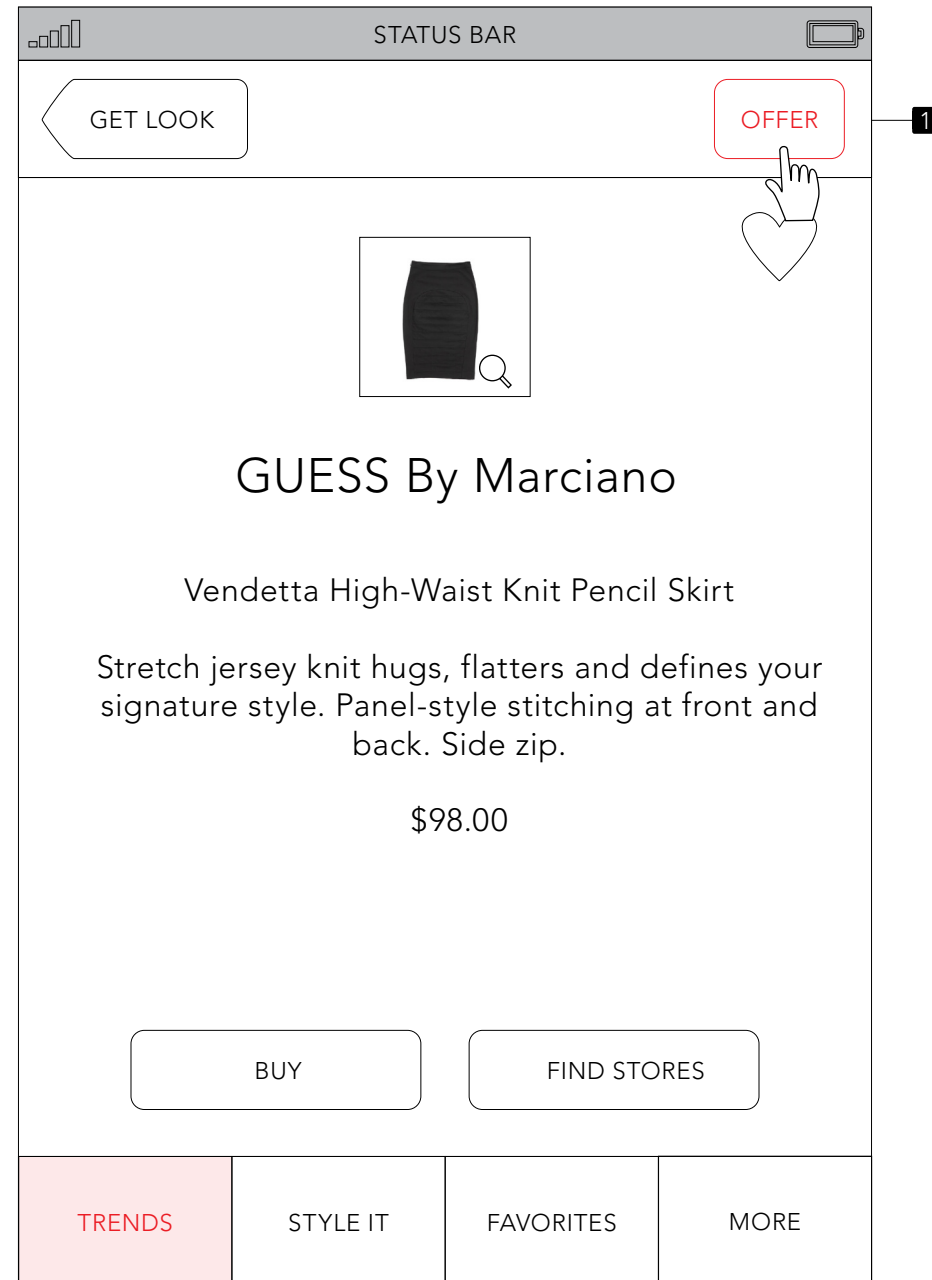
TRENDS PRODUCT ZOOM

The navigation and tab bars can be hidden and shown with a single image tap. Depending on available assets and load time, user may pinch to zoom and drag product.



TRENDS PRODUCT

1 Users may tap OFFER to see ad page.



TRENDS OFFER

OFFER spawns a single piece of Advertiser Content, similar to the content in the previous application's Mailbox. This could be a special offer, video, etc.

* Offers may not be used in the launch issue, but are desired thereafter.

STATUS BAR

BACK

VINCICAMUTO

VINCICAMUTO.COM

Enter for a Chance to Win ...

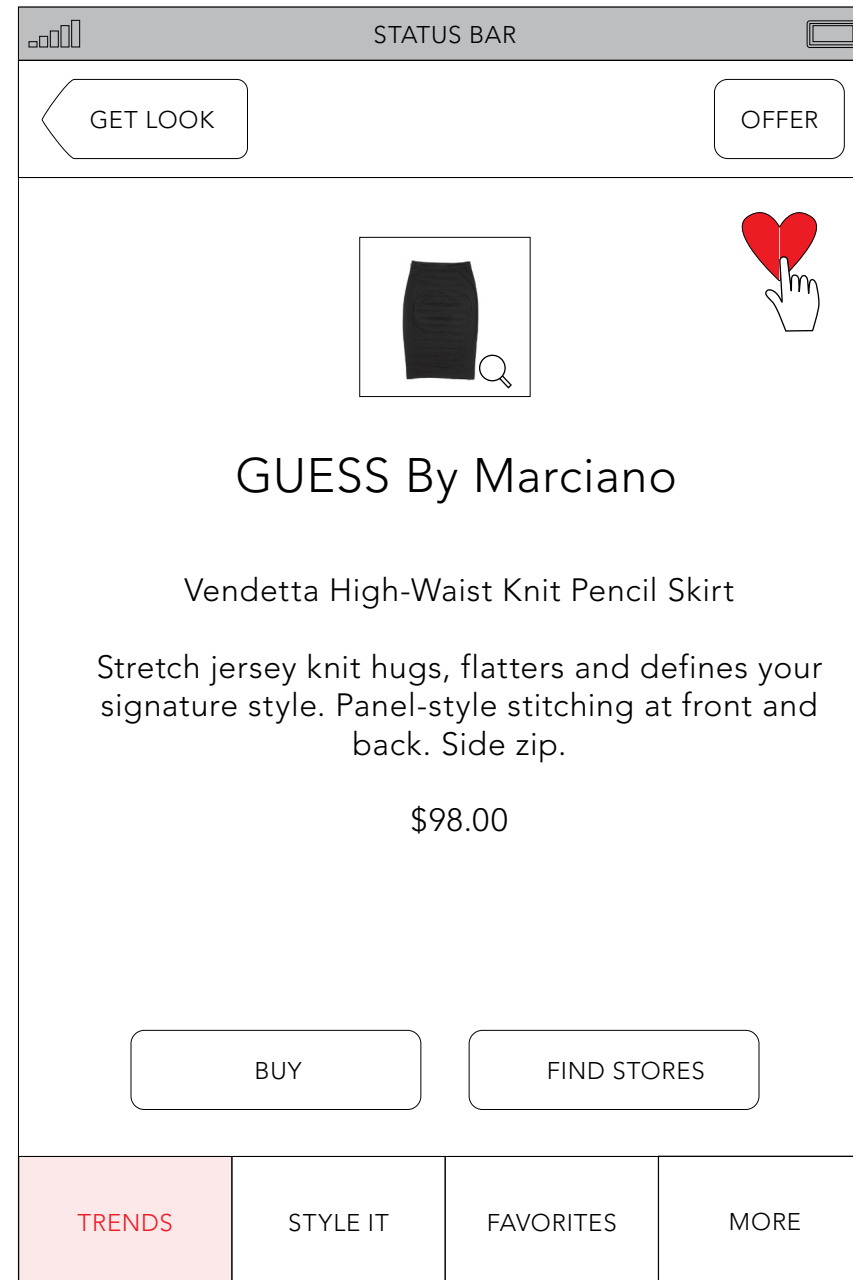
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

ENTER TO WIN

TRENDS STYLE IT FAVORITES MORE

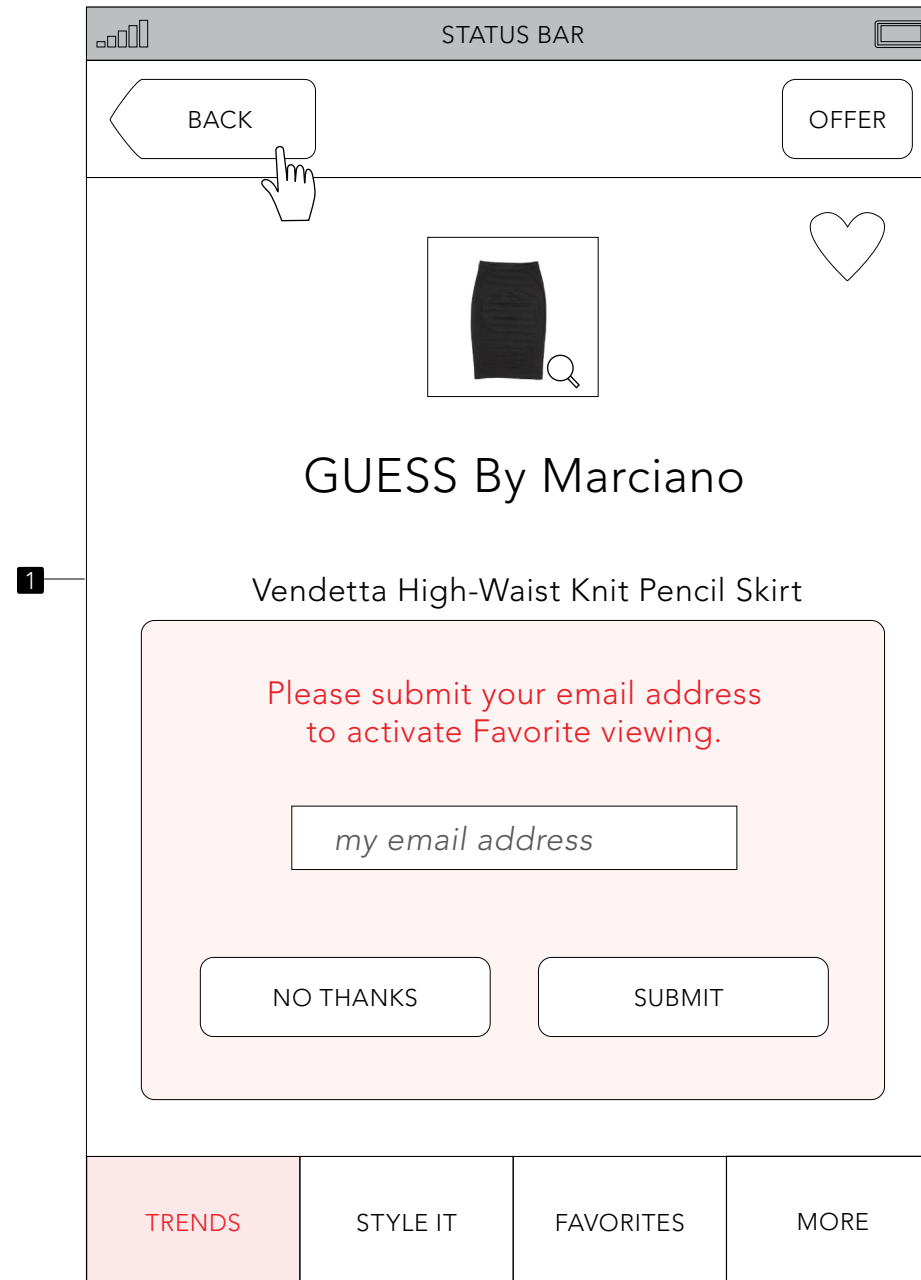
TRENDS FAVORITE

1 Users may tap Favorite icon add product to Favorites.



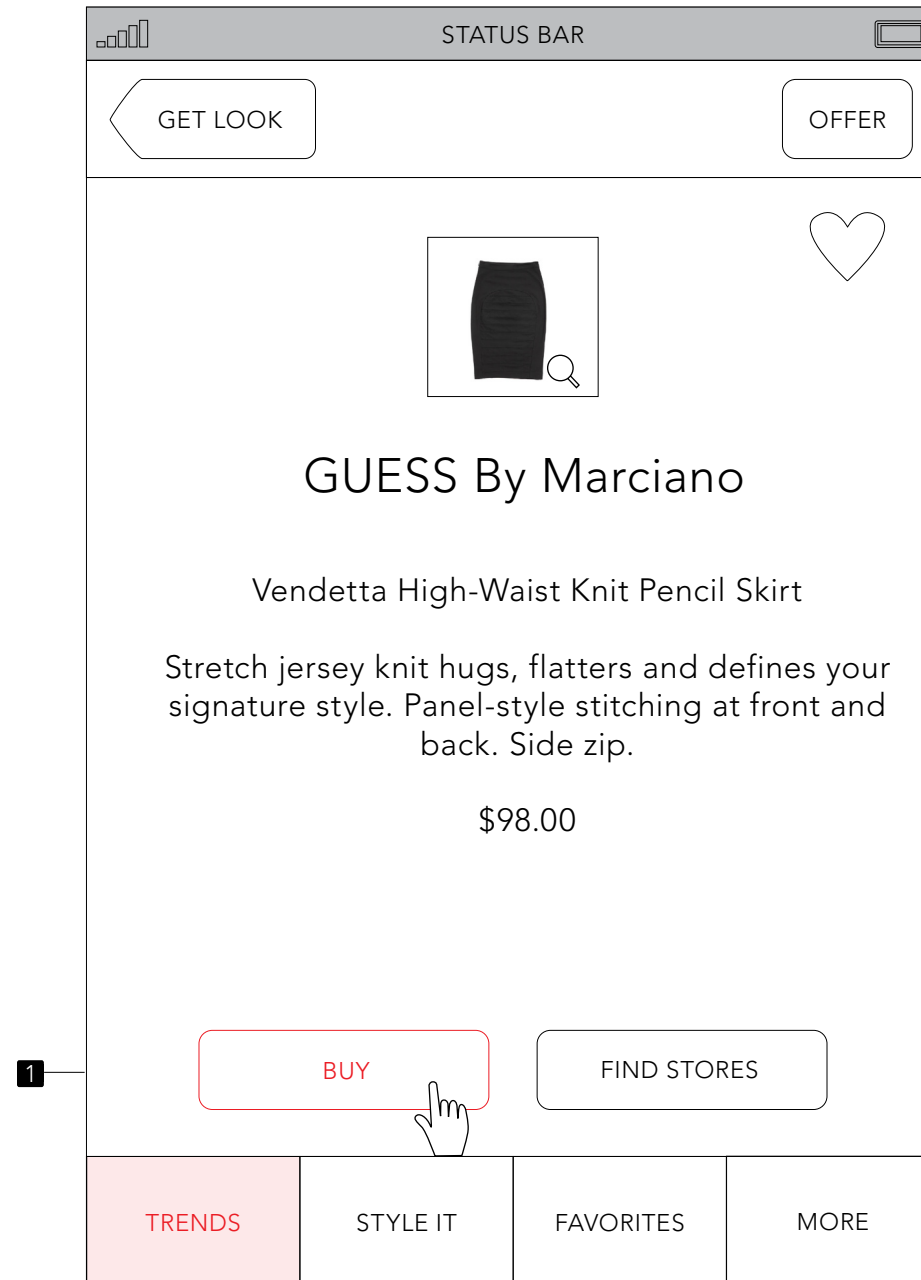
TRENDS FAVORITE

- 1 If a user has not already opted-in when first tapping the Favorite icon, an alert prompts them to do so.



TRENDS

BUY / LEARN MORE



1 Users may tap BUY to go a company website or a specific product page within a site.

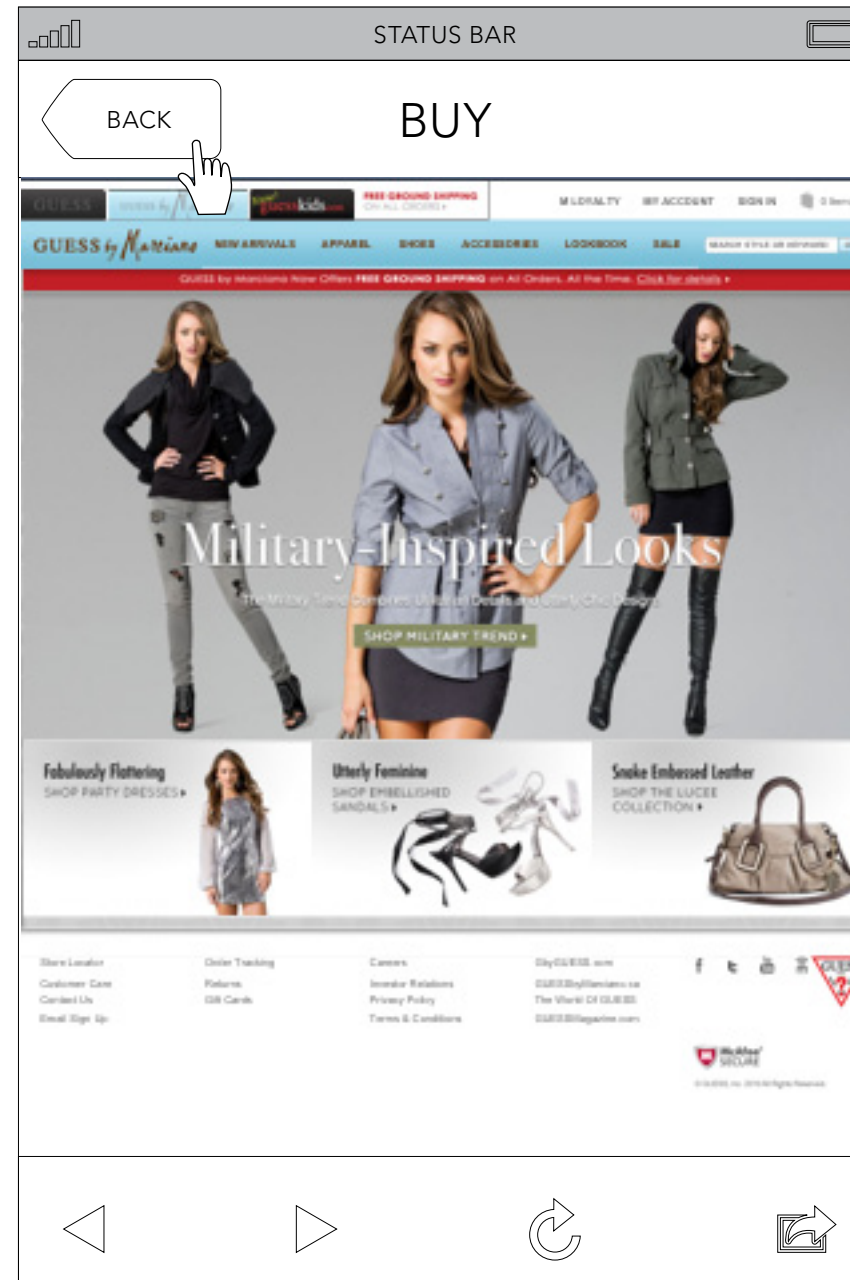
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TRENDS

BUY IT

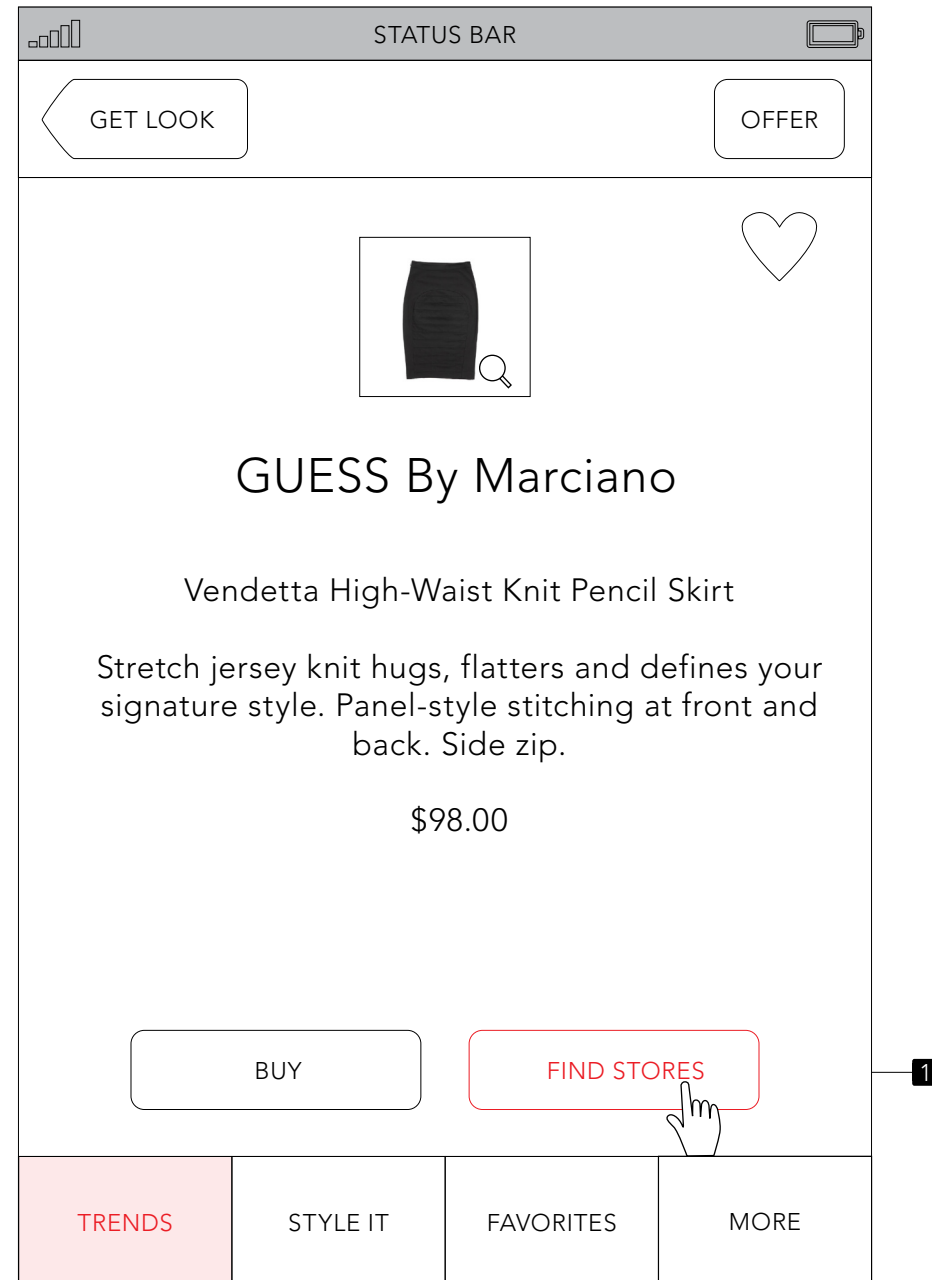
Upon tapping BUY IT, the user is directed to a particular URL. This would be a company website or a specific product page within a company website. We would want to keep this web view within the app (i.e. not close and open Safari).



Activates an action sheet:
Open in Safari or Cancel

TRENDS FIND IT

1 Users may tap FIND IT to see a list of nearby or relevant stores.

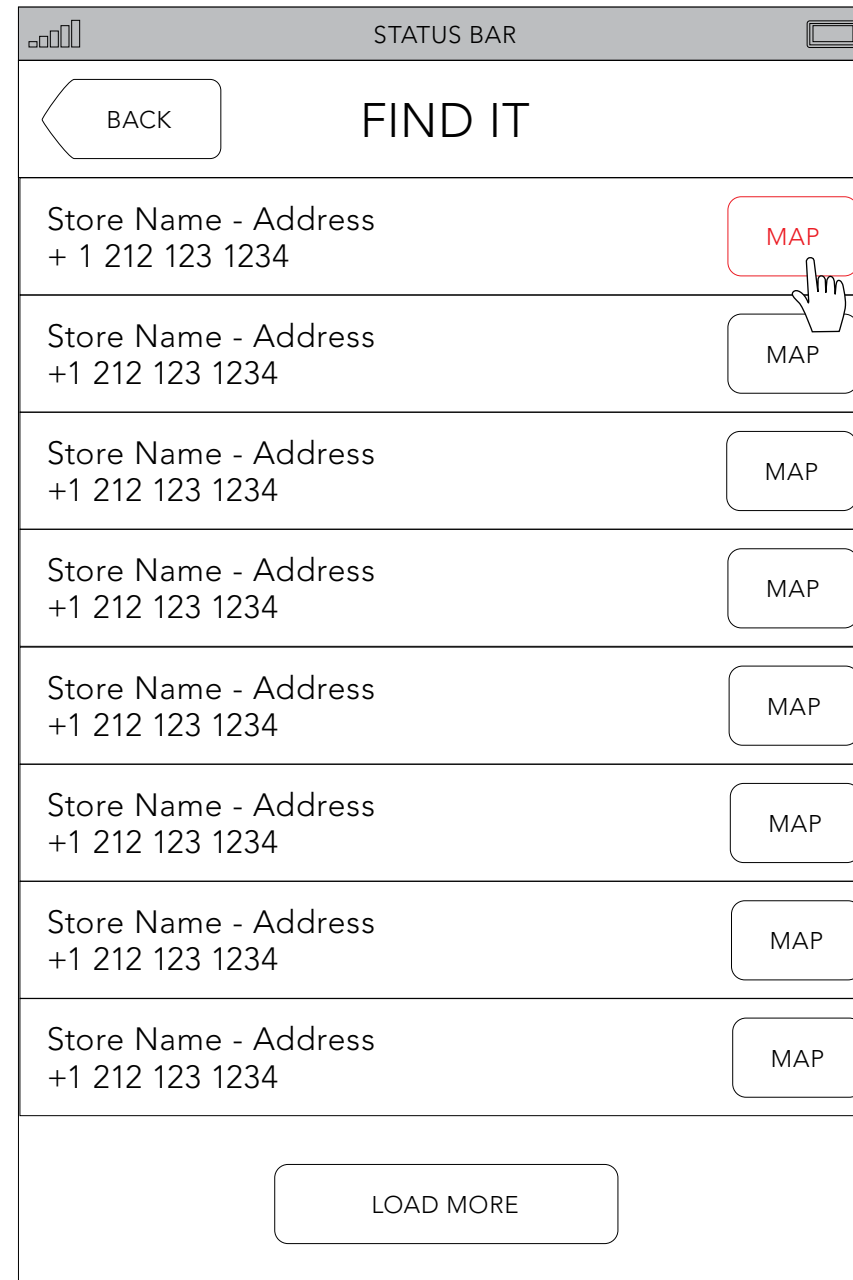


TRENDS

FIND IT

Upon tapping FIND IT, a list of nearby or otherwise relevant stores is displayed.

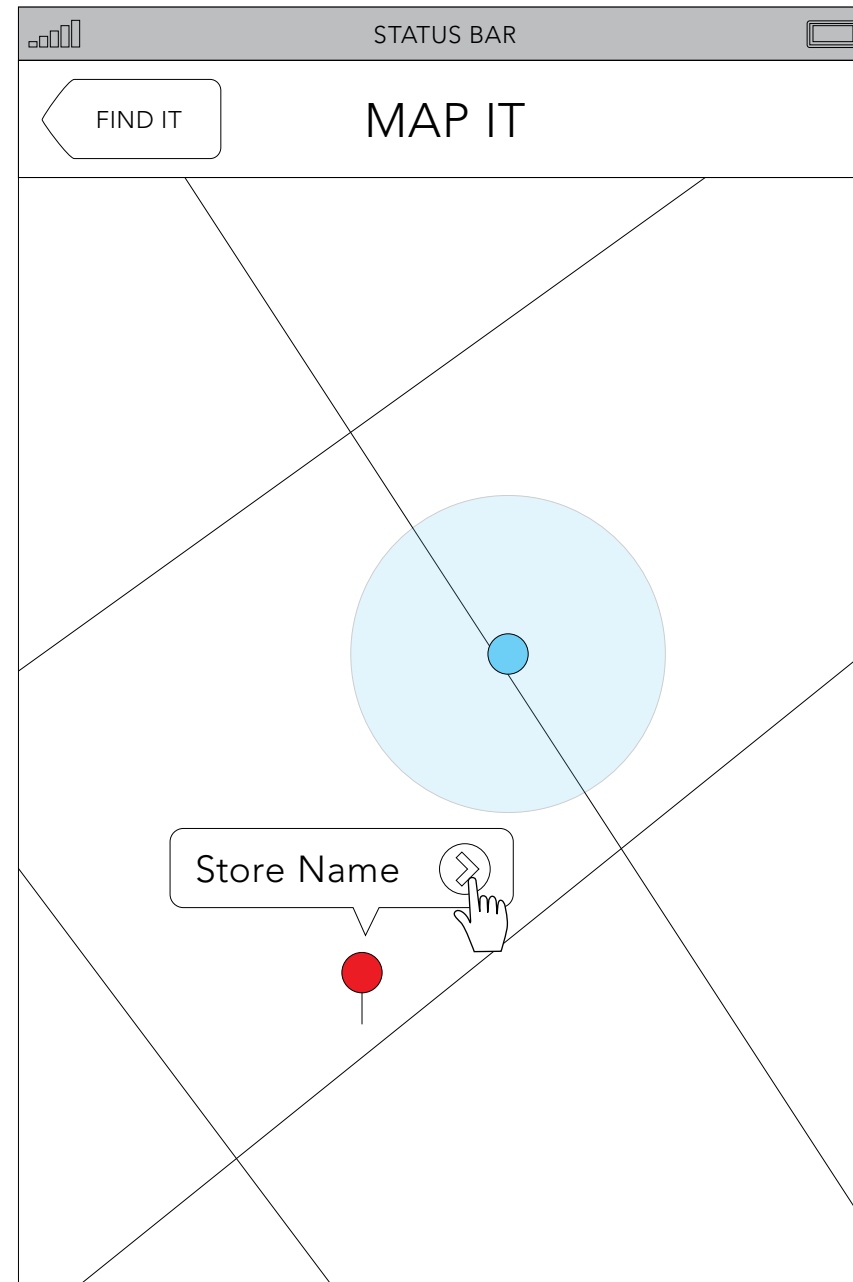
Users may tap to MAP or load more results if available.



TRENDS MAP STORE

Upon tapping a store, it is shown on a map.

Pending Store details available, we may show addition information or allow user to Call.



STYLE IT

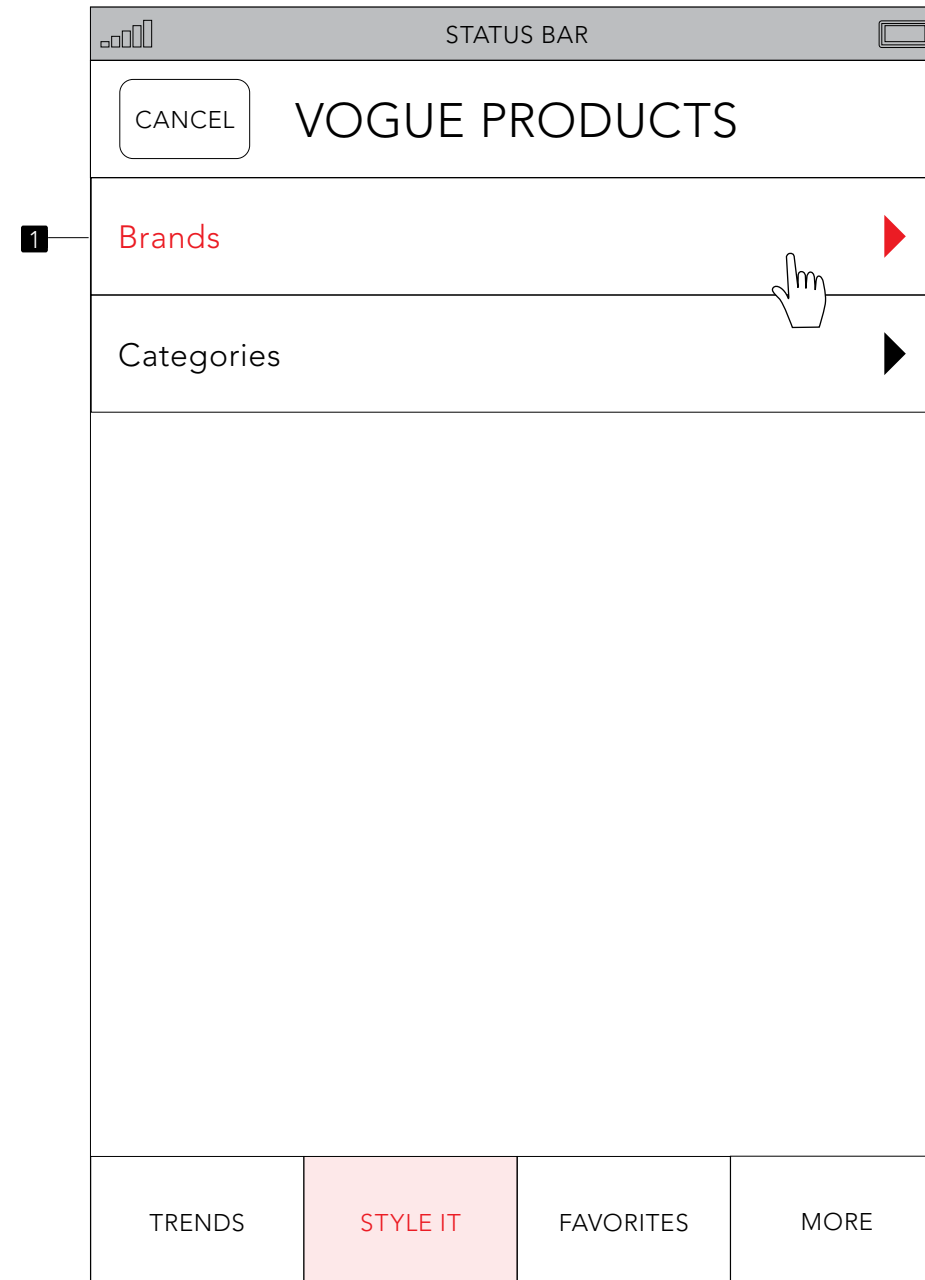
STYLE IT START

- 1 Users are prompted to select or add an initial item to be styled.



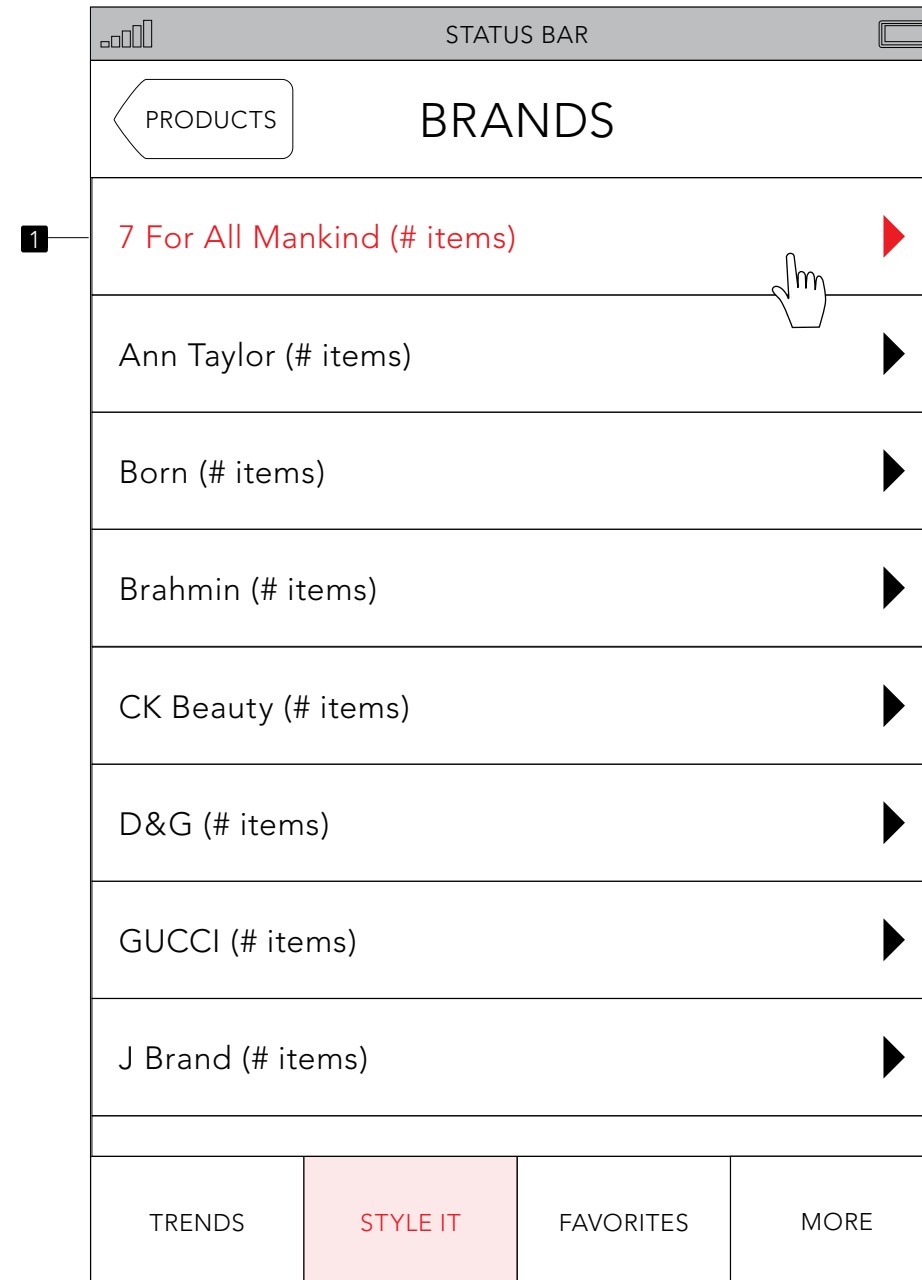
STYLE IT SELECT

- 1 Users select to locate products by either Brand or Category.



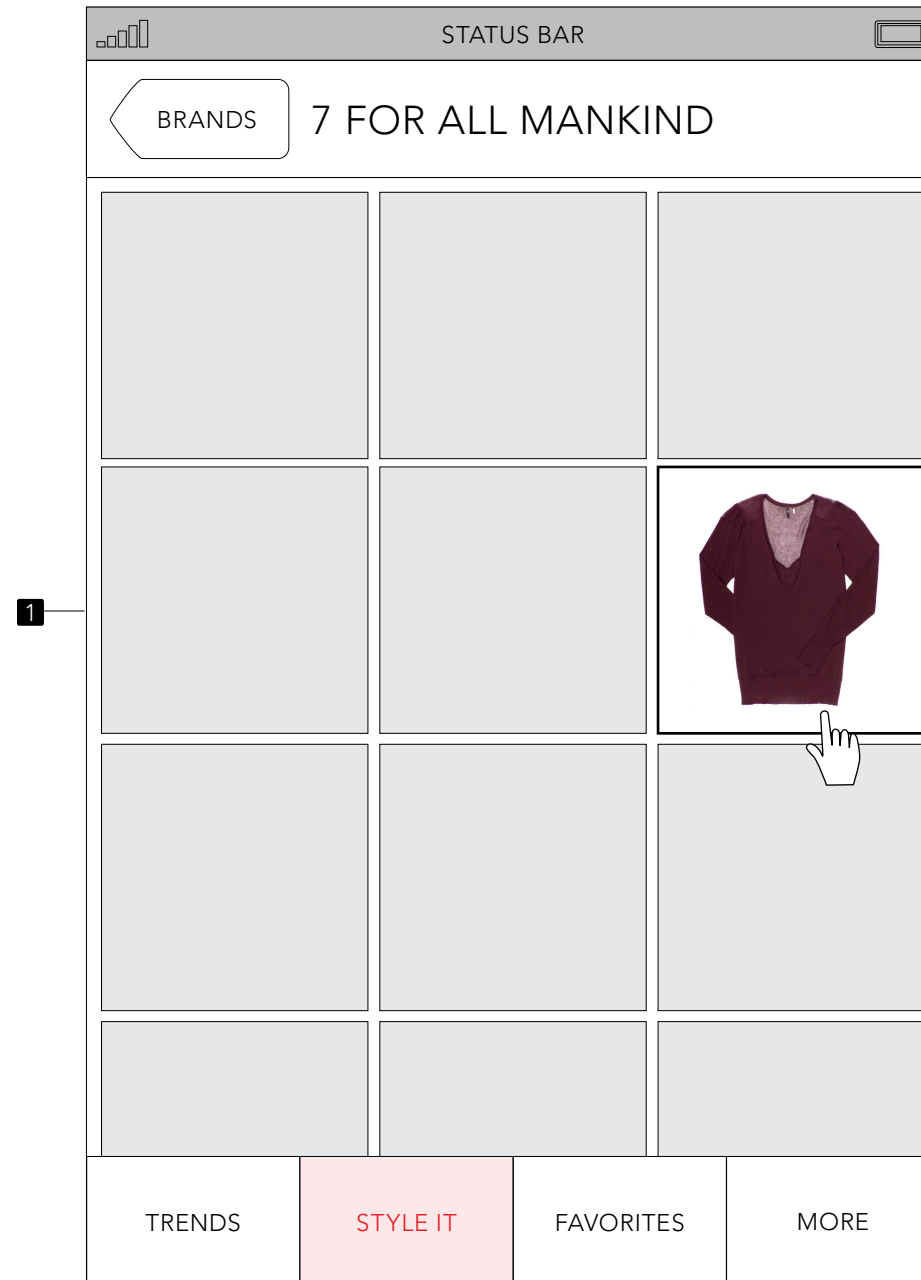
STYLE IT SELECT BRAND

1 Users select products by Brand.



STYLE IT SELECT ITEM

1 Users can select 1 item from the grid.



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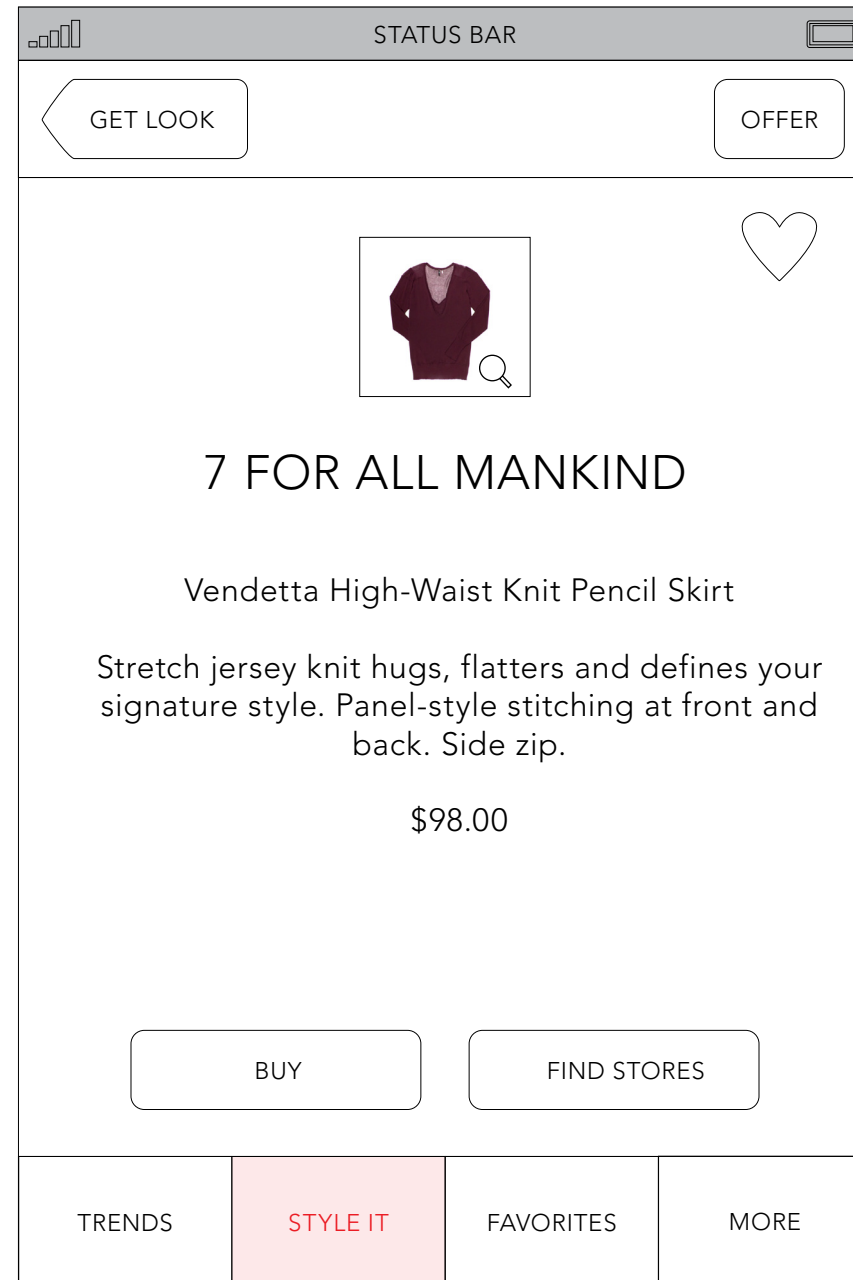
STYLE IT GET A LOOK



1 Loaders indicate where new items are being populated.

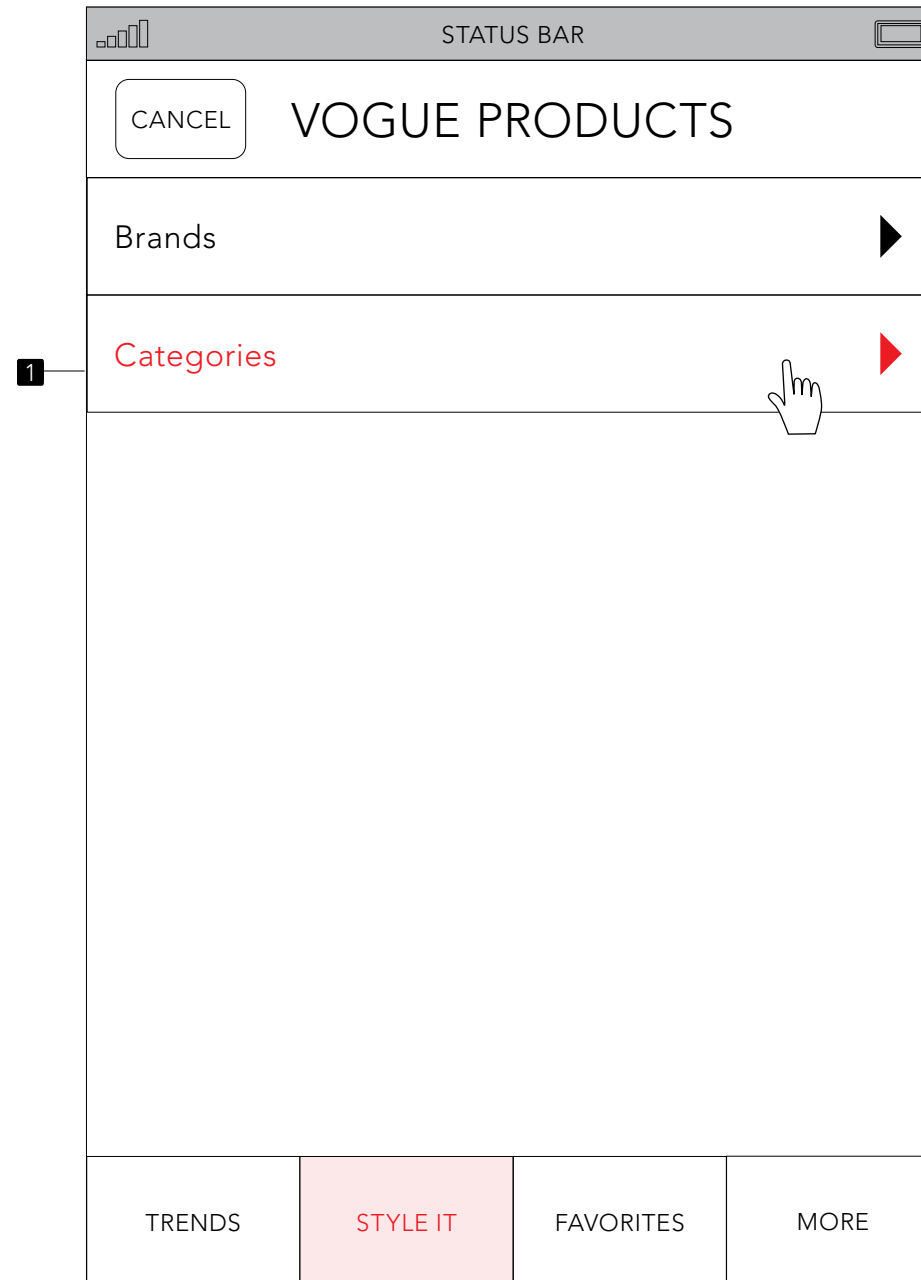
STYLE IT PRODUCT

Upon tapping a product, details slide in.



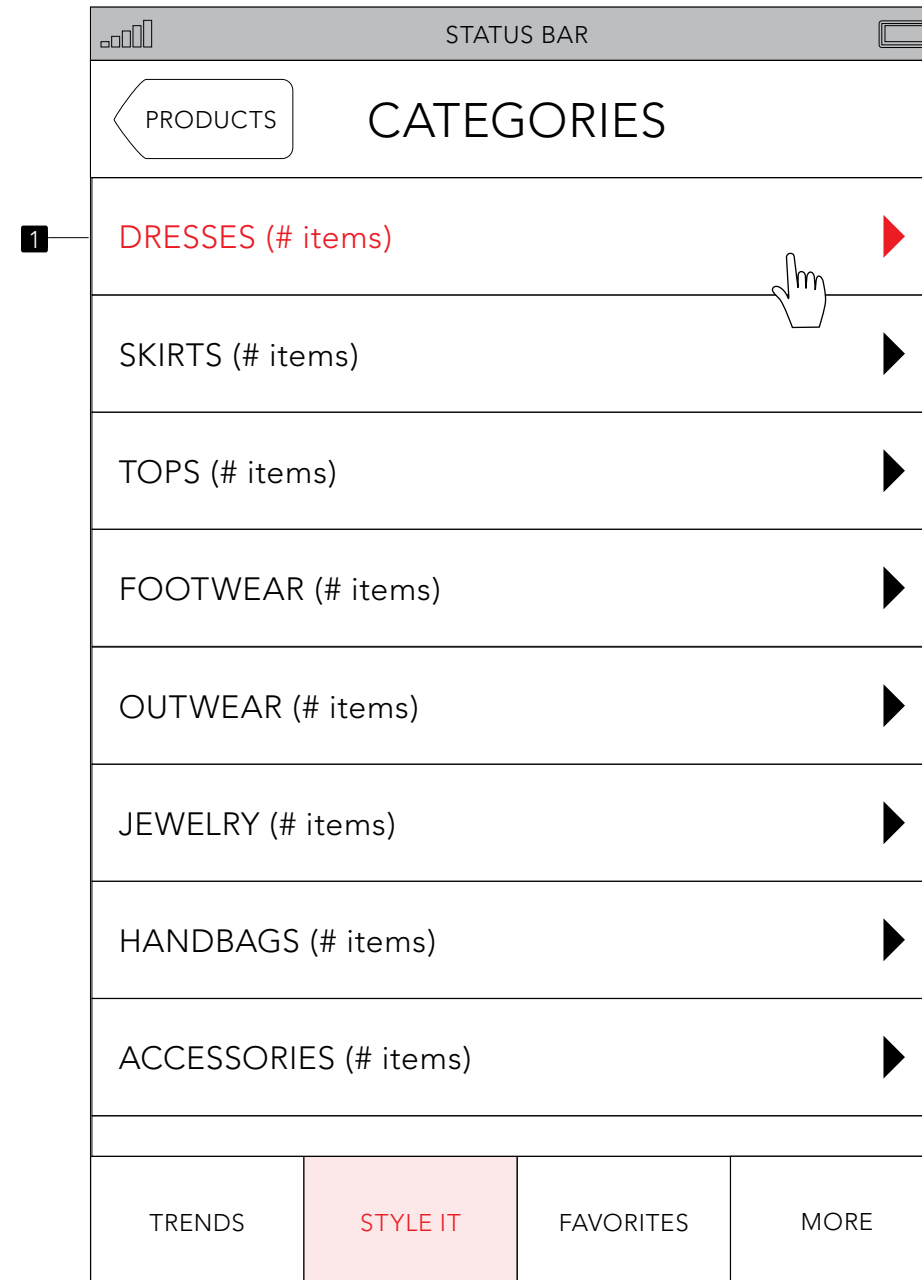
STYLE IT SELECT

- 1 Users select to locate products by either Brand or Category.



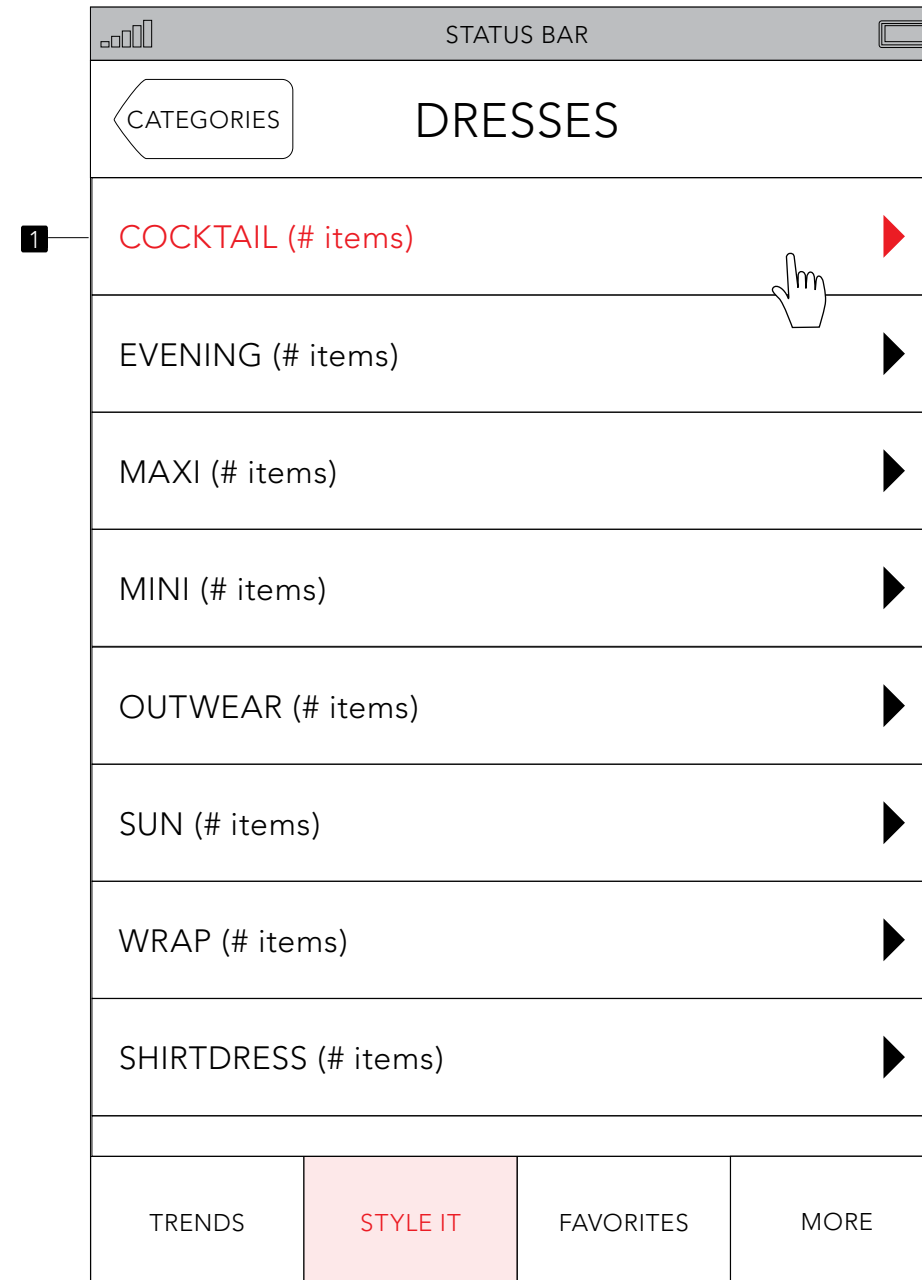
STYLE IT SELECT CATEGORY

1 Users select products by Category.



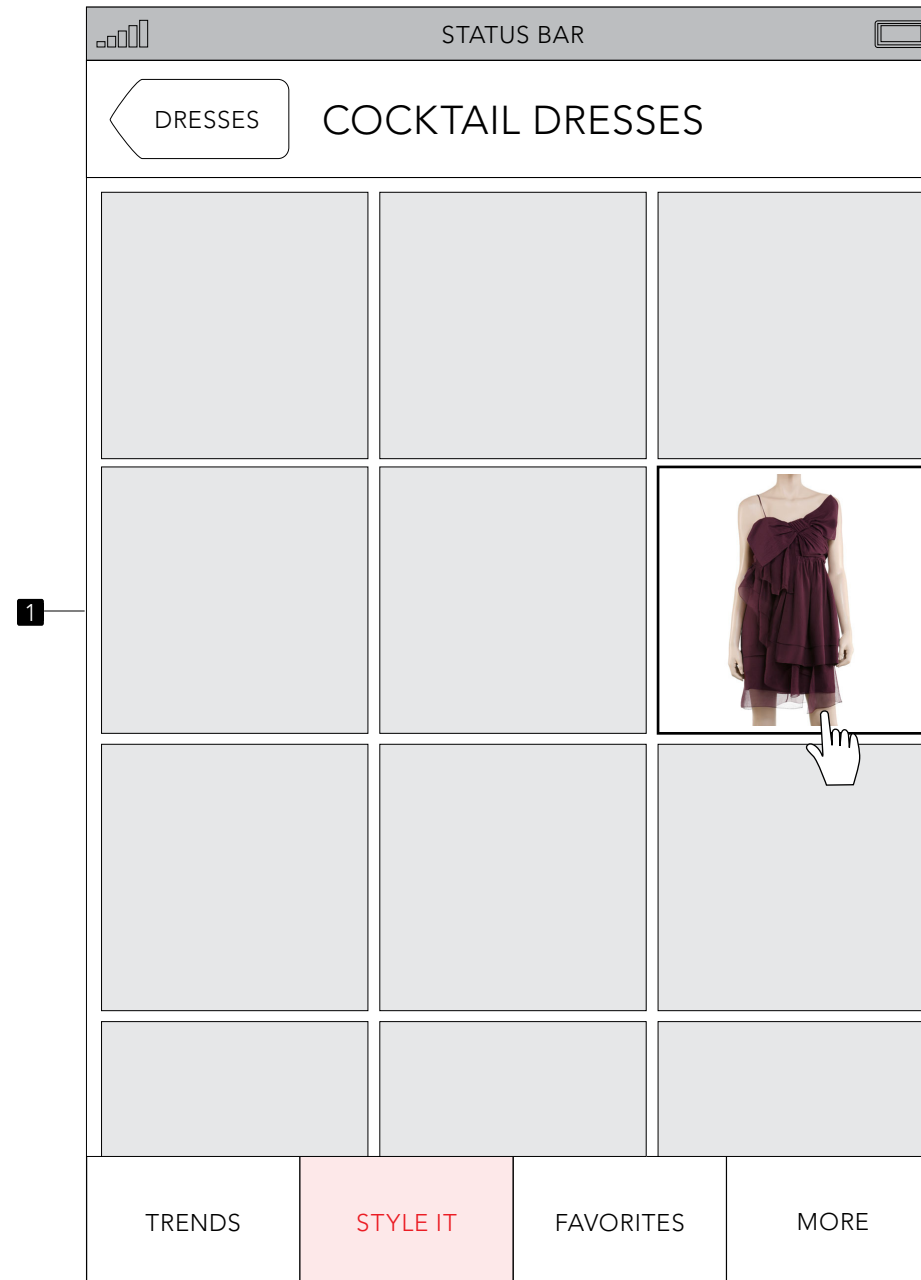
STYLE IT SELECT SUB-CATEGORY

1 Users select products by Sub-Category.



STYLE IT SELECT ITEM

1 Users can select 1 item from the grid.



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STYLE IT GET LOOK

1 Loaders indicate where new items are being populated.

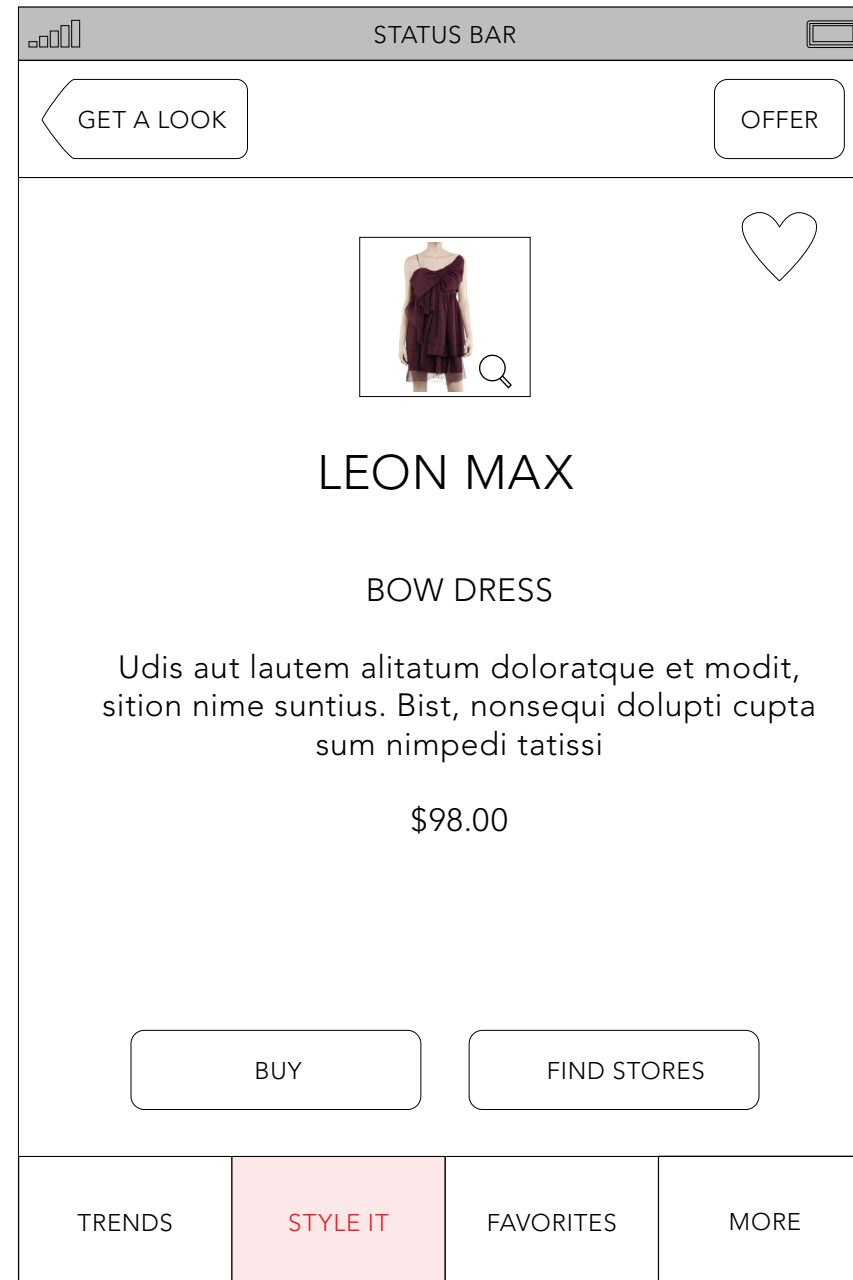


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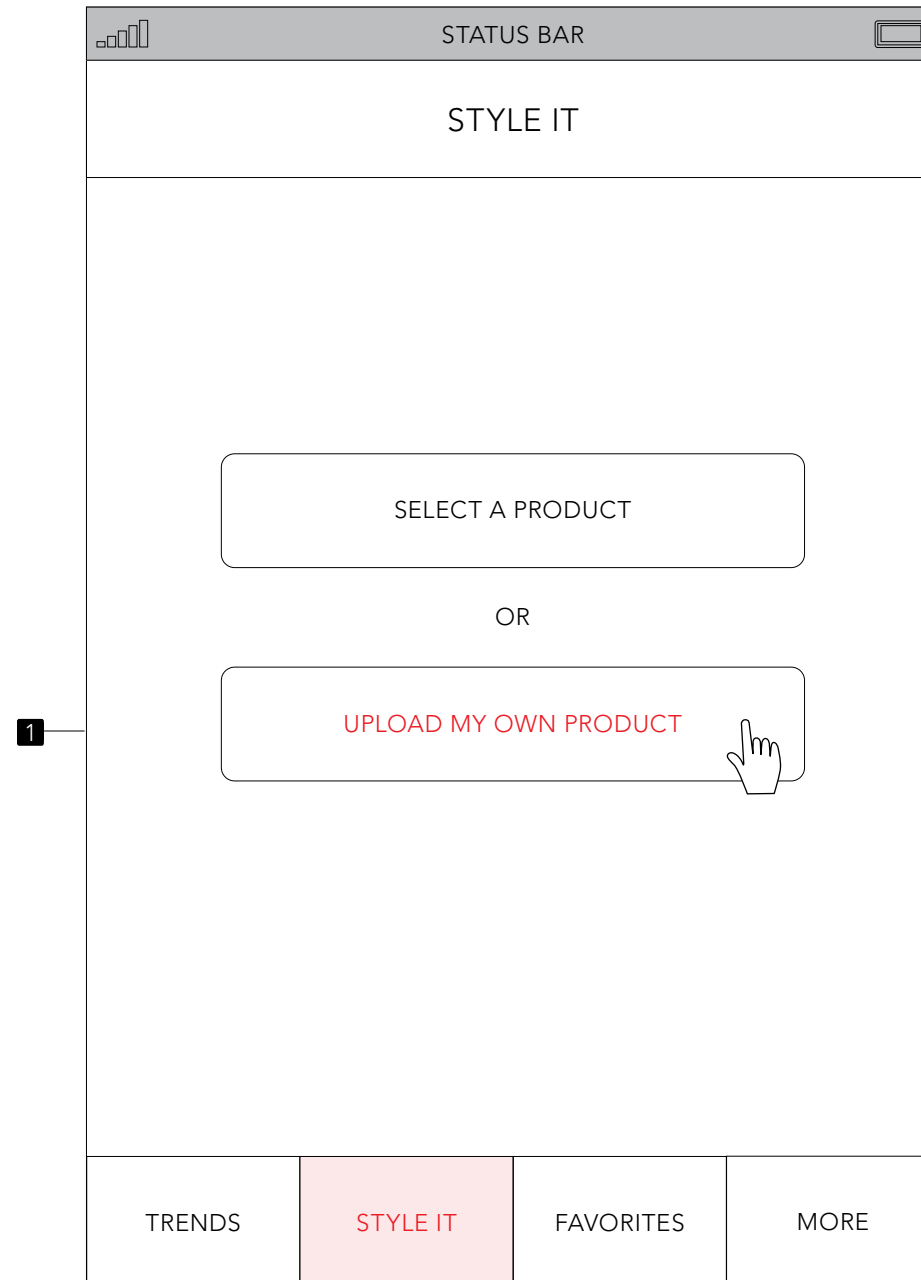
STYLE IT PRODUCT

Upon tapping a product, details slide in.



STYLE IT START

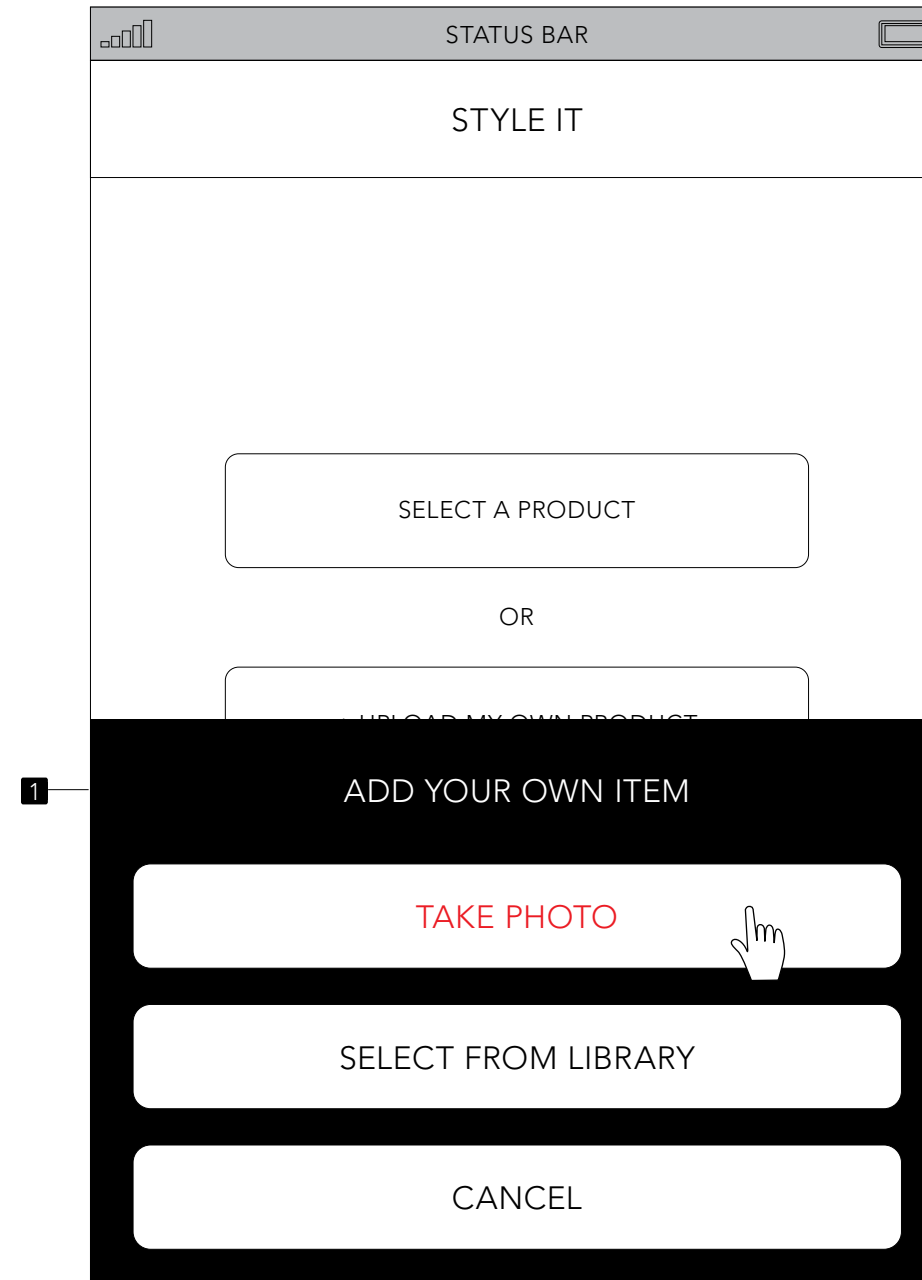
- 1 Users are prompted to select or add an initial item to be styled.



STYLE IT ADD OWN

- 1 Users may add their own item to the app using the iPhone camera or their photo library.

These options are presented in an action sheet..



* If a user has uploaded images, she may access those uploads from an additional action sheet button.

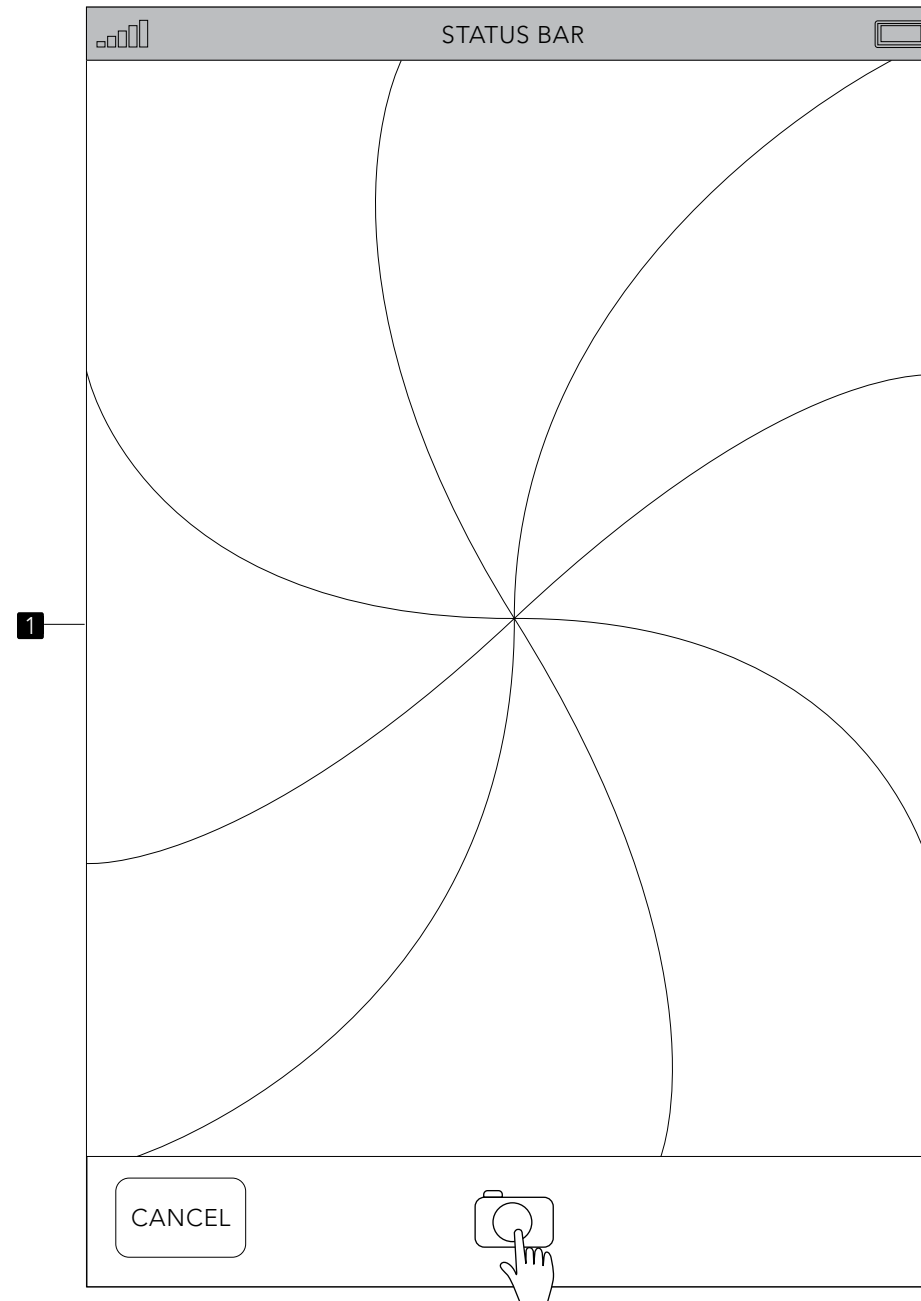
SELECT A PREVIOUS UPLOAD

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STYLE IT TAKE PHOTO

1 Tapping TAKE PHOTO activates the camera.



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STYLE IT PREVIEW

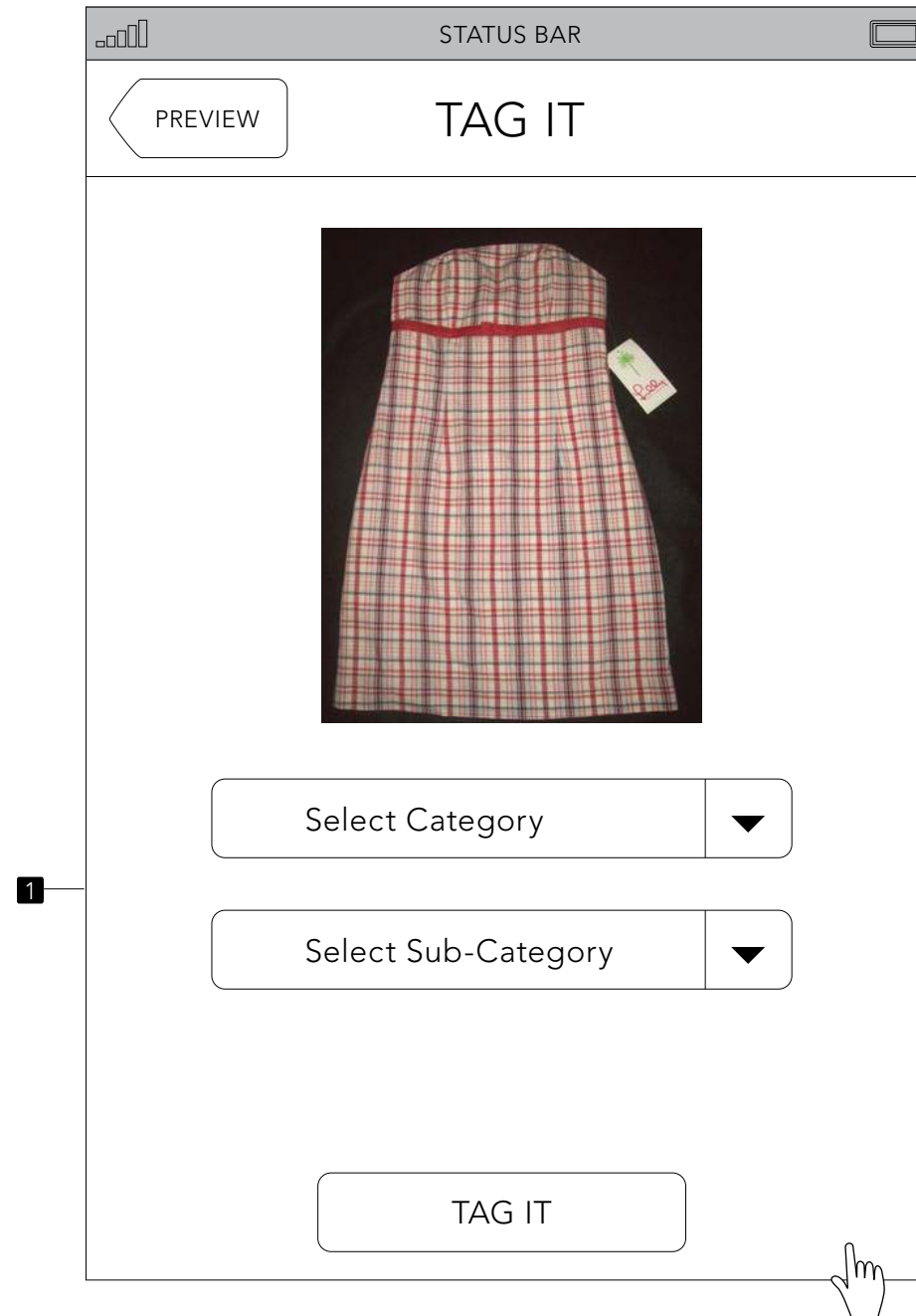
1 Users may retake the photo or tap USE to select.

* User generated imagery.



STYLE IT TAG IT

- 1 Users must add category and sub-category information to their added images.



STYLE IT GET LOOK



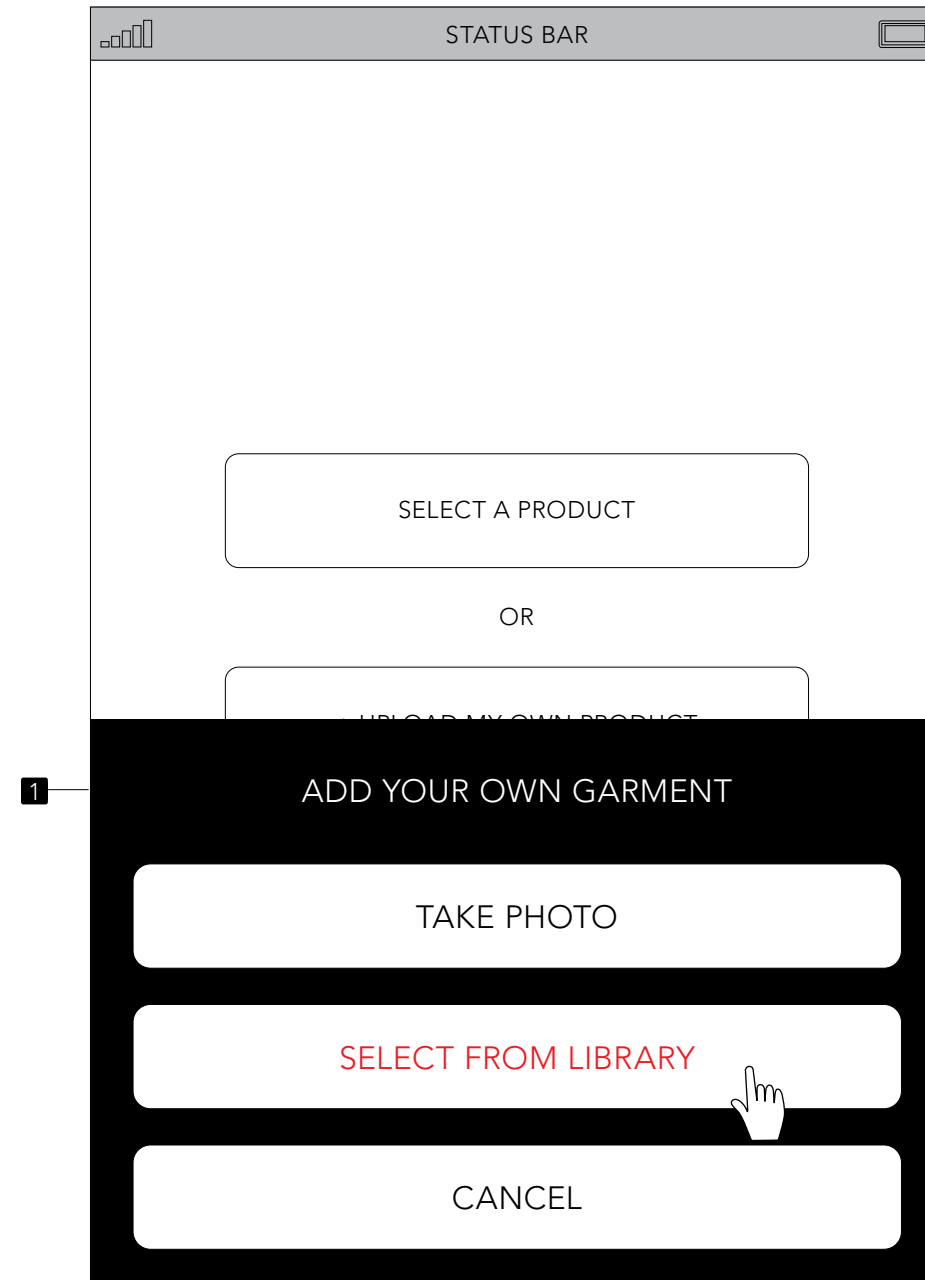
1 Loaders indicate where new items are being populated.

BACK directs users to the STYLE IT start screen.

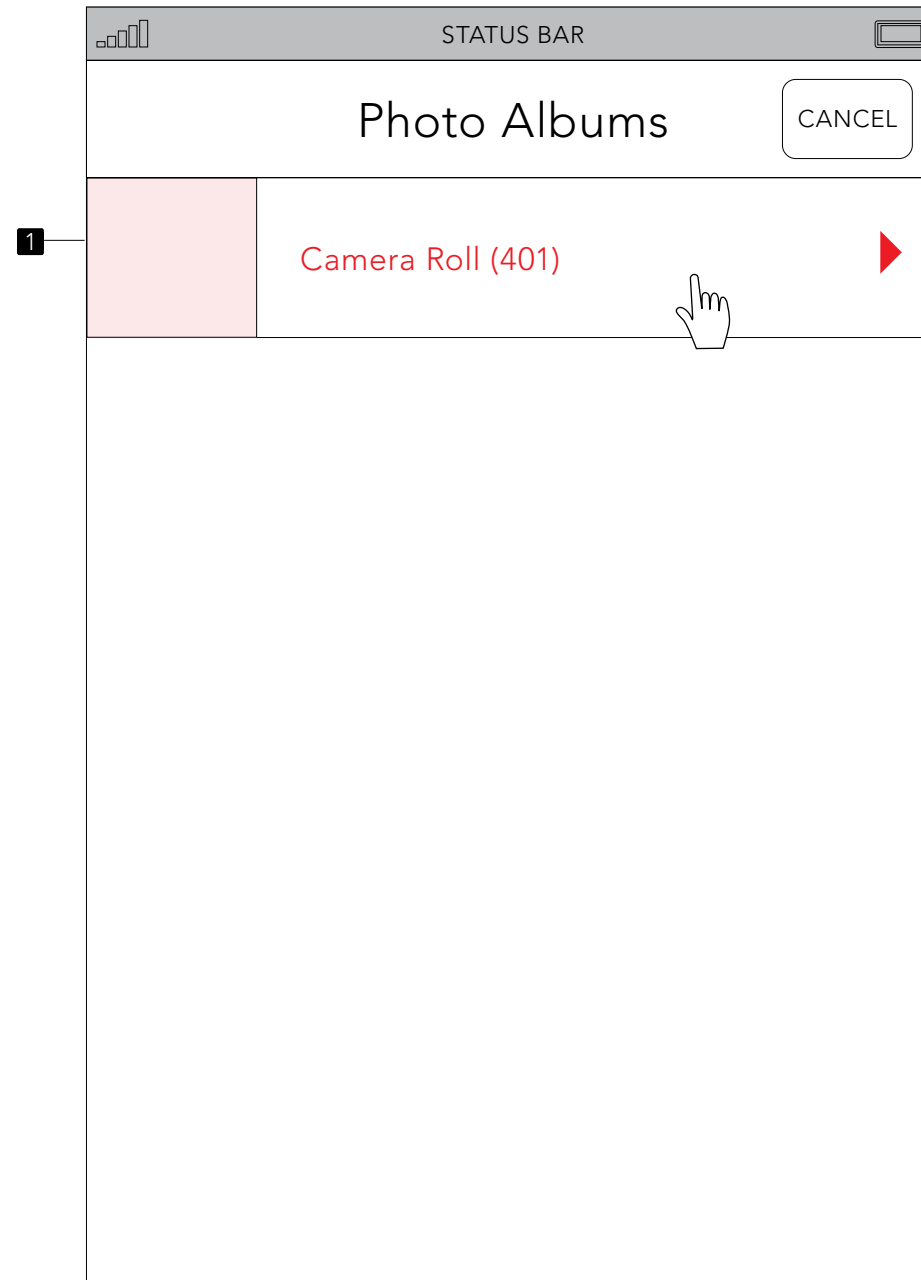
STYLE IT ADD OWN

- 1 Users may add their own item to the app using the iPhone camera or their photo library.

These options are presented in an action sheet.

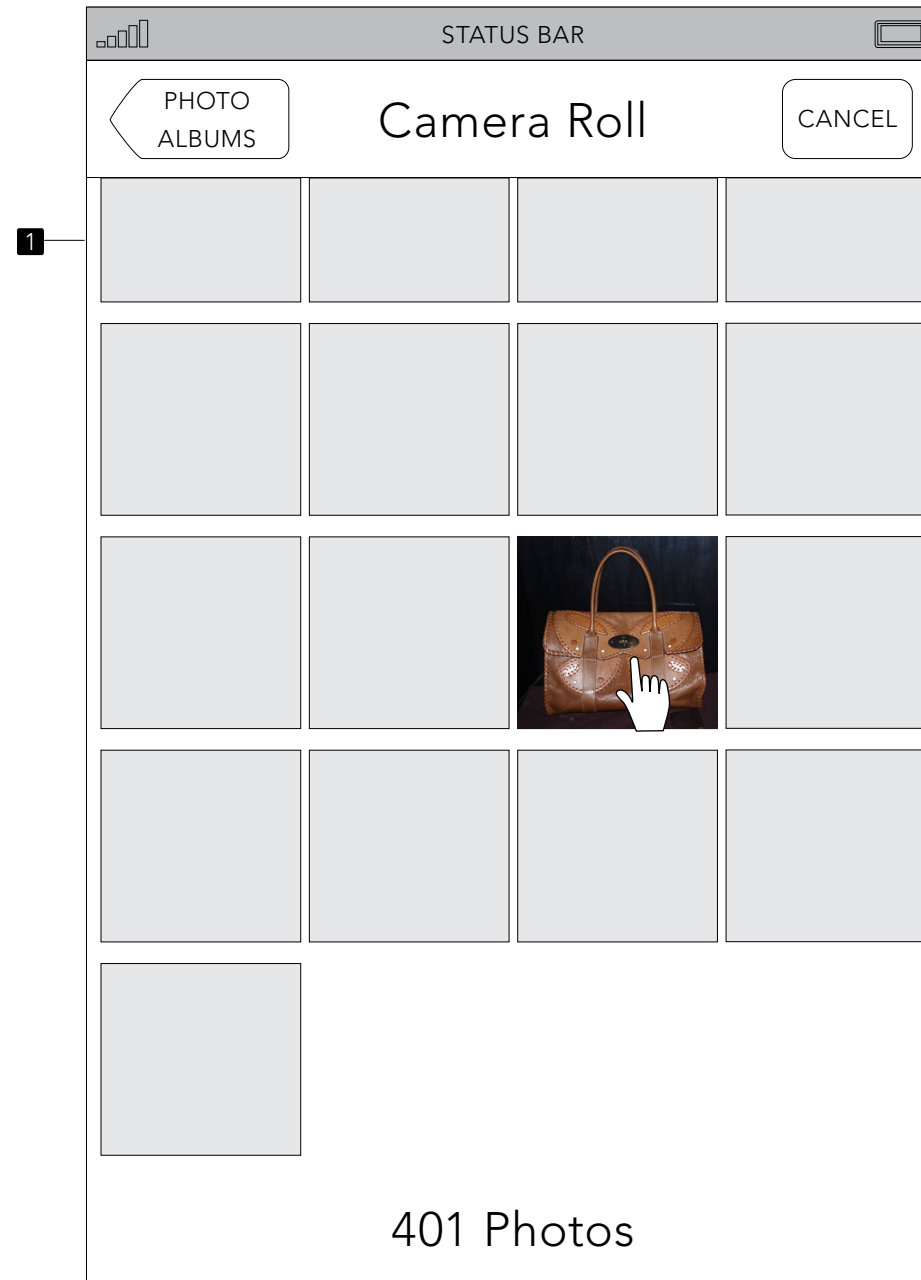


STYLE IT SELECT FROM LIBRARY



- 1 Tapping SELECT FROM LIBRARY activates the photo album selector.

STYLE IT SELECT FROM LIBRARY

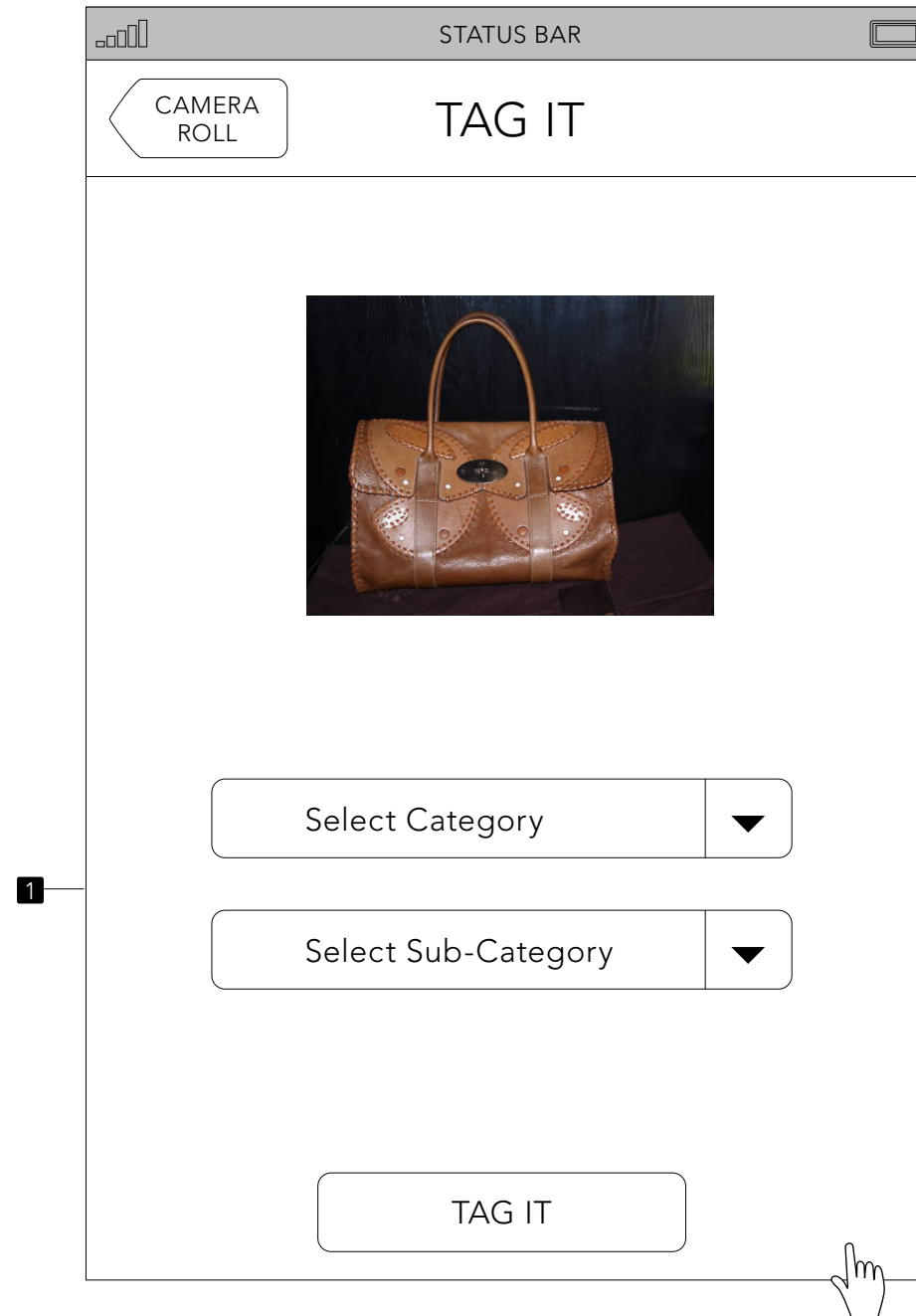


1 Tapping a photo selects it to be added to the app.

* User generated imagery.

STYLE IT TAG IT

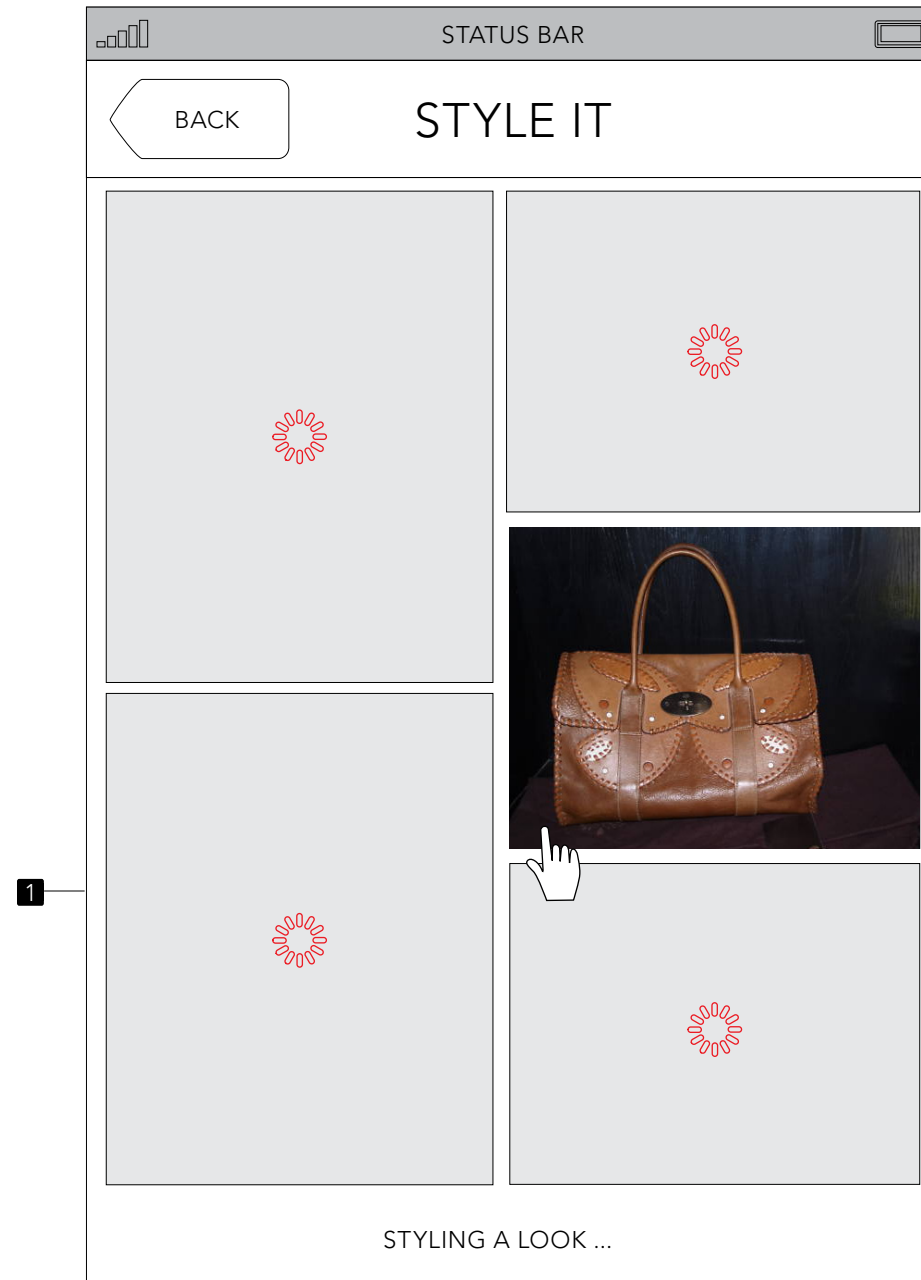
- 1 Users must add category and sub-category information to their added images.



STYLE IT GET LOOK

1 Loaders indicate where new items are being populated.

BACK directs users to the STYLE IT start screen.



FAVORITES

FAVORITES OPTED-OUT

Unregistered users may view 3 recent Vogue selected Favorites.

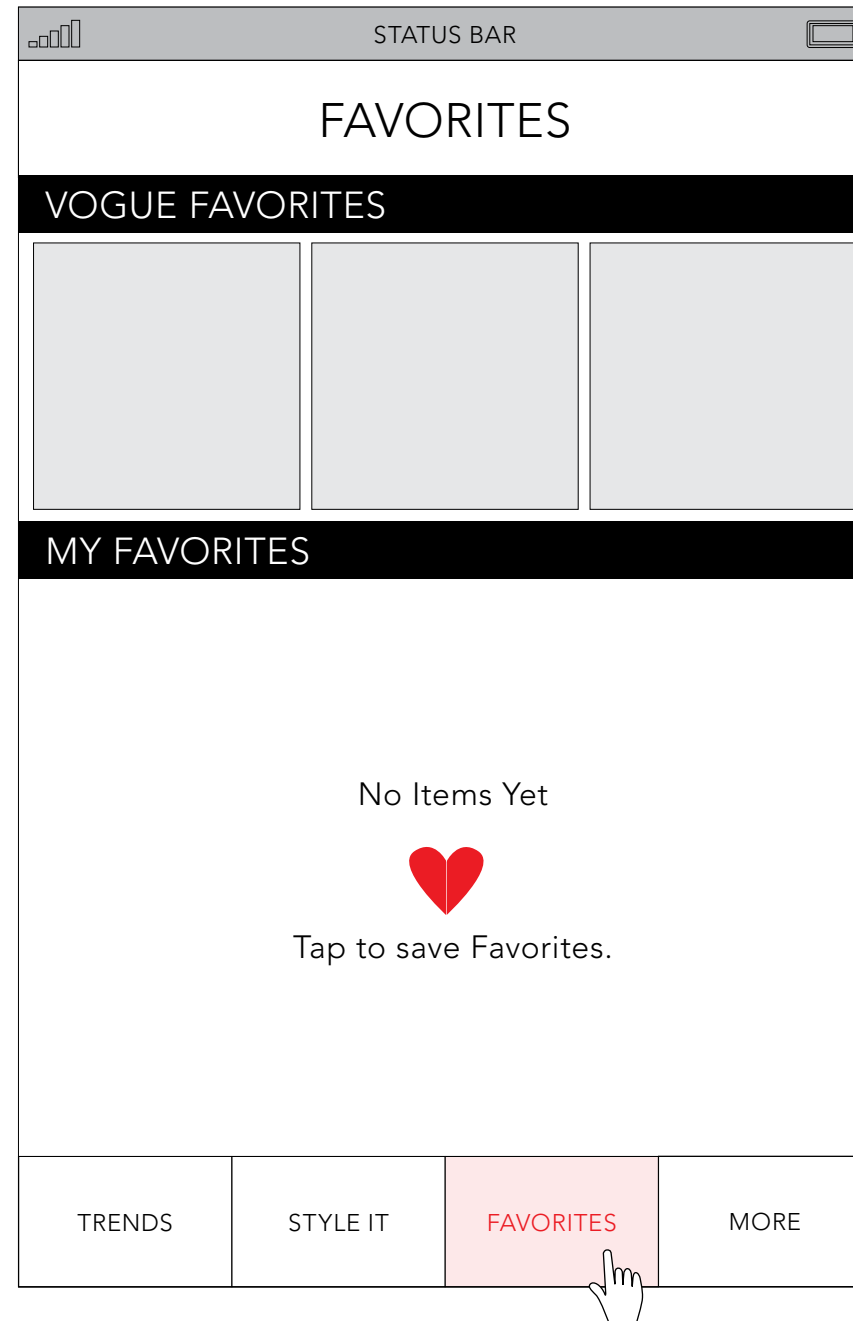
Upon registering, users may save their favorite Vogue products as well.

The screenshot shows a mobile application interface. At the top is a grey status bar with signal strength, 'STATUS BAR', and battery icons. Below is a black header with 'VOGUE FAVORITES' in white. The main content area is divided into two sections. The first section, 'VOGUE FAVORITES', contains three empty grey rectangular boxes. The second section, 'MY FAVORITES', contains a red message: 'Please submit your email address to activate Favorite viewing.' Below this is a text input field containing 'my email address', a 'SUBMIT' button, and a checked checkbox with the text 'I have read and agree to the [Privacy Policy.](#)' A hand cursor icon is positioned over the 'SUBMIT' button. At the bottom is a navigation bar with four items: 'TRENDS', 'STYLE IT', 'FAVORITES' (highlighted in red), and 'MORE'.

FAVORITES

LOGGED IN / NO ITEMS

Upon logging in, the user is prompted to add items.



FAVORITES LOGGED IN WITH ITEMS

Users may add as many favorite items as they wish. By tapping an item, the user may see the product detail page.

User Favorites can be removed from the section using the edit button.



FAVORITES

EDIT FAVORITES

Upon tapping edit, the user-added Favorites gain a selection box. Users may tap as many products in their favorites as they wish and tap DONE to remove.



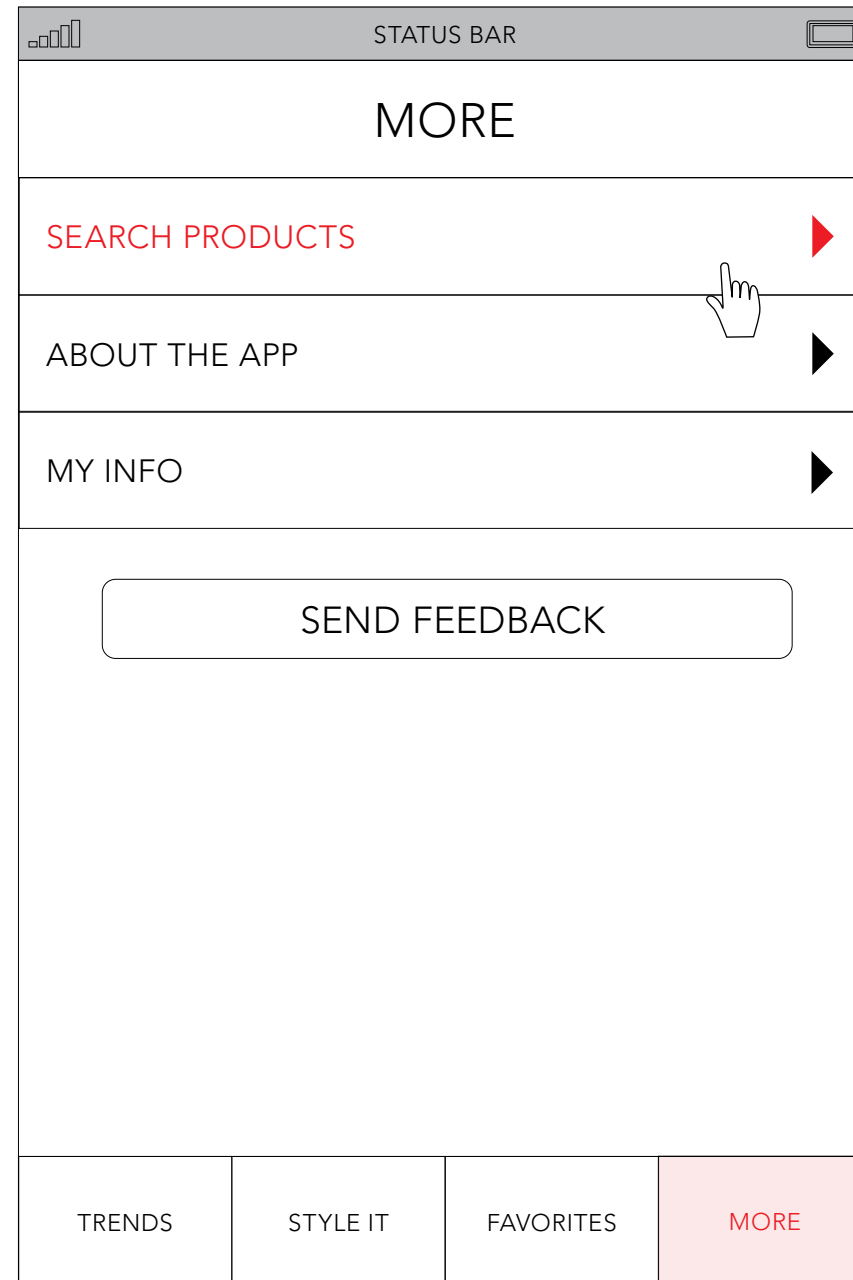
MORE

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MORE

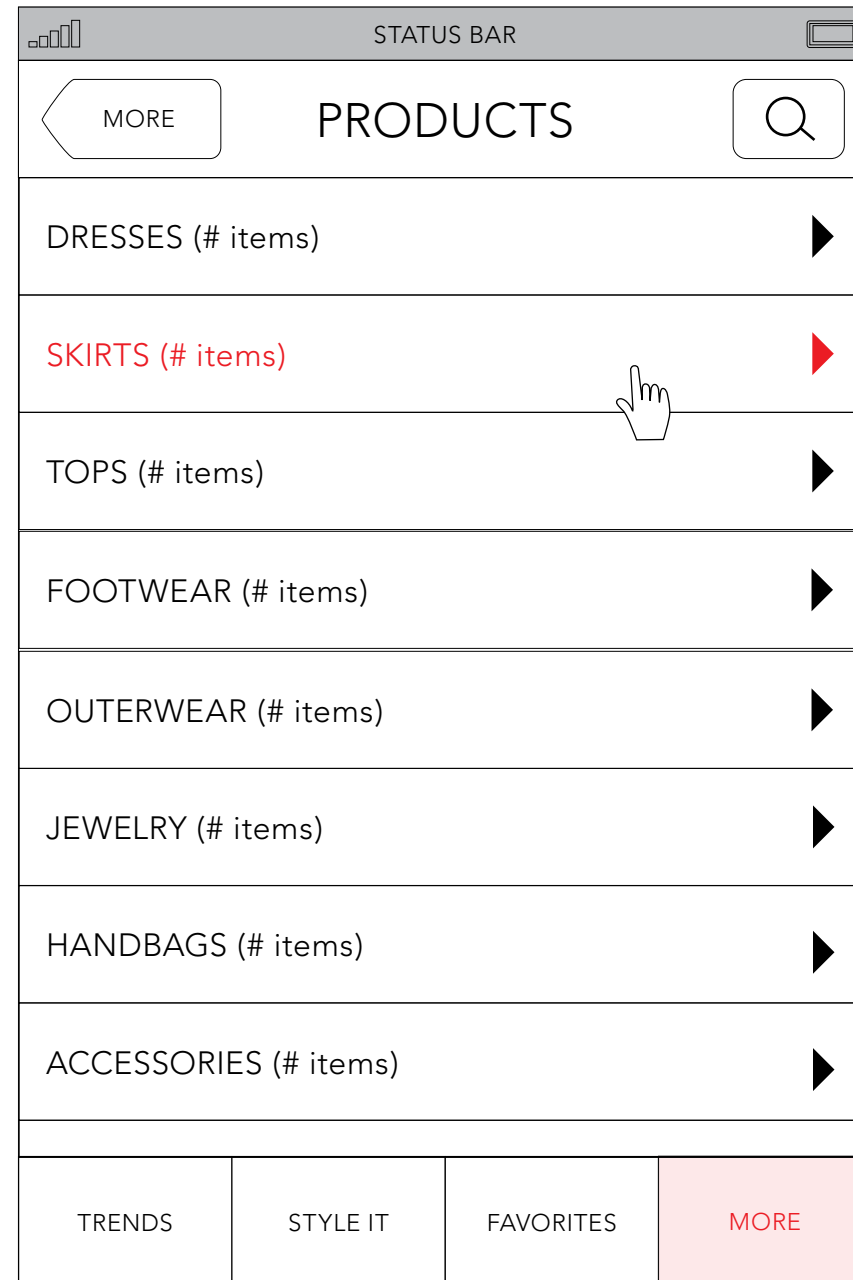
More provides additional important features.

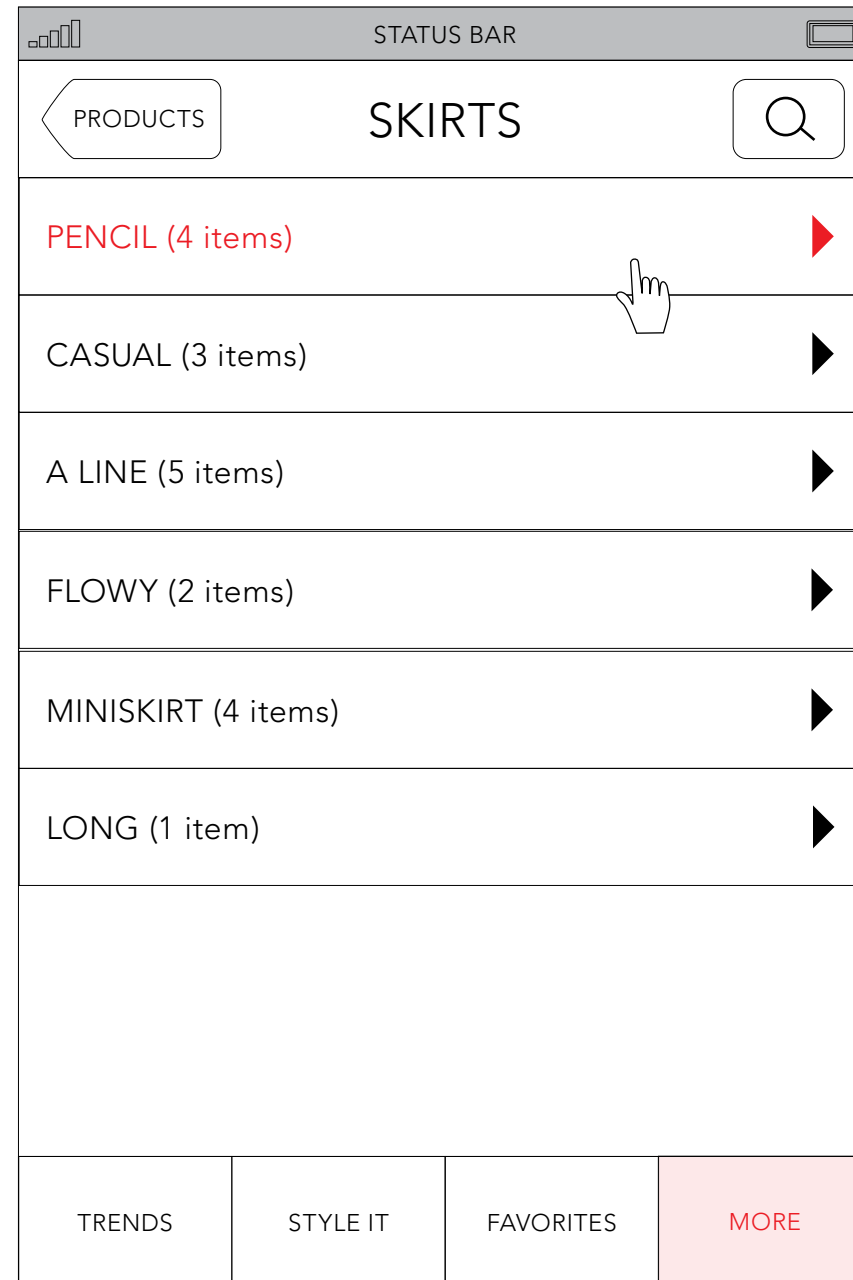


MORE SEARCH PRODUCTS

Top-level categories are shown by default:

1. Dresses
2. Skirts
3. Tops
4. Footwear
5. Outerwear
6. Jewelry
7. Handbags
8. Accessories
9. Other



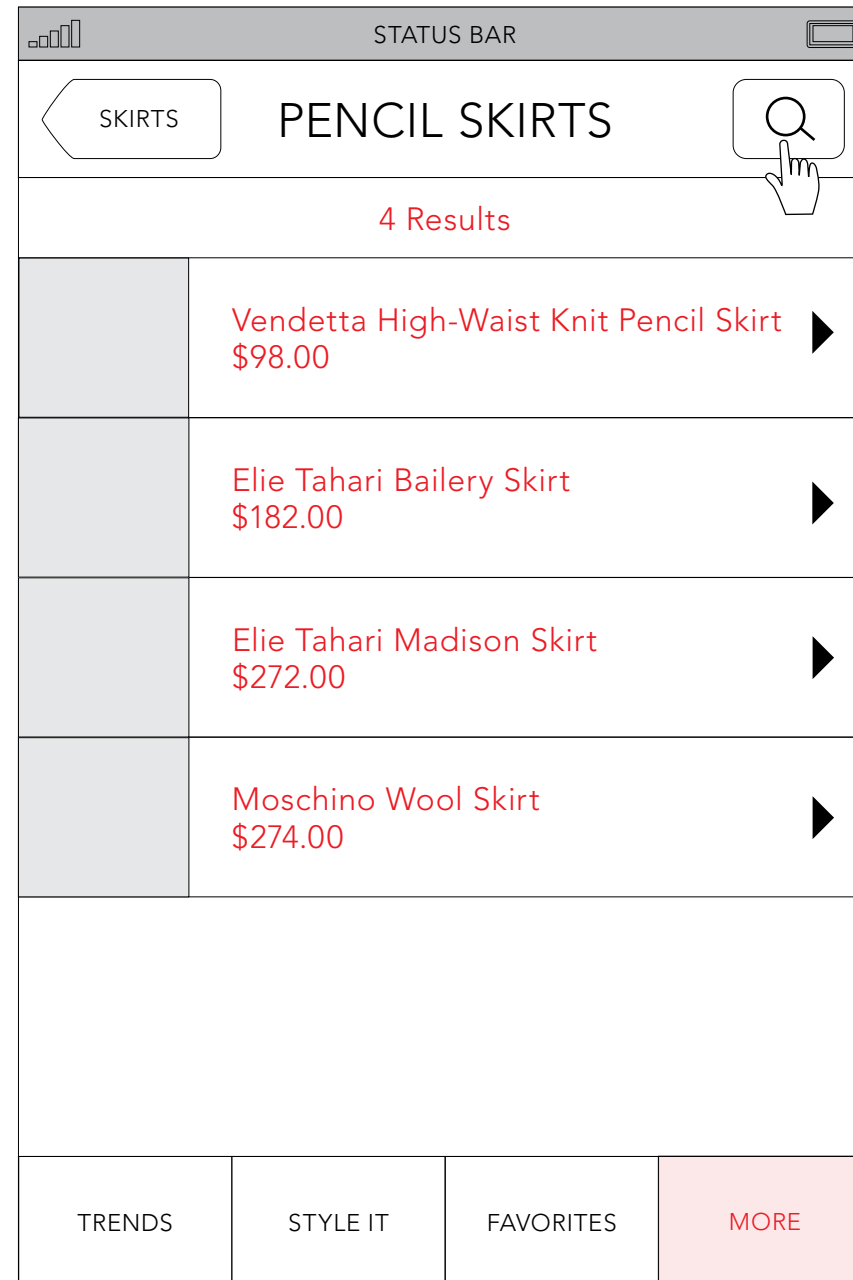


MORE PRODUCTS > CATEGORY

Upon Category tap, Sub-Categories are shown.

Example - Skirts:

1. Pencil
2. Casual
3. A line
4. Flowy
5. Miniskirt
6. Long



MORE PRODUCTS >RESULTS

Upon tapping Sub-category, results are shown.

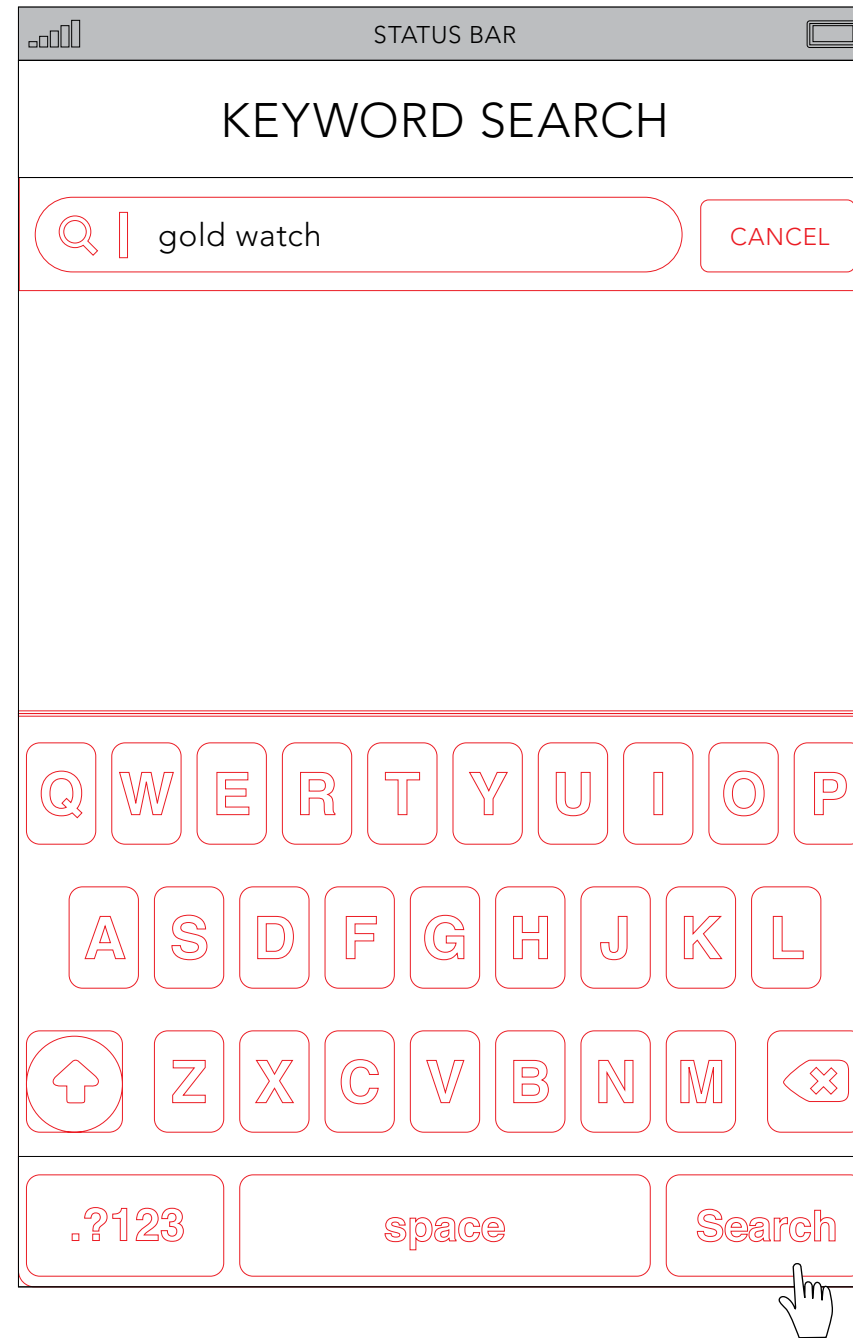
* Tapping a result shows product detail

MORE PRODUCTS >KEYWORD

Search button activates input field and keyboard. Users can search product titles, categories, sub-categories, and descriptions by keyword.

* Search should be flexible/smart in order to accomodate special characters and singular/plural versions.

Examples:
L'Oreal vs. Loreal
necklace vs. necklaces

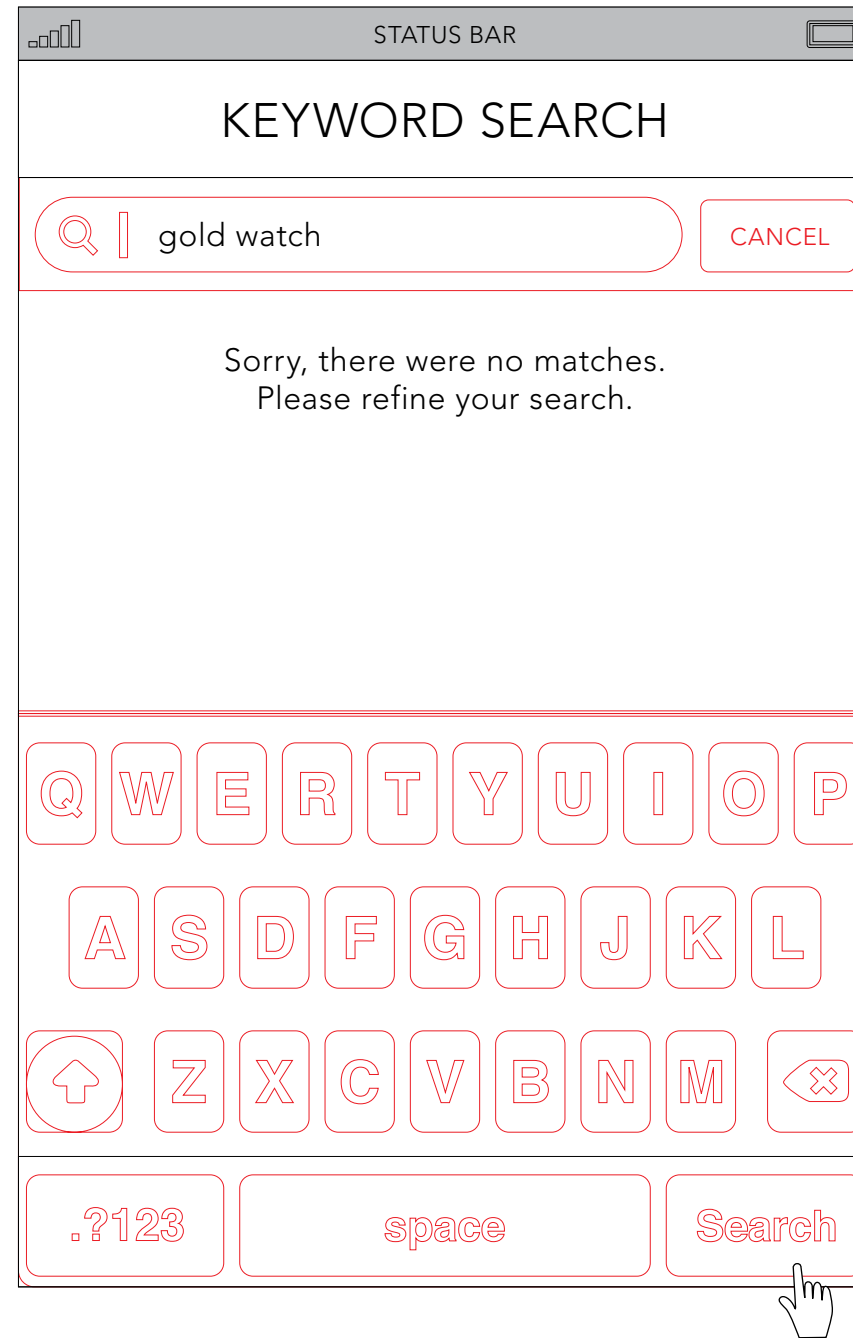


MORE PRODUCTS >RESULTS

Results are shown in list view.

* Search should be flexible/smart in order to accomodate special characters and singular/plural versions.

Examples:
L'Oreal vs. Loreal
necklace vs. necklaces

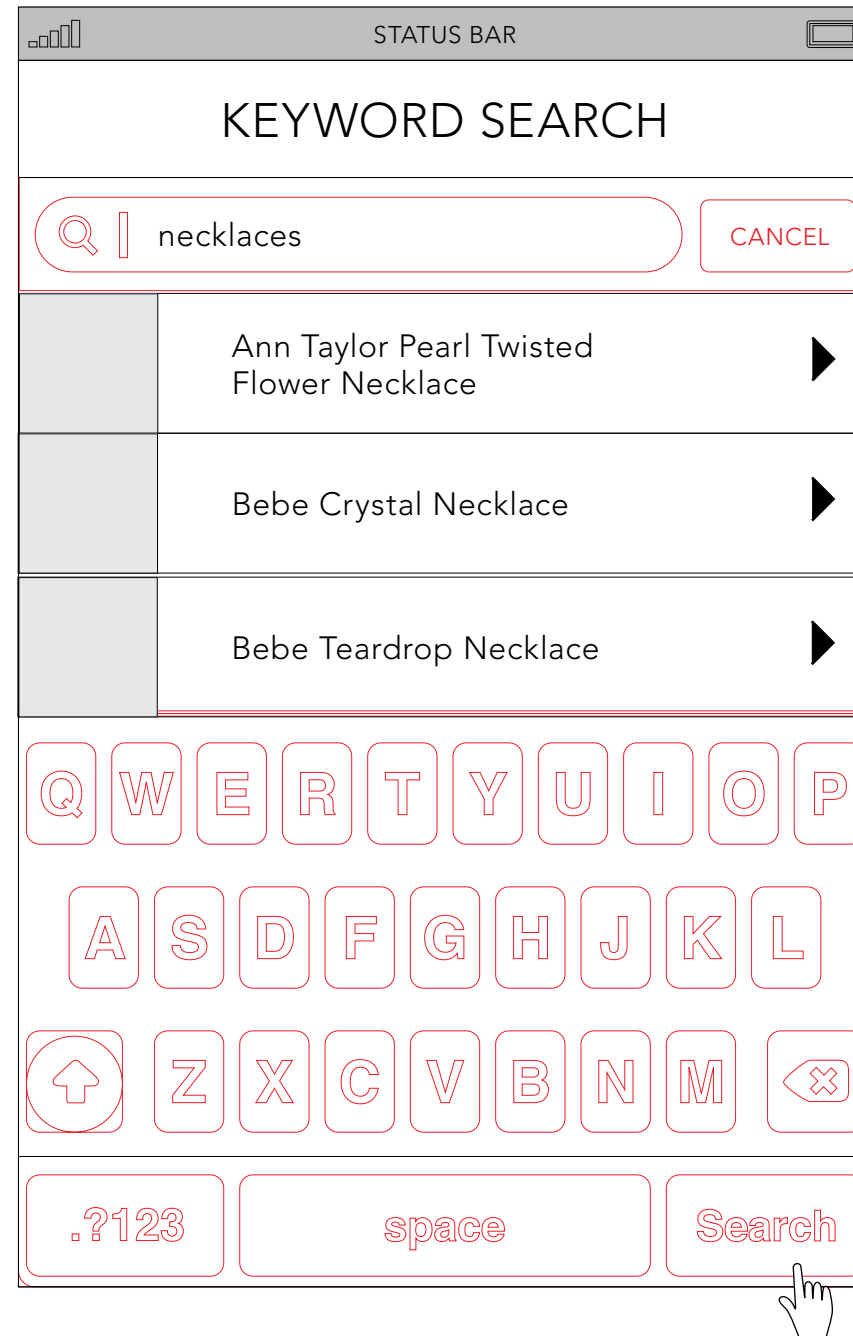


MORE PRODUCTS >RESULTS

Results are shown in list view.

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Examples:
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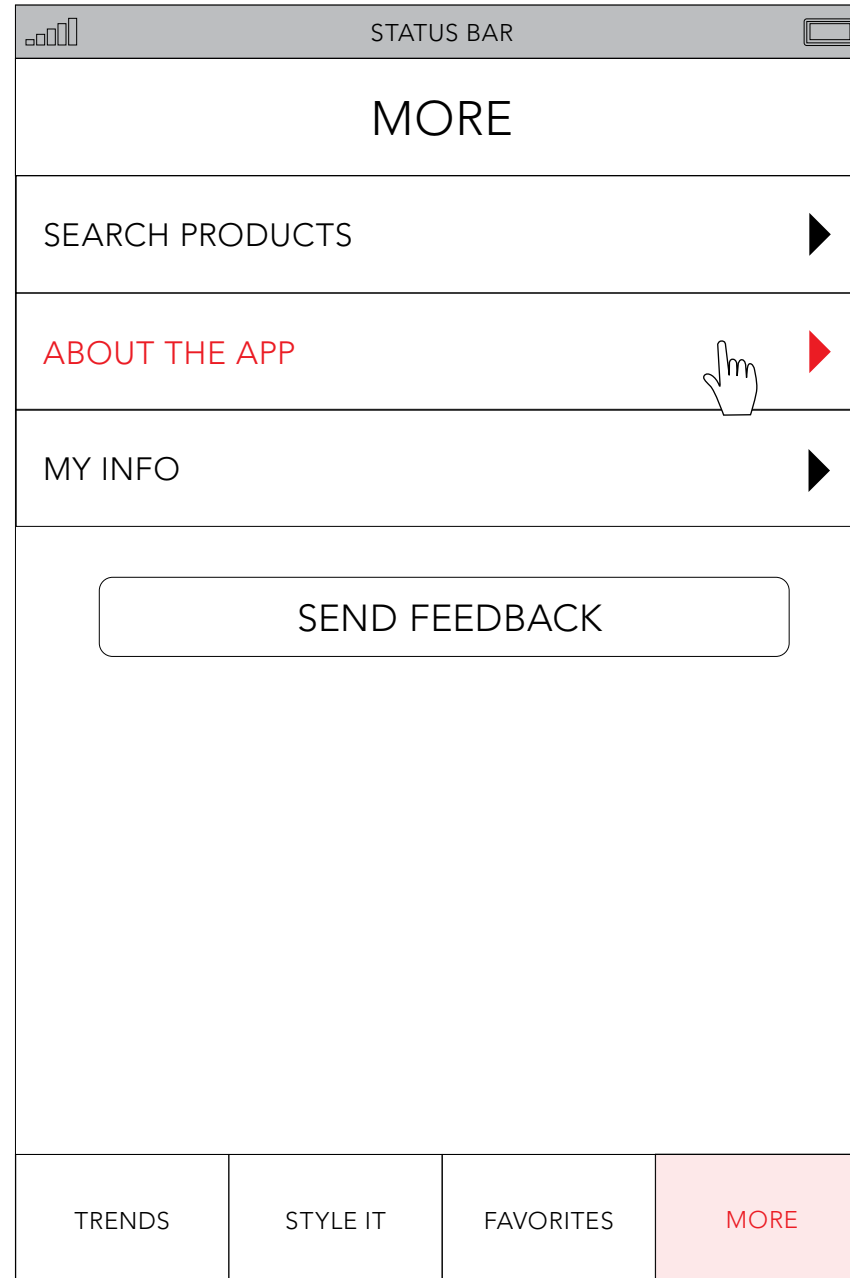


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MORE

More provides additional important features.



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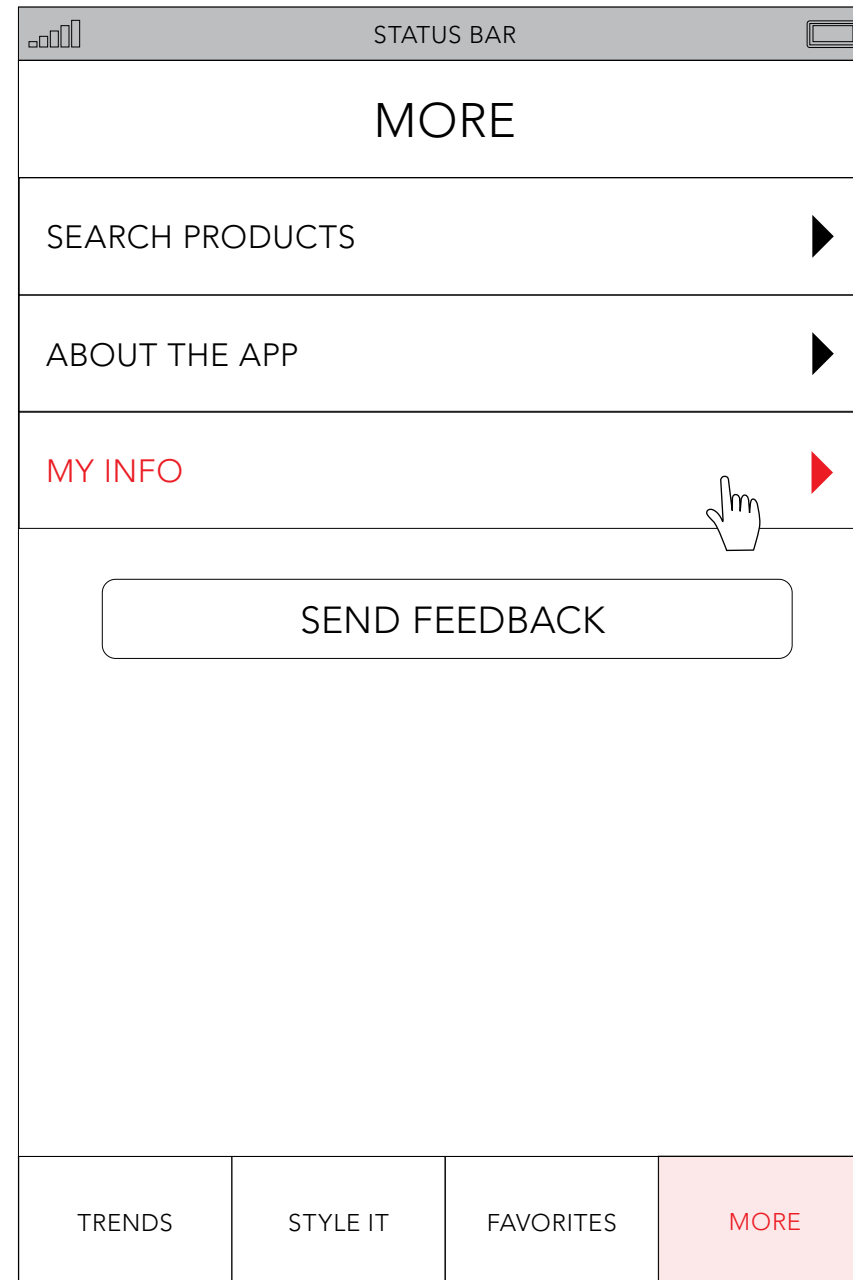
MORE ABOUT THE APP

Descriptive copy.



MORE

Allows users to edit their email address and zip code.



MORE MY INFO

Allows users to edit their email address and weather preferences.

SAVE button becomes active when any changes are made.

Zip Code must validate.

STATUS BAR

BACK MY INFO SAVE

My Email
user@email.com

Weather Check ON

USE GPS USE ZIP CODE

Zip Code
10013

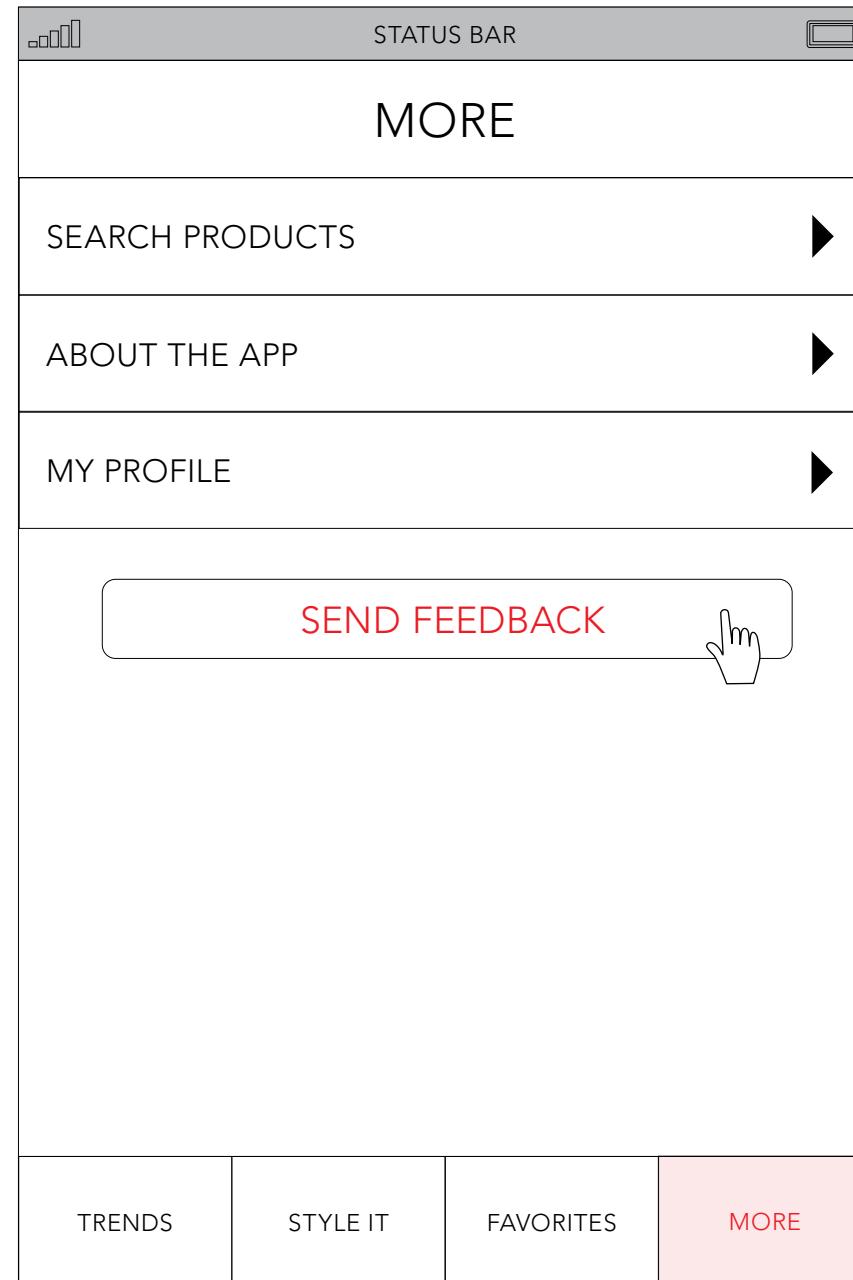
TRENDS STYLE IT FAVORITES MORE

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MORE

Allows users to send feedback directly to Vogue.



MORE SEND FEEDBACK

Users can send a direct email to Vogue.

The "To" and "Subject" fields are prepopulated.

Upon tapping SEND, the user returns to the MORE menu.

