

STEADY

VOGUE WISHLIST 3.3

DECEMBER 2010
Prepared for VOGUE

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

TABLE OF CONTENTS—

Flow	3
Layout	4
Navigation	5
Landing	6
Tour	7
Scan	8-13
Wish List	14-31
Info	32-39
Product	40-45

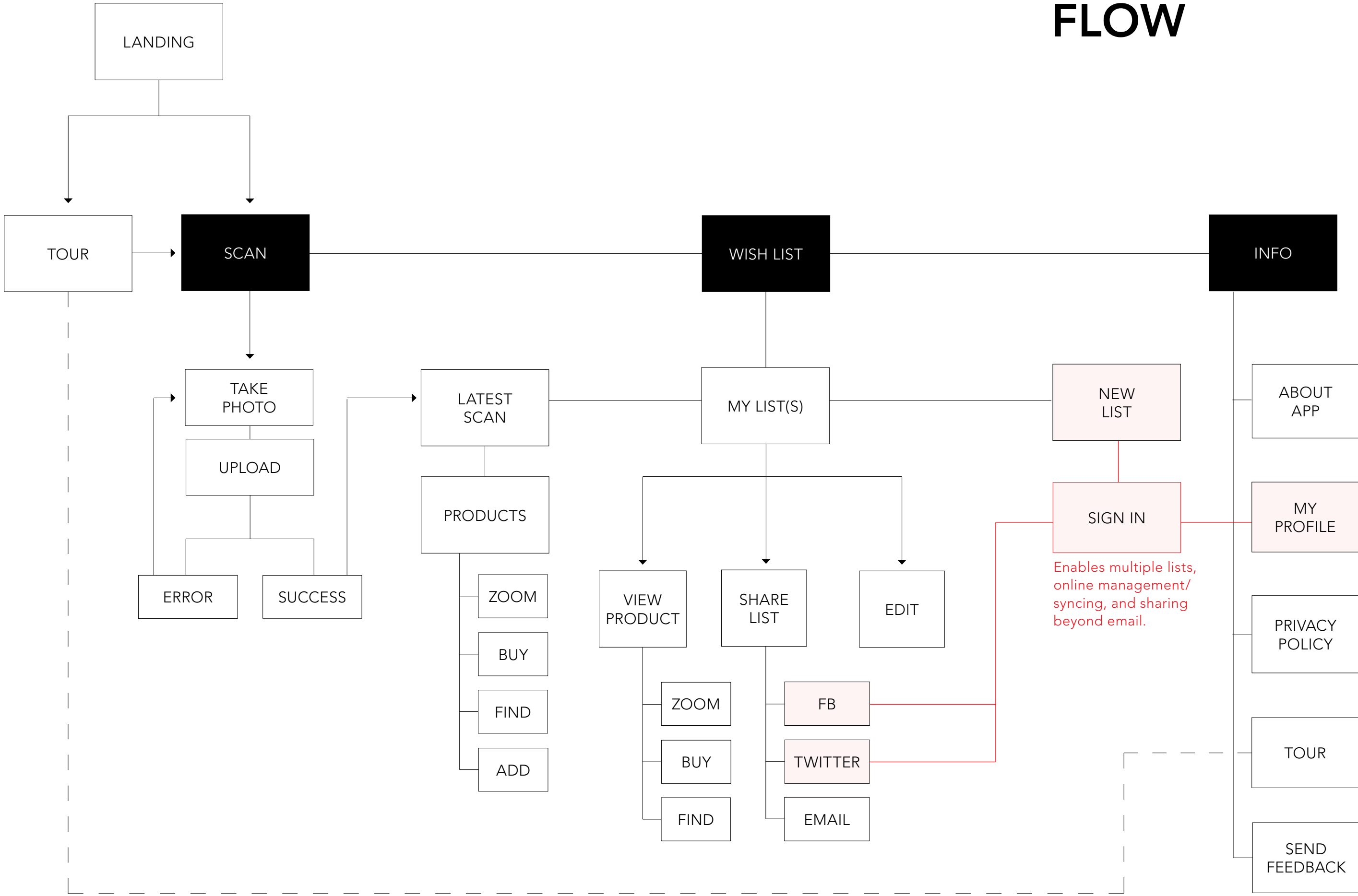
Updates:

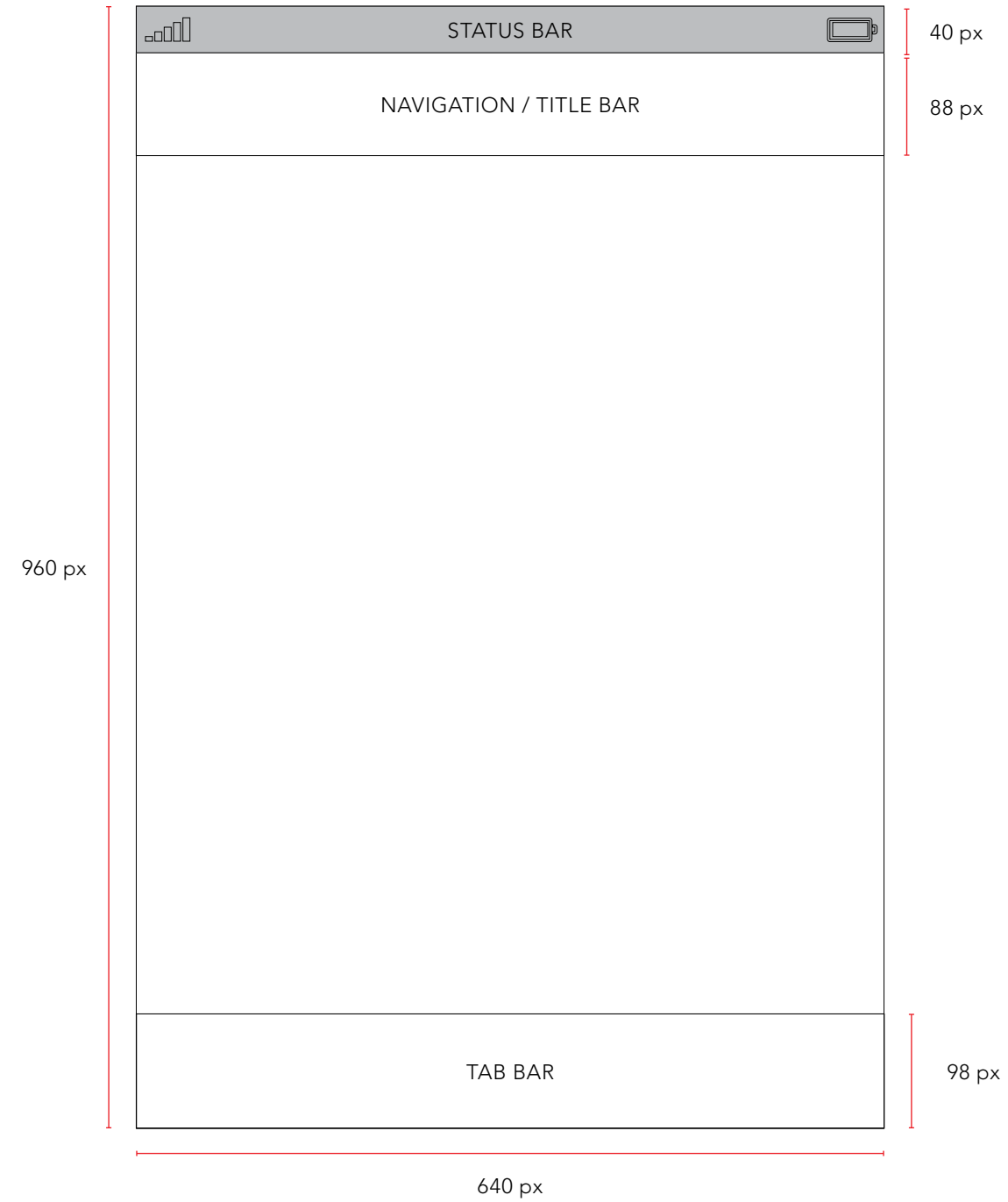
- Tips, Error message
- Non-logged-in layouts, options
- Promotion of Wish List website

Questions:

- Inclusion of Zip Code
- Inclusion of Edition specific assets
- Visual treatment of buttons in INFO

FLOW

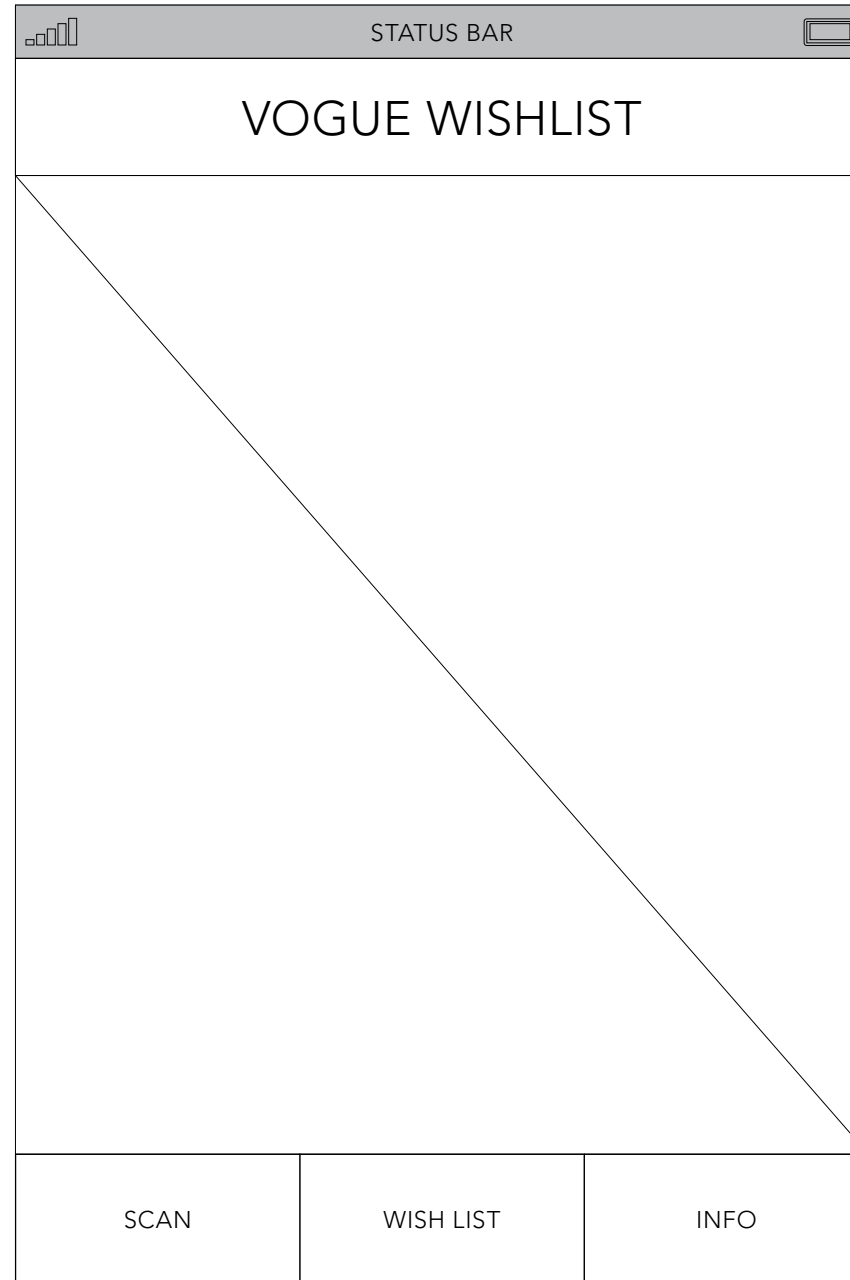


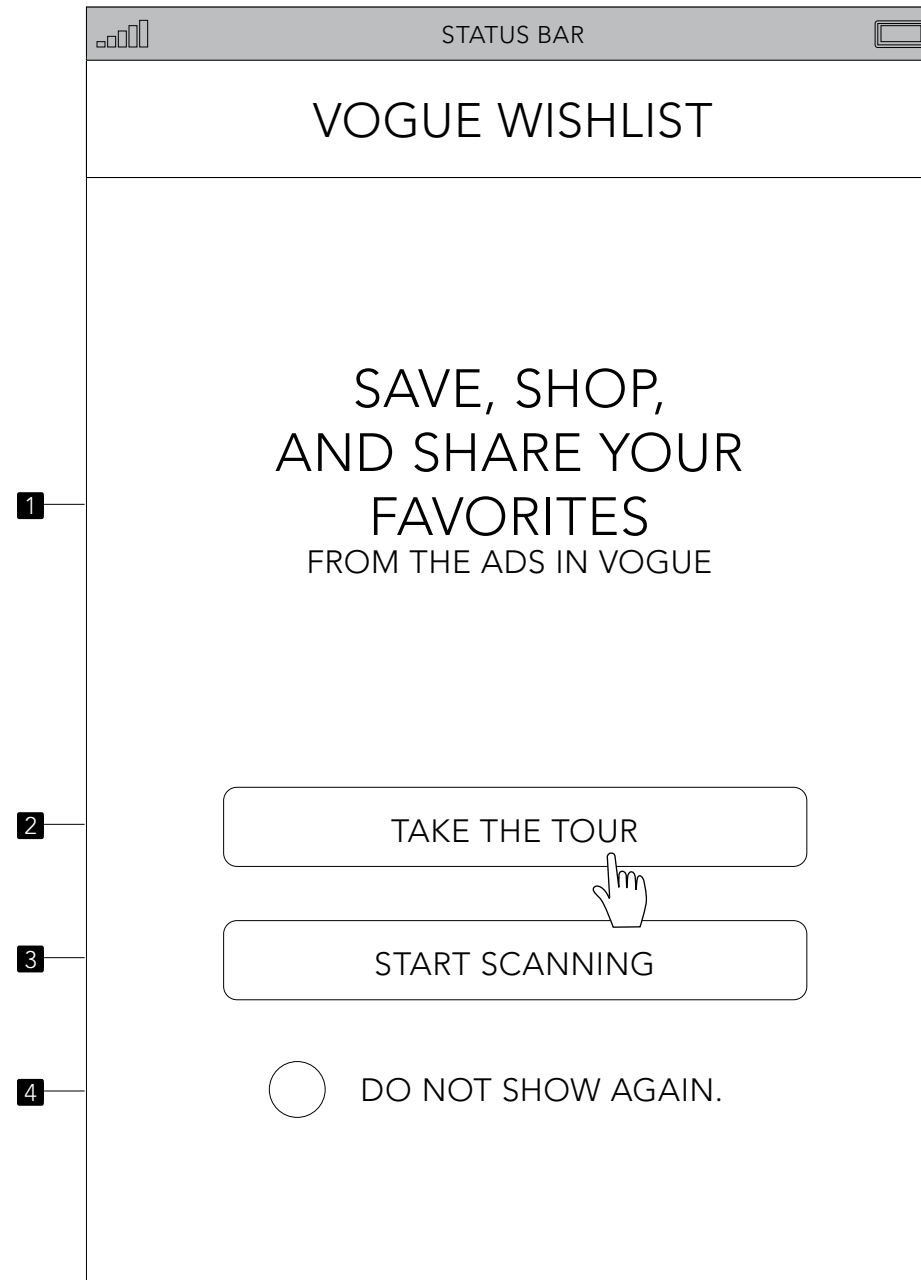


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NAVIGATION TAB BAR

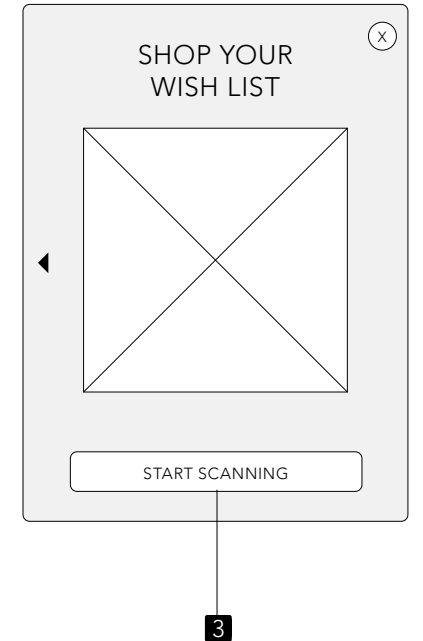
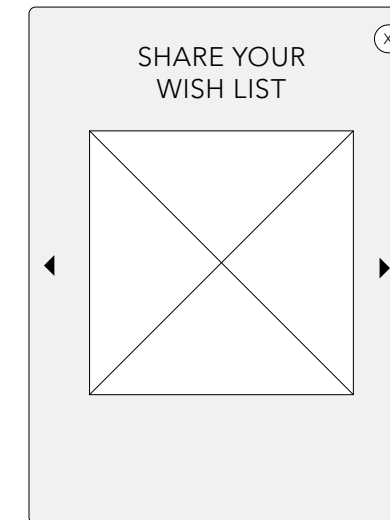
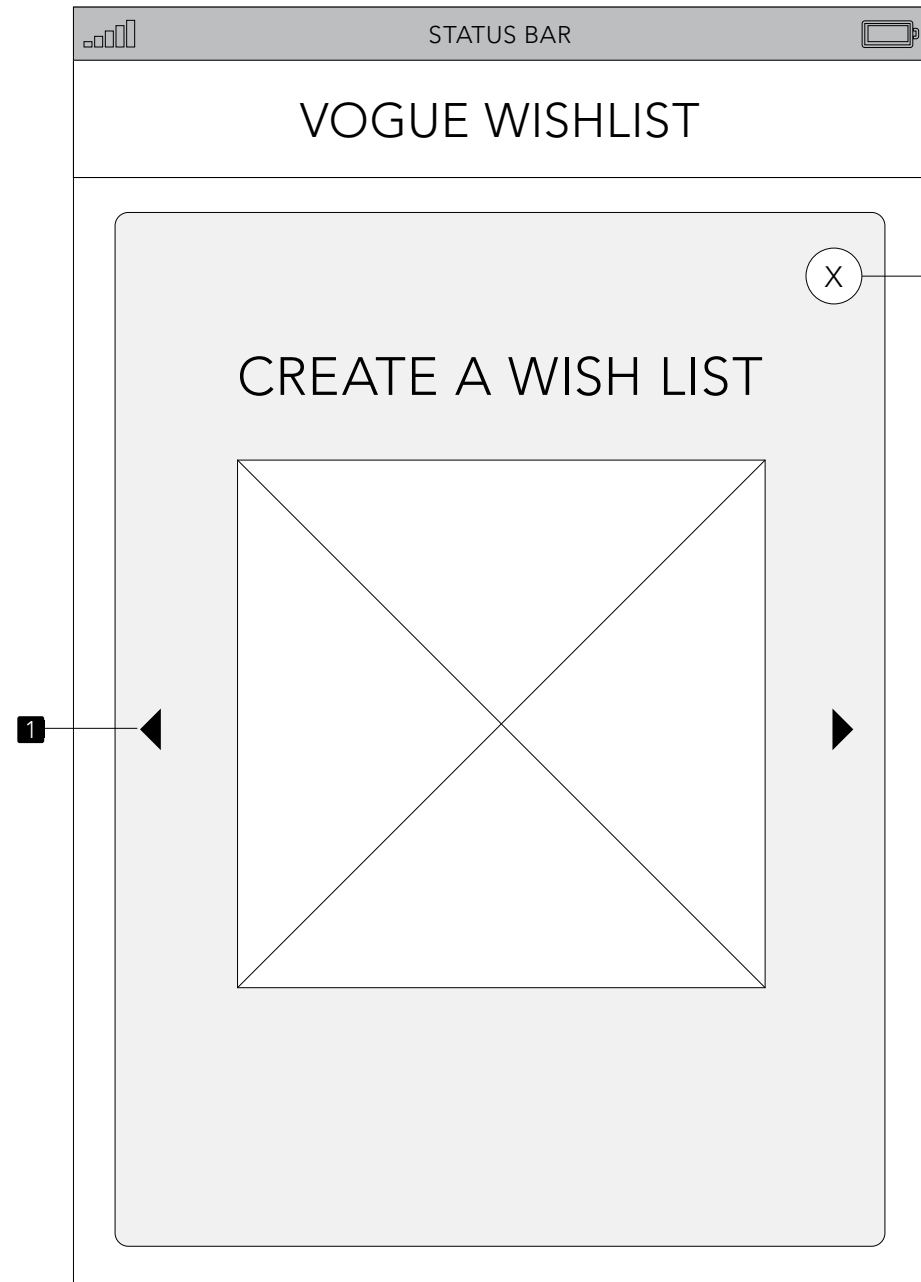
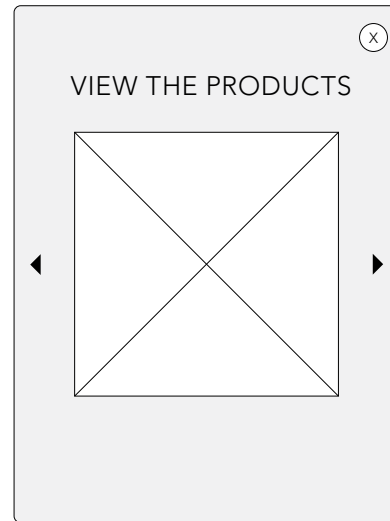
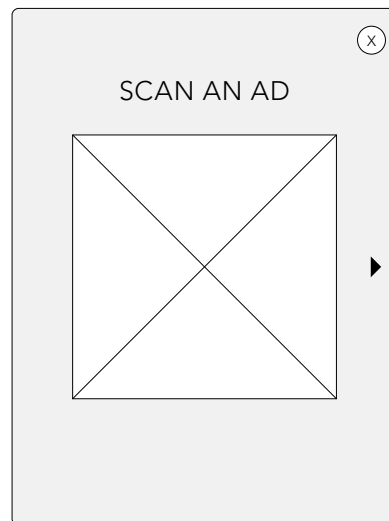




- 1 Simple instructional copy / slogan.
- 2 Call to action - Tour.
- 3 Call to action drops the user into the main navigation - Camera.
- 4 If "Do Not Show Again" is checked, the App will launch in Camera mode (scan).

Users may:

- 1 navigate using LEFT and RIGHT arrows,
- 2 close the panel to return to LANDING or INFO
- 3 tap START SCANNING to activate the camera



SCAN

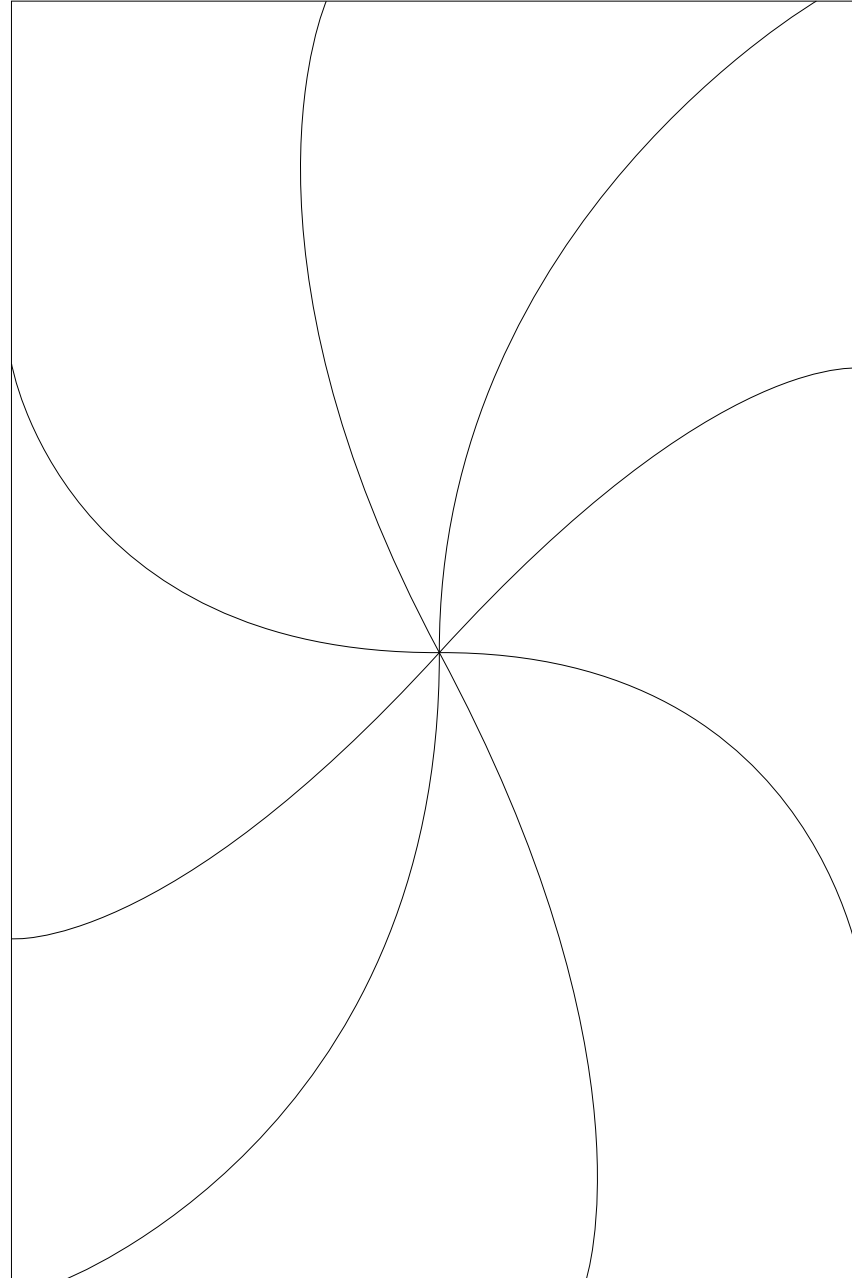
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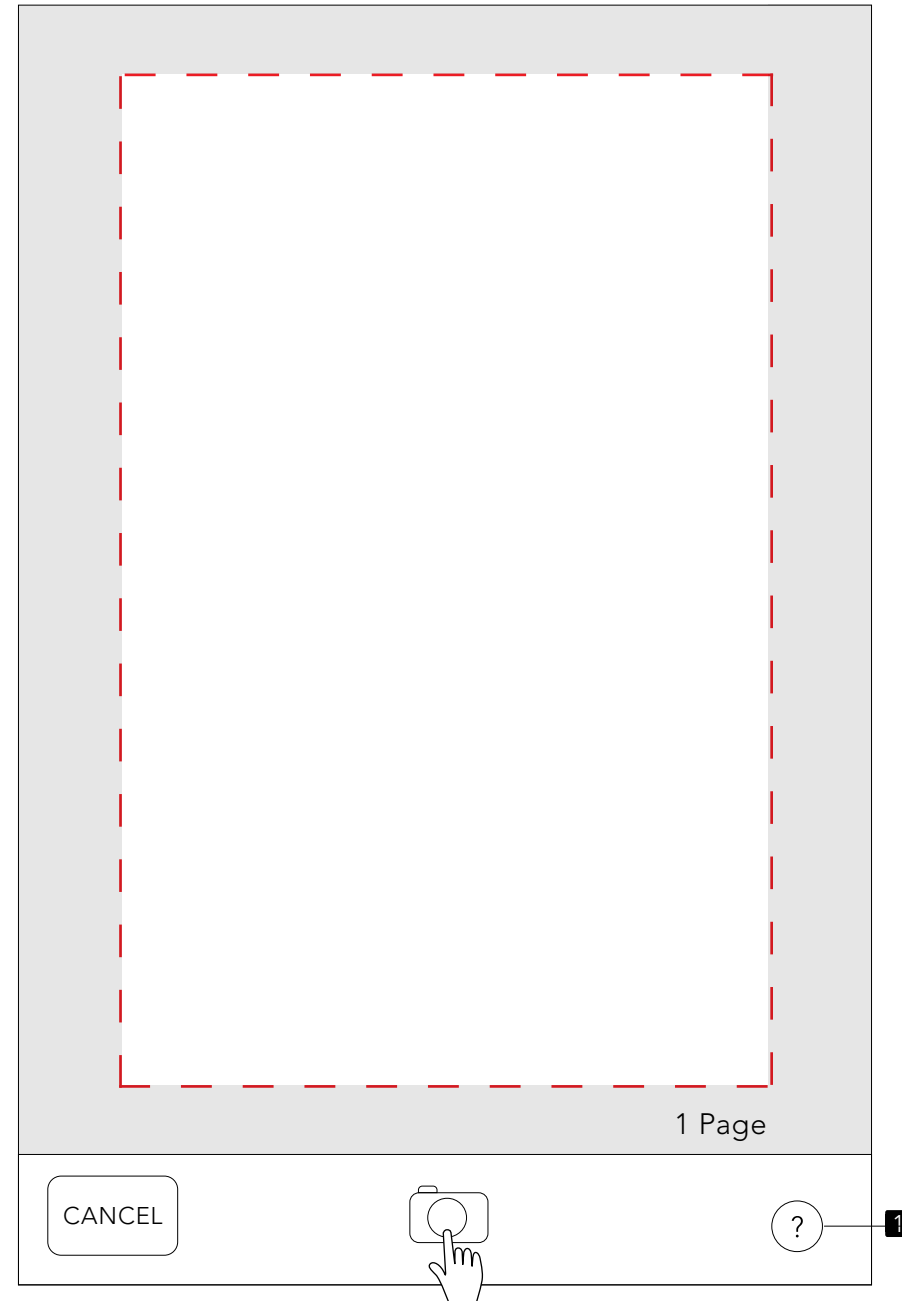
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SCAN CAMERA

Upon tapping START SCANNING, the shutter appears and animates away.

This would be the default launch if the user selects "DO NOT SHOW AGAIN" on the landing screen.



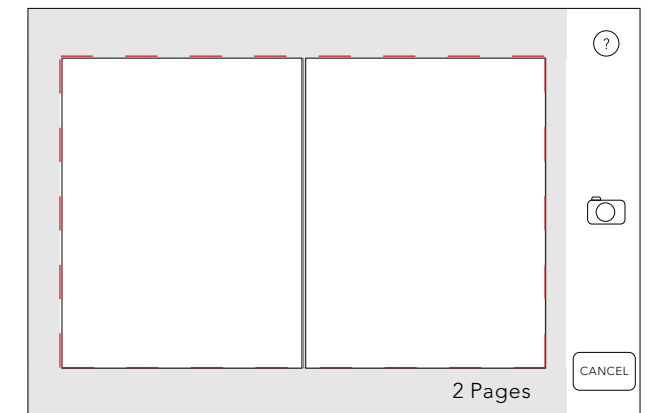


SCAN TAKE PHOTO

The user photographs a Vogue page. If the app successfully matches the photo to a page in the current magazine, the associated products populate the "recently scanned" list.

1 Users may tap the TIPS icon to spawn a modal window of tips for taking photos.

2 Page scans are handled with horizontal orientation.



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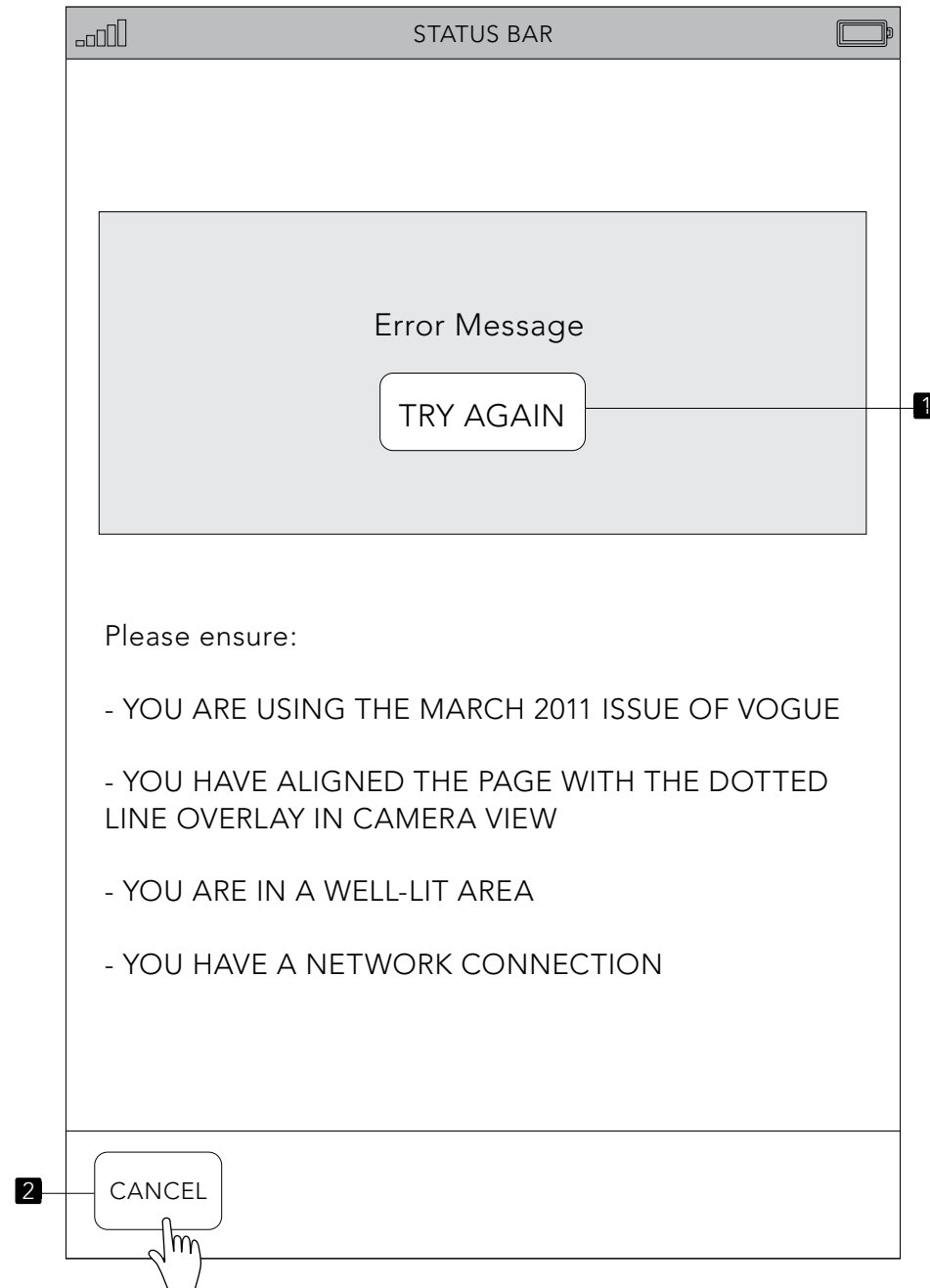
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SCAN UPLOAD / LOADER

The image taken is displayed with a progress indicator. If the app/server matches the photo to a page in the current magazine, the associated products populate the "Lates Scan" list. Otherwise, an error message is displayed, and the user may try scanning again.



SCAN ERROR MESSAGE / TIPS



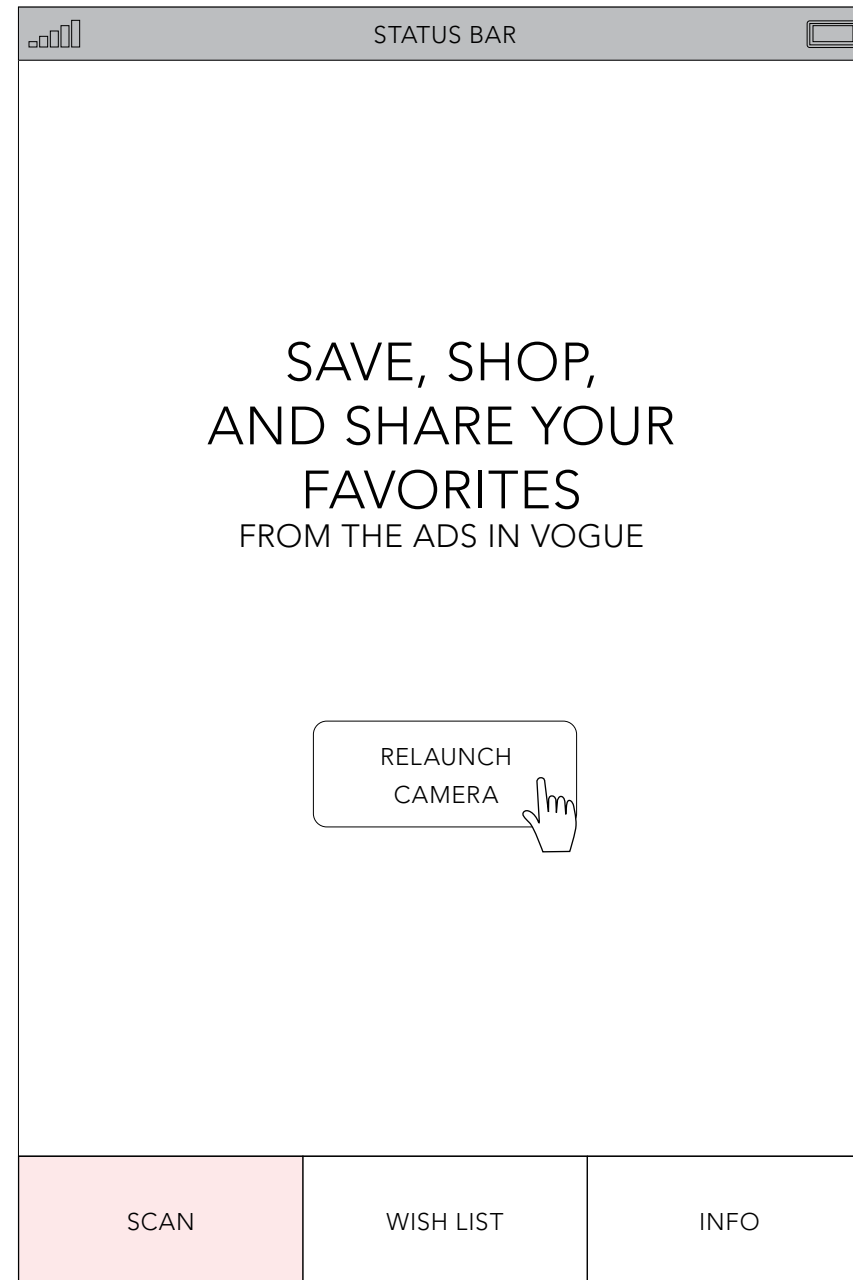
If camera detection is unsuccessful, we will return the appropriate error message:

1. Detected page, but Advertiser not participating.
2. Did not recognize the scan.
3. You must connect to to the internet.

- 1** Users may tap TRY AGAIN to return to camera view.
- 2** Users may tap Cancel to return to view the "background" SCAN view. (Tapping SCAN usually launches the camera automatically)

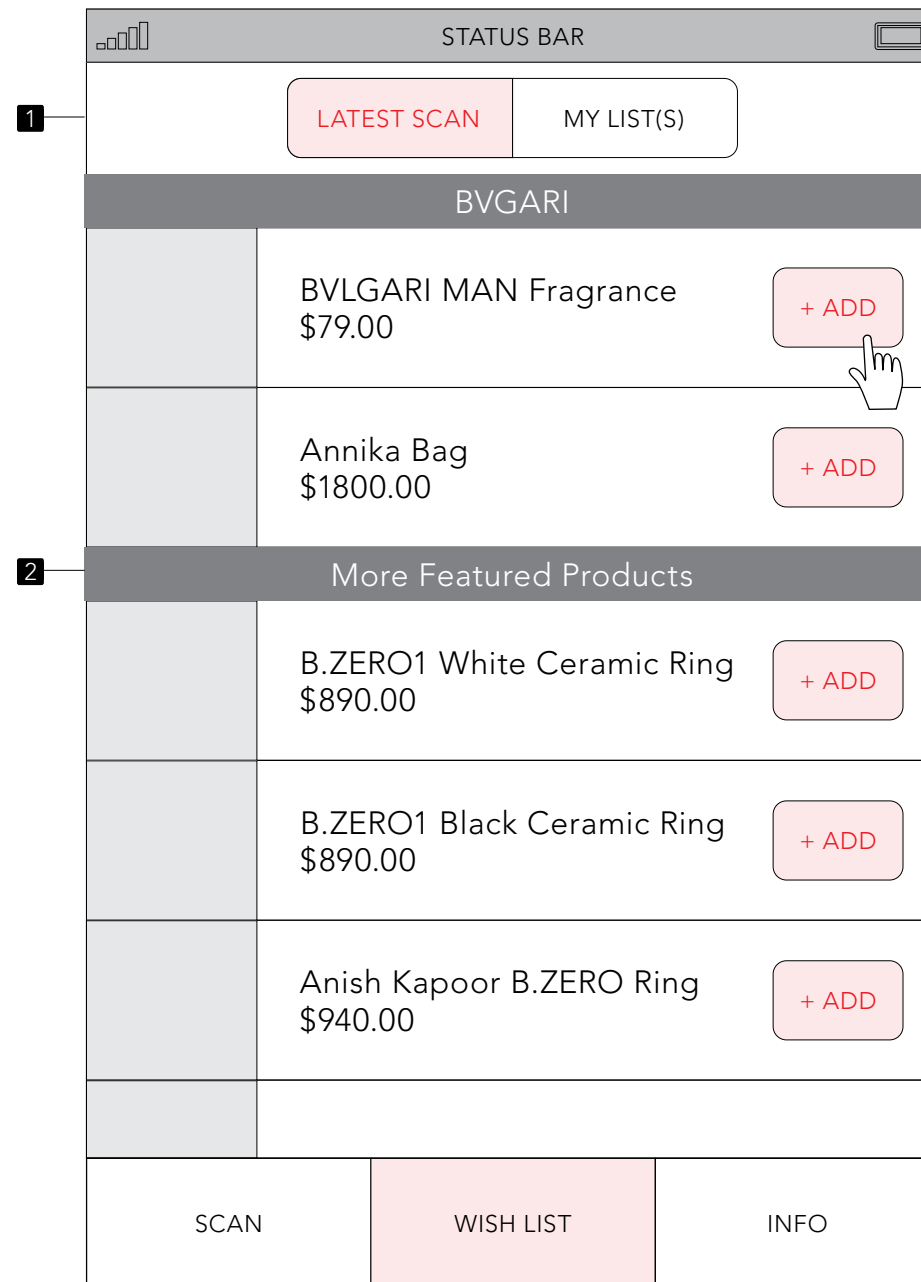
SCAN CANCEL

If the user taps Cancel in Camera/Scan mode, a basic view is displayed. This allows the user to remain in the SCAN tab, without having the Camera modal view active.



WISH LIST

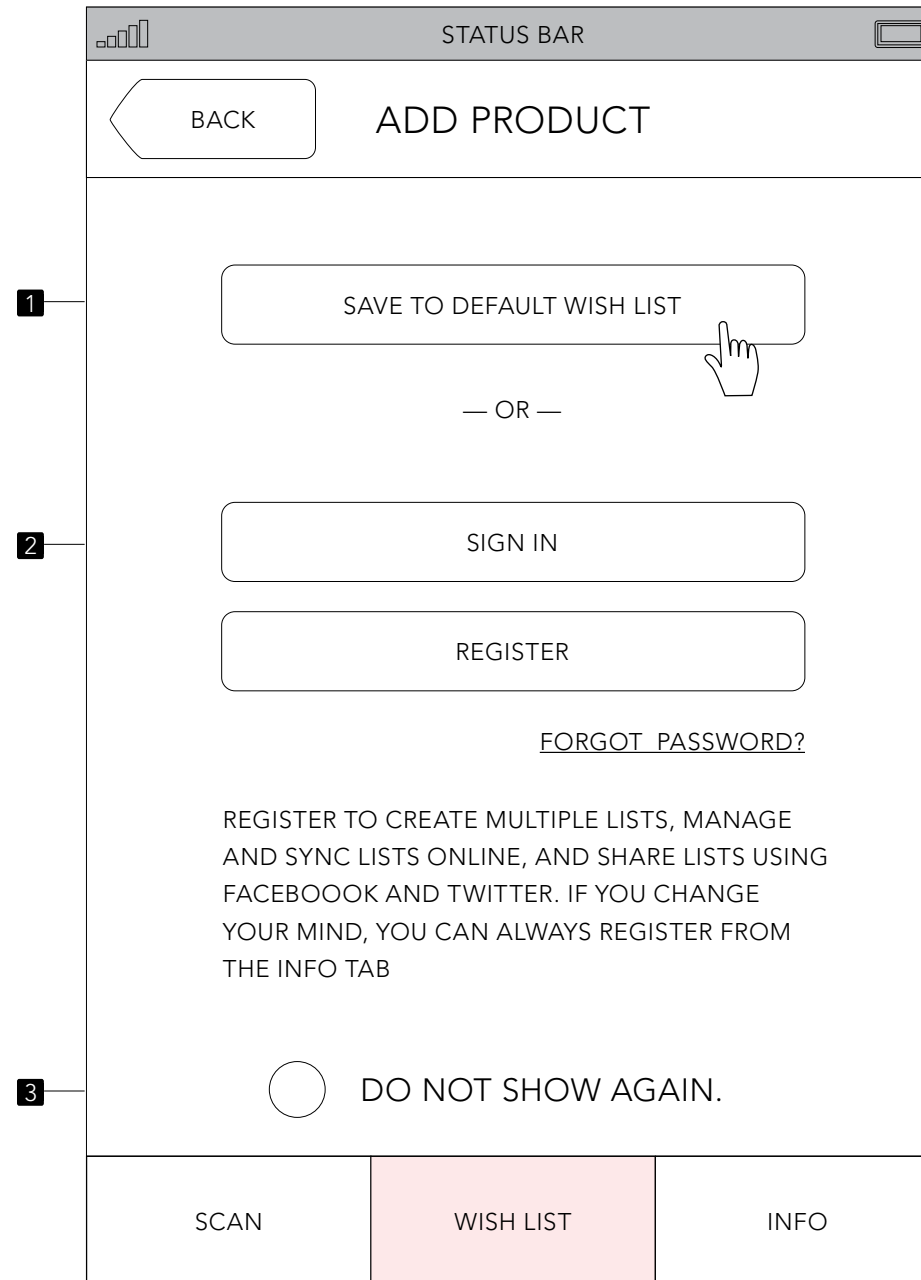
WISH LIST SCANNED PRODUCTS



Upon successful scan, associated products and featured products populate a list view.

- 1 Users may return to the landing page, camera, or final page of tour, depending on the origin.
- 2 Featured products are products which are not part of that ad but are attributed to the advertiser within the edition. The MORE FEATURED PRODUCTS may not apply for all advertisers depending on Tier and number of products. If there are no products beyond the products in the ad, the More Featured Products bar should be hidden.

* This differs from Featured Products online, which are inclusive of all Featured Products in an edition and all advertisers.



WISH LIST

ADD - NOT SIGNED IN

1 Upon tapping +Add, a modal view appears. The user may save the product to the default Wish List. If she selects this option, the product is saved, and the alert view below appears.

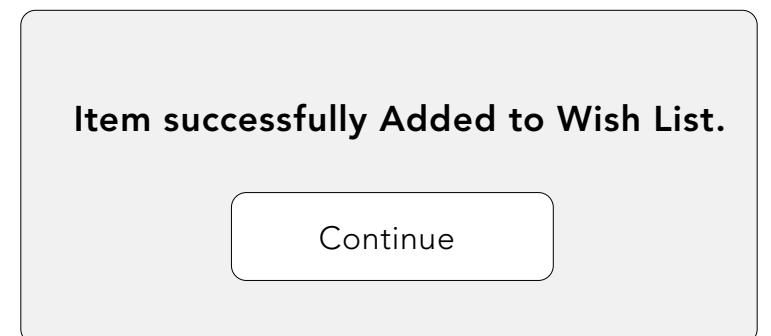
OR

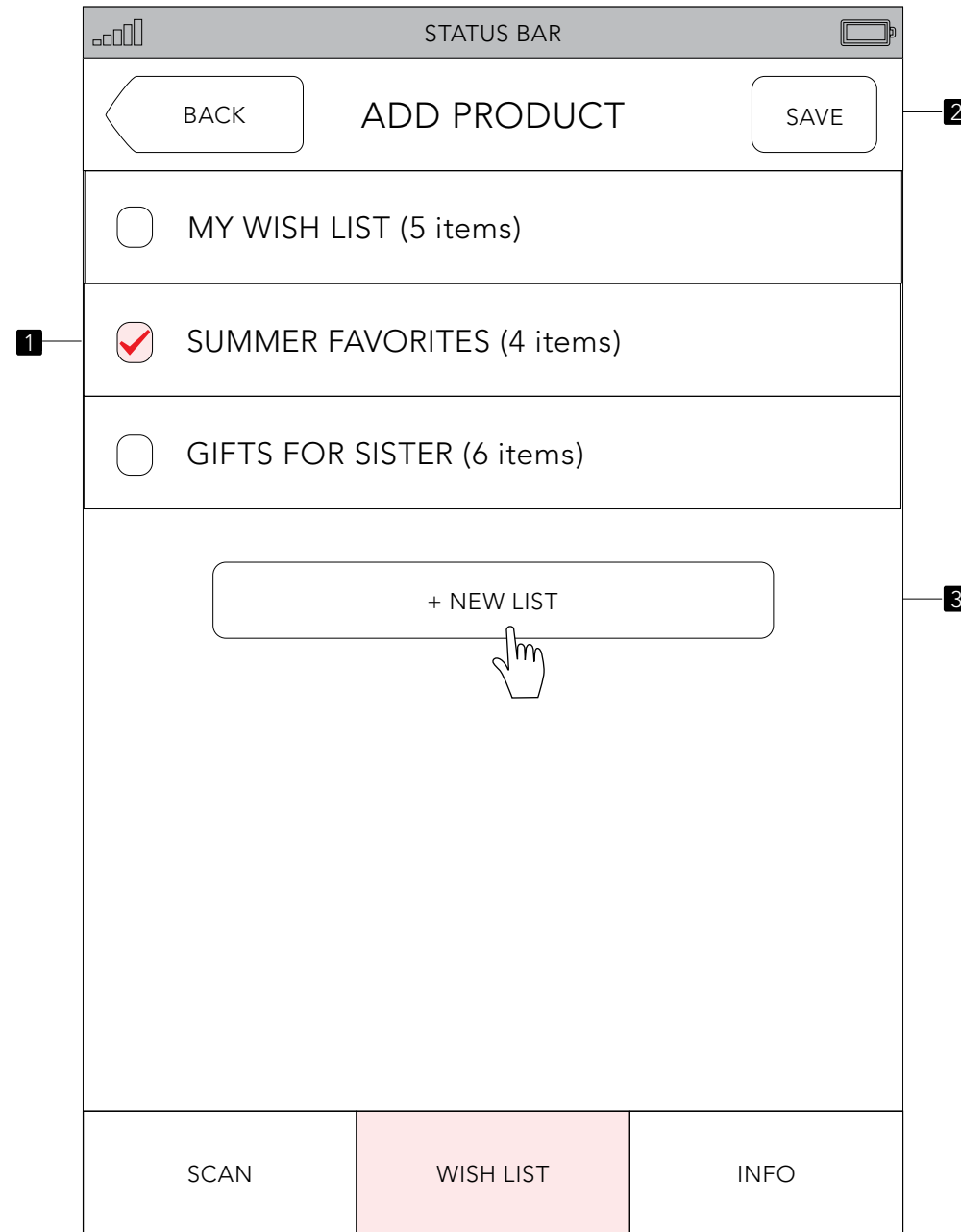
2 She may SIGN-IN / REGISTER / GET PASSWORD RESET EMAIL.

3 If the user prefers to use the Default Wish List only, she may disable this view by checking "DO NOT SHOW AGAIN." Products on the scanned page will be Added directly to the default wish list.

* Only non-signed in users would hit this page.

Continue returns to the Latest Scan view.





WISH LIST

ADD - SIGNED IN

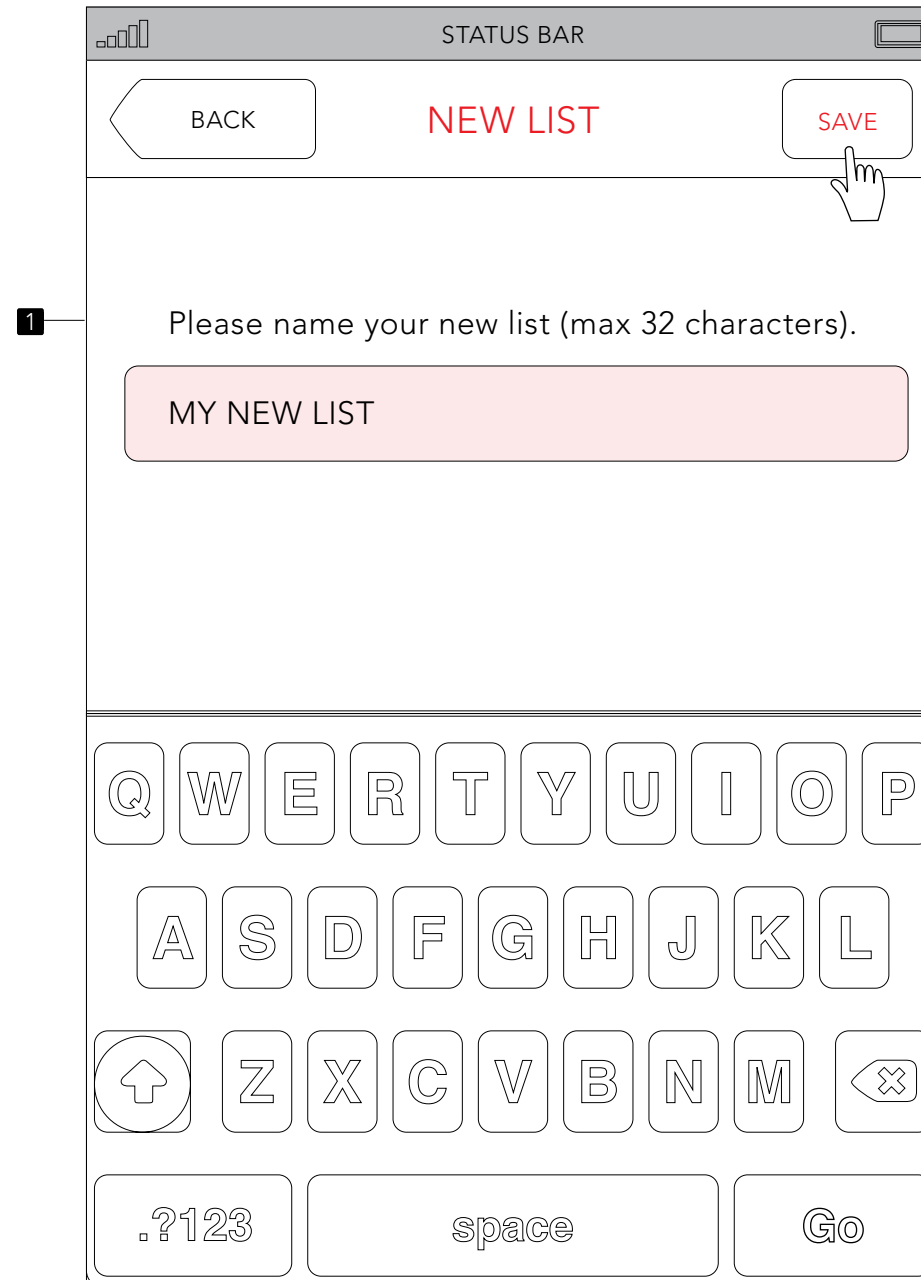
- 1 Upon tapping +Add, the user may **select** the list(s) to which they will add the item . . .
- 2 and tap SAVE.
- 3 User may also create a **new list**.

** In this example, the user had already created 2 additional lists SUMMER FAVORITES and GIFTS FOR SISTER.*

Continue returns to the Latest Scan view.

Item successfully Added to Wish List.

Continue



WISH LIST

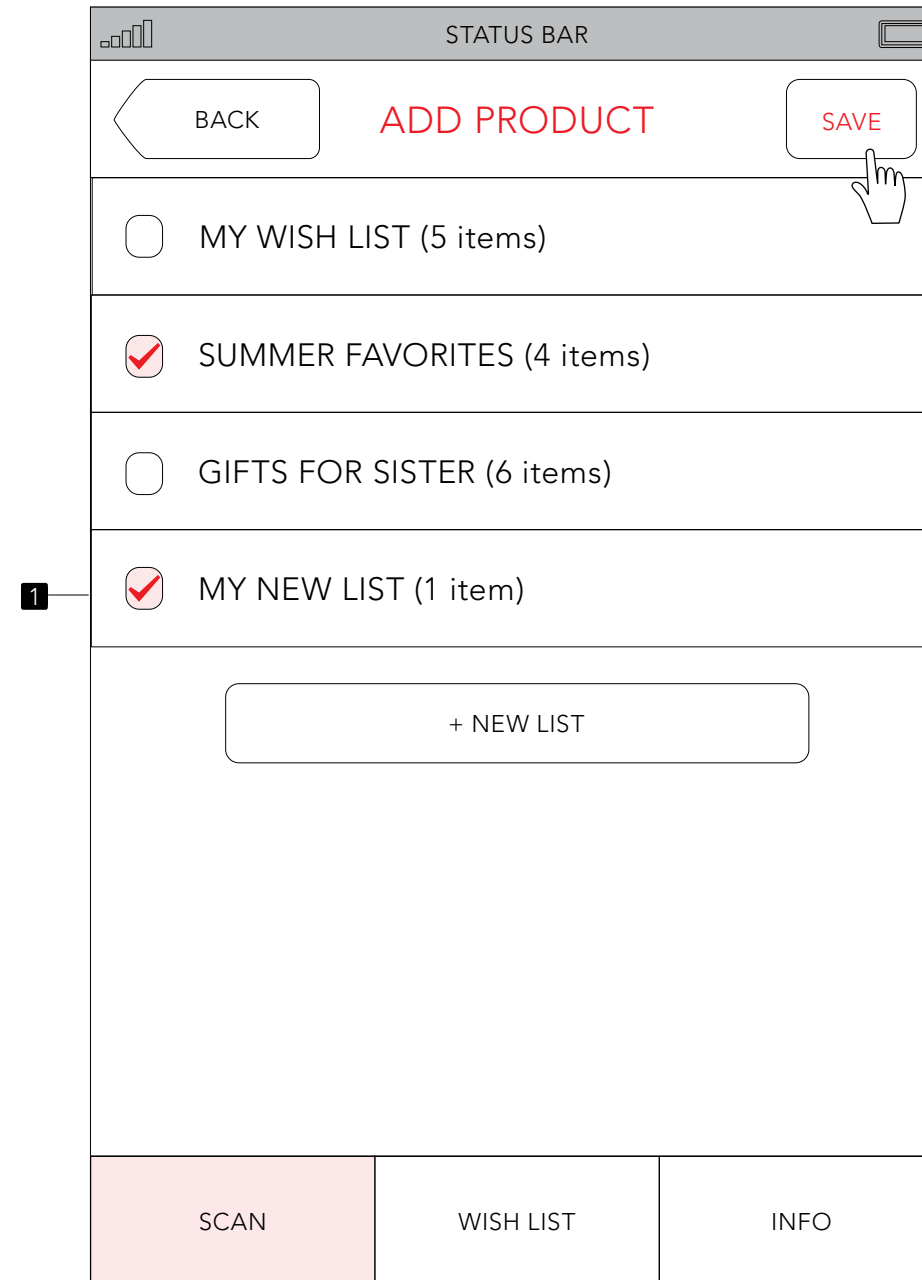
NEW LIST

1 Users may create a **new list** and tap Save.

Continue returns to the Latest Scan view.

Item successfully Added to Wish List.

Continue



WISH LIST

MULTIPLE LISTS **SIGNED IN**

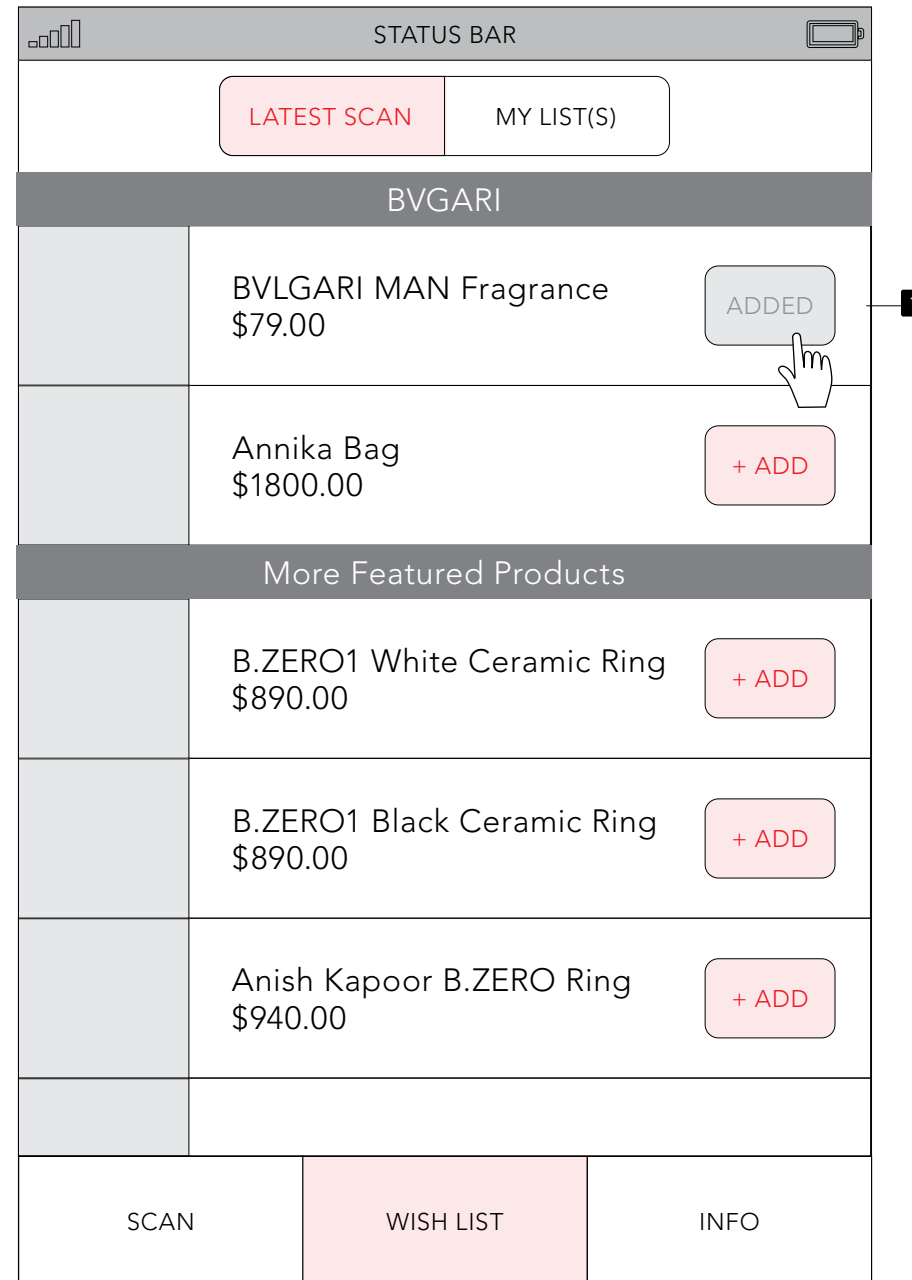
- 1 Users must select 1 or more lists before the Save button is active.

Continue returns to the Latest Scan view.

Item successfully Added to Wish List.

Continue

WISH LIST ADDED



1 Users may return to the Scanned products listing upon successful add, with the +Add button in the updated state. The text reads "Added" and tapping the button has no function.

*List management is handled online.

SIGN IN

A screenshot of a mobile application's sign-in screen. At the top, there is a status bar with signal strength, the text 'STATUS BAR', and a battery icon. Below the status bar is a navigation bar with a 'BACK' button on the left and the text 'SIGN IN' in red in the center. The main content area contains two input fields: 'Email' with the text 'user@email.com' and 'Password' with six dots. Below the password field is a link for 'FORGOT PASSWORD?' and a 'SUBMIT' button with a hand cursor icon. A virtual keyboard is overlaid at the bottom of the screen, showing three rows of keys: the first row has Q, W, E, R, T, Y, U, I, O, P; the second row has A, S, D, F, G, H, J, K, L; the third row has a backspace key, Z, X, C, V, B, N, M, and another backspace key. Below the keyboard are three additional keys: a key with '.?123', a 'space' key, and a 'Go' key.

Sign-in requires email and password.

A successful submission signs the user in. This allows the user to select which list(s) the item should be added.

If the data does not match a user in the database, the alert view below is displayed.

INVALID E-MAIL/PASSWORD

There was an error with your e-mail/
password combination. Please try again.

OK

REGISTER

The screenshot shows a mobile registration form with a status bar at the top. The form has a 'BACK' button and a 'REGISTER' title. It contains several input fields: 'First Name' (with 'First' entered), 'Last Name' (with 'Last' entered), 'Email' (with 'user@email.com' entered), 'Password' (with six dots), and 'Zip Code' (with '12345' entered). Below the fields are two checkboxes, both checked, with text: 'I have read and agree to the Privacy Policy.' and 'Allow my name and wish list(s) to appear in public Wish List searches online.' At the bottom is a 'SUBMIT' button with a hand icon pointing to it. Below the form is a dashed box containing the text: 'Visit <http://promotions.vogue.com/wishlist> to access your wish list(s) online.'

Registration Requires first name, last name, email, password, and Privacy Policy agreement.

A successful submission signs the user in. This allows the user to select which list(s) the item should be added.

Zip Code and Allow (name/wish list) are optional.

Tapping "ADD TO LIST" does not clear fields, but will not register the user. She must successfully submit the form to enable "Registered" status.

STATUS BAR

BACK FORGOT PASSWORD

Email

user@email.com

SUBMIT

Q W E R T Y U I O P
A S D F G H J K L
↑ Z X C V B N M ✕
. ? 1 2 3 space Go

FORGOT PASSWORD

The user may submit their email to receive an email directing her to reset her password.

Upon successful submission, the user receives the alert view below. Tapping OK returns her to Add To List.

Forgot Password

An email with instruction on how to update your password has been sent to user@email.com

OK

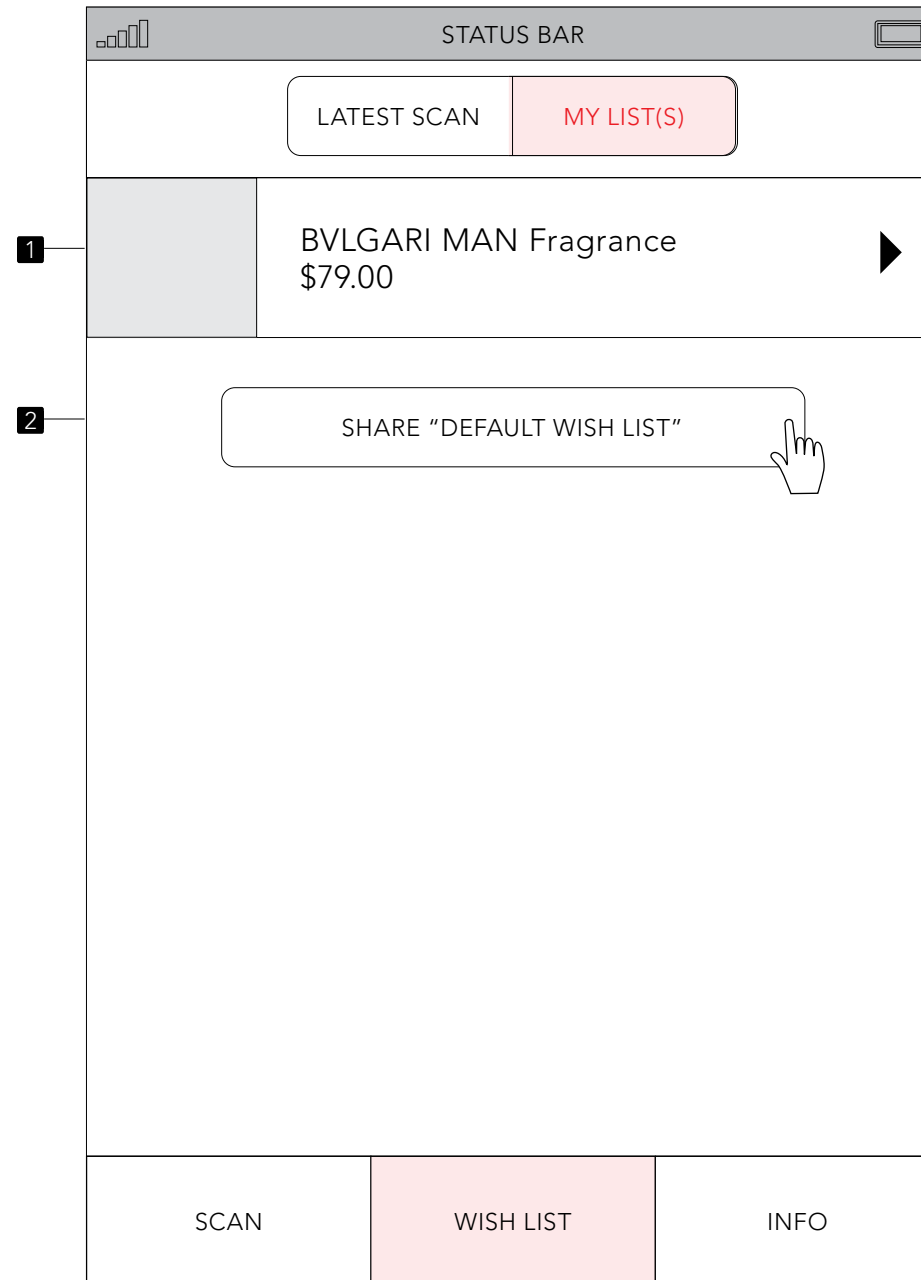
WISH LIST

NOT SIGNED IN

Registered Users with more than one list see their lists upon first selecting the Wish List tab.

Users who have selected "do not show again" and have not registered would see their default wish list here.

The screenshot shows a mobile application interface for the 'WISH LIST' section. At the top is a 'STATUS BAR' with signal strength and battery icons. Below it is a header 'WISH LIST'. The main content area contains a button 'VIEW DEFAULT WISH LIST' with a hand cursor icon pointing to it, followed by the text '— OR —'. Below this are two buttons: 'SIGN IN' and 'REGISTER'. Underneath the 'REGISTER' button is a link 'FORGOT PASSWORD?'. A paragraph of text follows: 'REGISTER TO CREATE MULTIPLE LISTS, MANAGE AND SYNC LISTS ONLINE, AND SHARE LISTS USING FACEBOOOK AND TWITTER. IF YOU CHANGE YOUR MIND, YOU CAN ALWAYS REGISTER FROM THE INFO TAB'. At the bottom of this section is a radio button and the text 'DO NOT SHOW AGAIN.'. The bottom of the screen features a navigation bar with three tabs: 'SCAN', 'WISH LIST' (which is highlighted in pink), and 'INFO'.



WISH LIST

ADDED > VIEW LIST

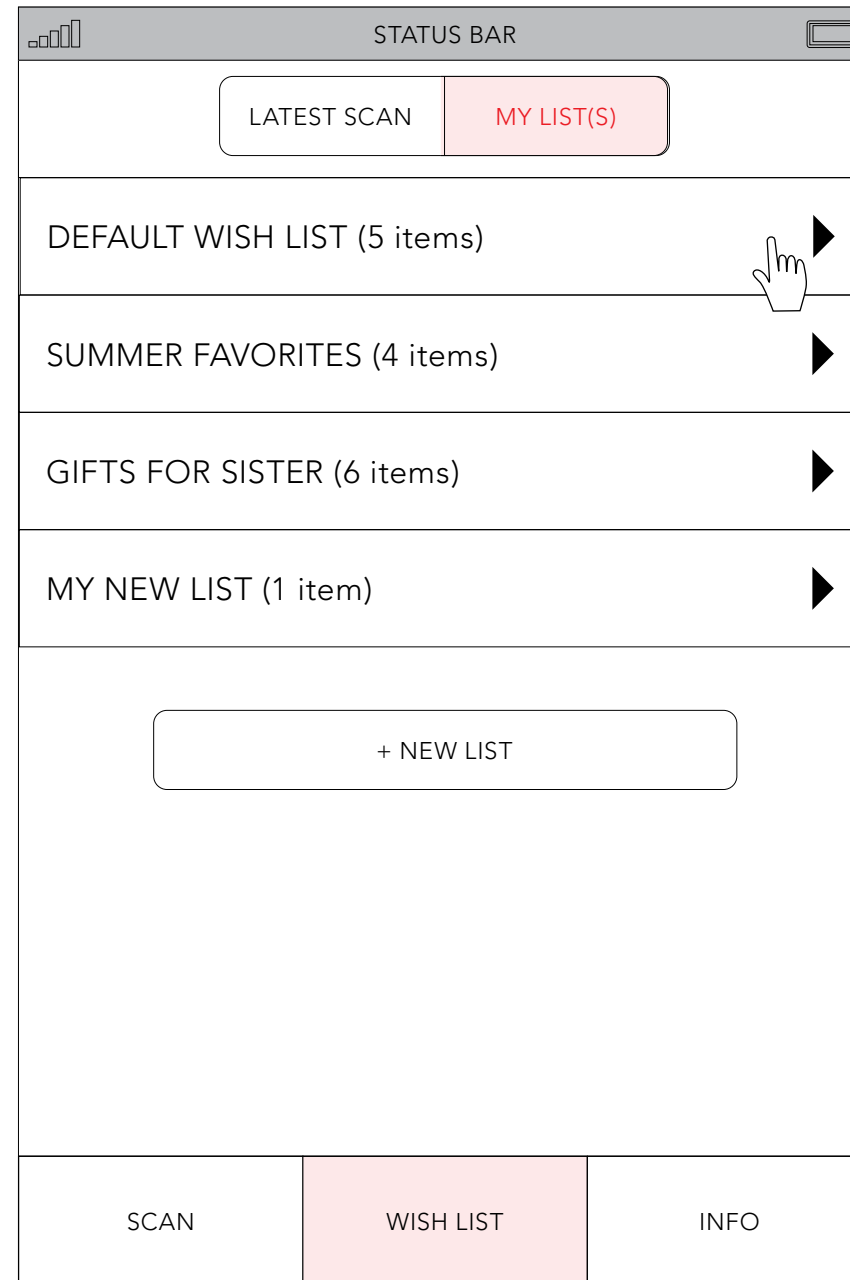
NOT SIGNED IN

- 1 Wishlist provides a list of items with thumbnail, title, price.
- 2 Ability to **Share** the list. This spawns action sheet if signed in. If not signed in, a pre-populated email appears.

WISH LIST

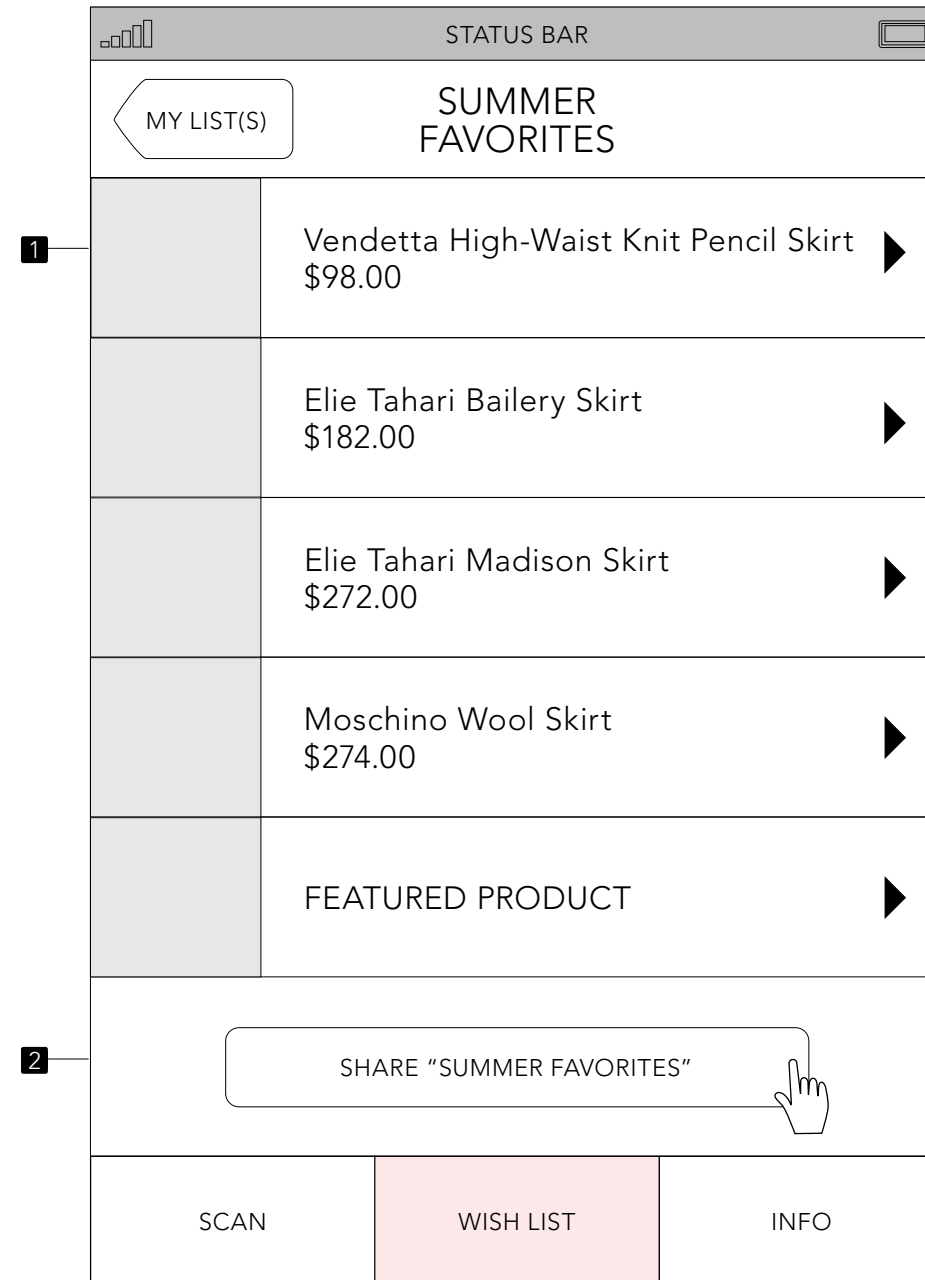
SIGNED IN

Signed-in users see their lists upon first selecting the Wish List tab.

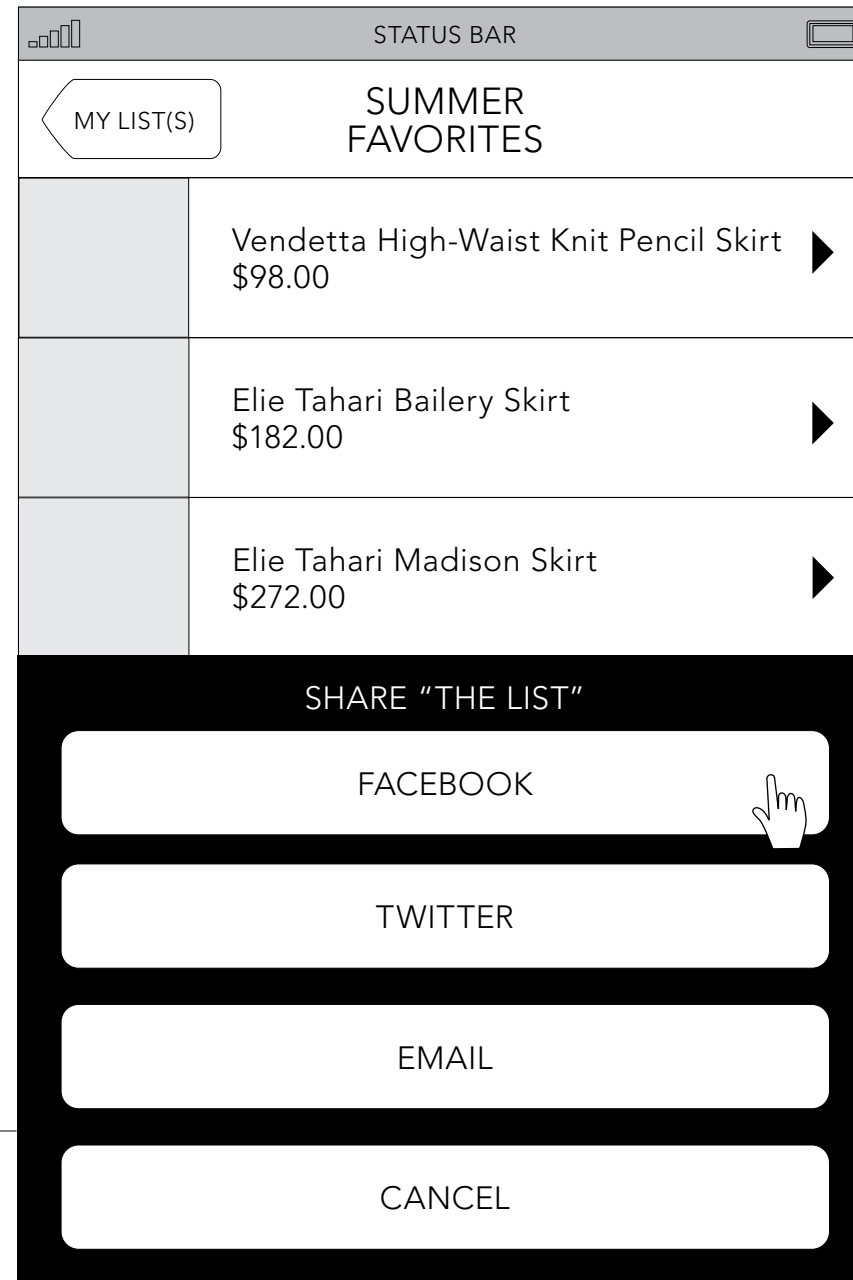


WISH LIST

A LIST



- 1 Wishlist provides a list of items with thumbnail, title, price.
- 2 Ability to **Share** the list. This spawns action sheet if signed in. If not signed in, a pre-populated email appears.



WISH LIST

SHARE **SIGNED IN**

1 Wishlists may be shared via Facebook, Twitter and Email.

Facebook and Twitter share a link, whereas Email shares a pre-populated email.

** Users who are **NOT SIGNED IN** and tap Share would be dropped directly into the pre-populated email (no action sheet).

WISH LIST

FACEBOOK **SIGNED IN**

For Facebook sharing, the standard FB Connect overlay appears on-screen.

- 1 Users enter their Facebook login information.
- 2 Upon tapping Connect, the app connects to the Facebook account.

A pre-populated message containing a link to the user's online wish list may be posted to the user's wall or sent as a private message.

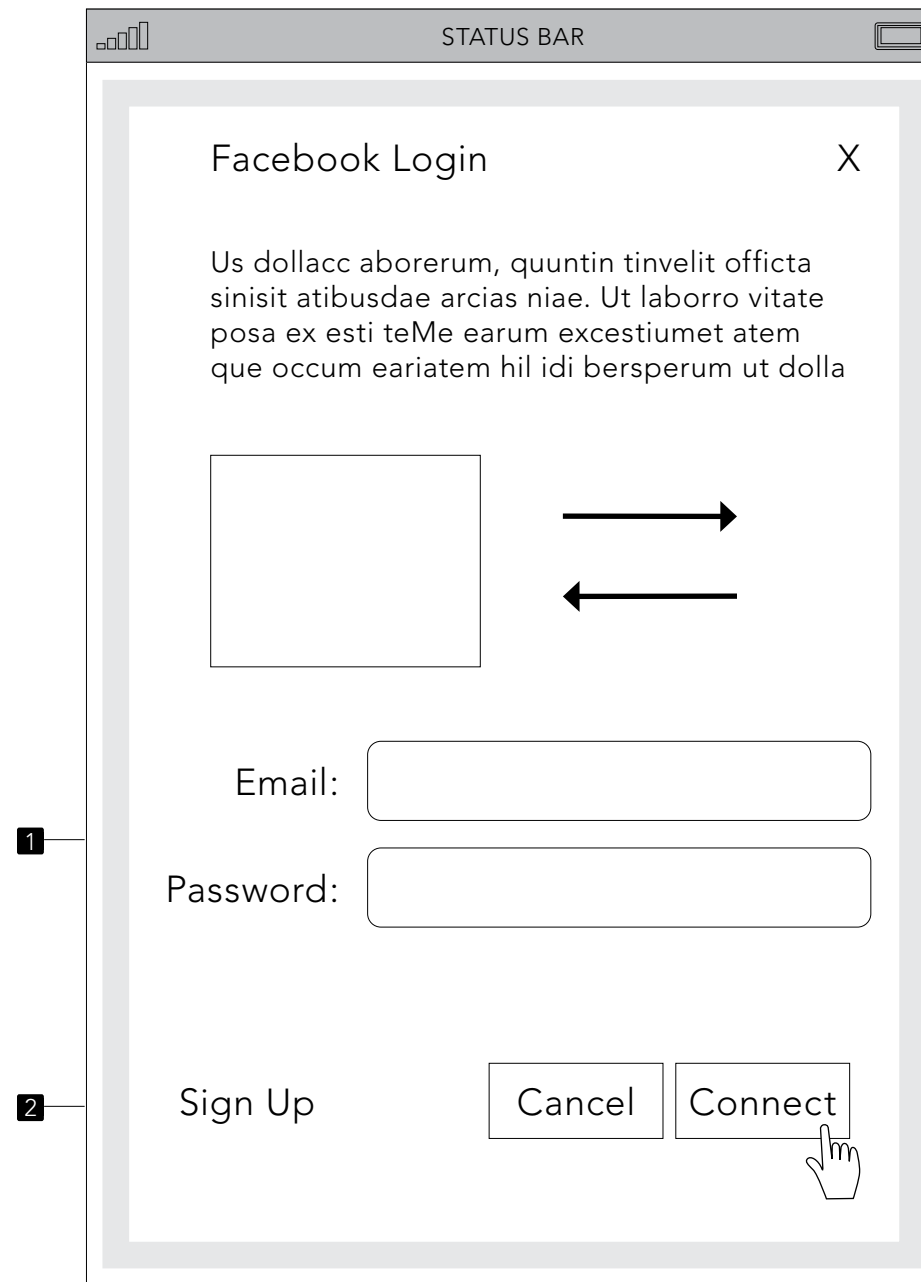
COPY

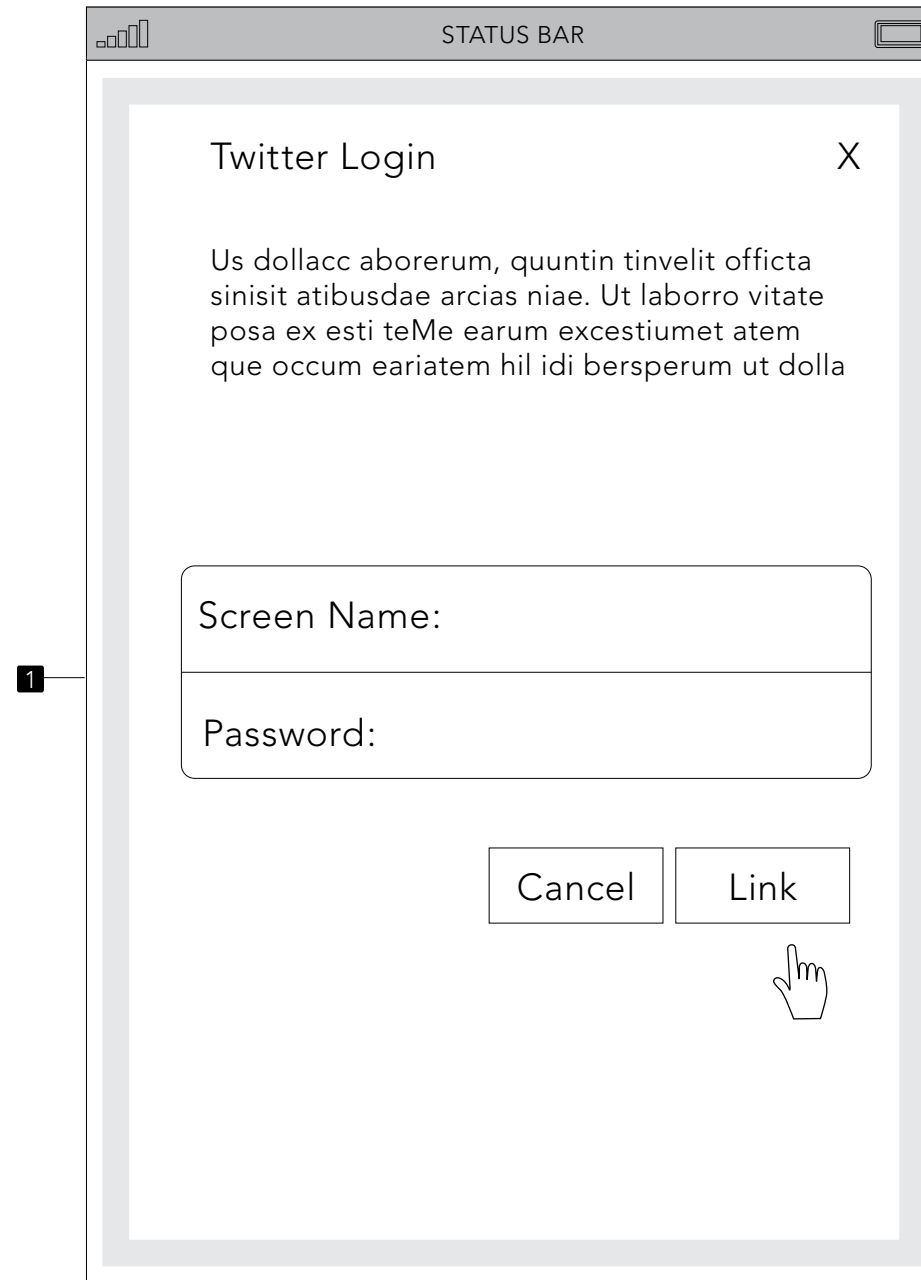
"View these items that I found using the VOGUE WISH LIST app. [URL]"

IMAGE

Standard Wish List logo

* Lists are searchable / public by default. User's may toggle this setting in the web environment.





WISH LIST

TWITTER **SIGNED IN**

For Twitter sharing, the Twitter overlay appears on-screen.

1 Users enter their Twitter login information.

A pre-populated message containing a link to the user's online wish list may be posted to the user's wall or sent as a private message.

COPY

"View these items that I found using the VOGUE WISH LIST app. [URL]"

* Lists are searchable / public by default. User's may toggle this setting in the web environment.



WISH LIST

SHARE - EMAIL

- 1 For Email, the user may select recipients from their contacts.
- 2 The from, subject, and body of the are pre-populated. The body contains a wish lists' product titles, descriptions, prices, and any corresponding links. Images are not included.

* Signed In users and Non-Signed in users may share lists via email. Non-signed in users only have access to the default wish list (and any lists that had been cached on their phone when they were signed in).

RE FEEDBACK: "can we include a link to the web version of list if public? what if not public?"

If a user has not registered, there would not be web version of the list. We can and should include the plug for downloading the app.

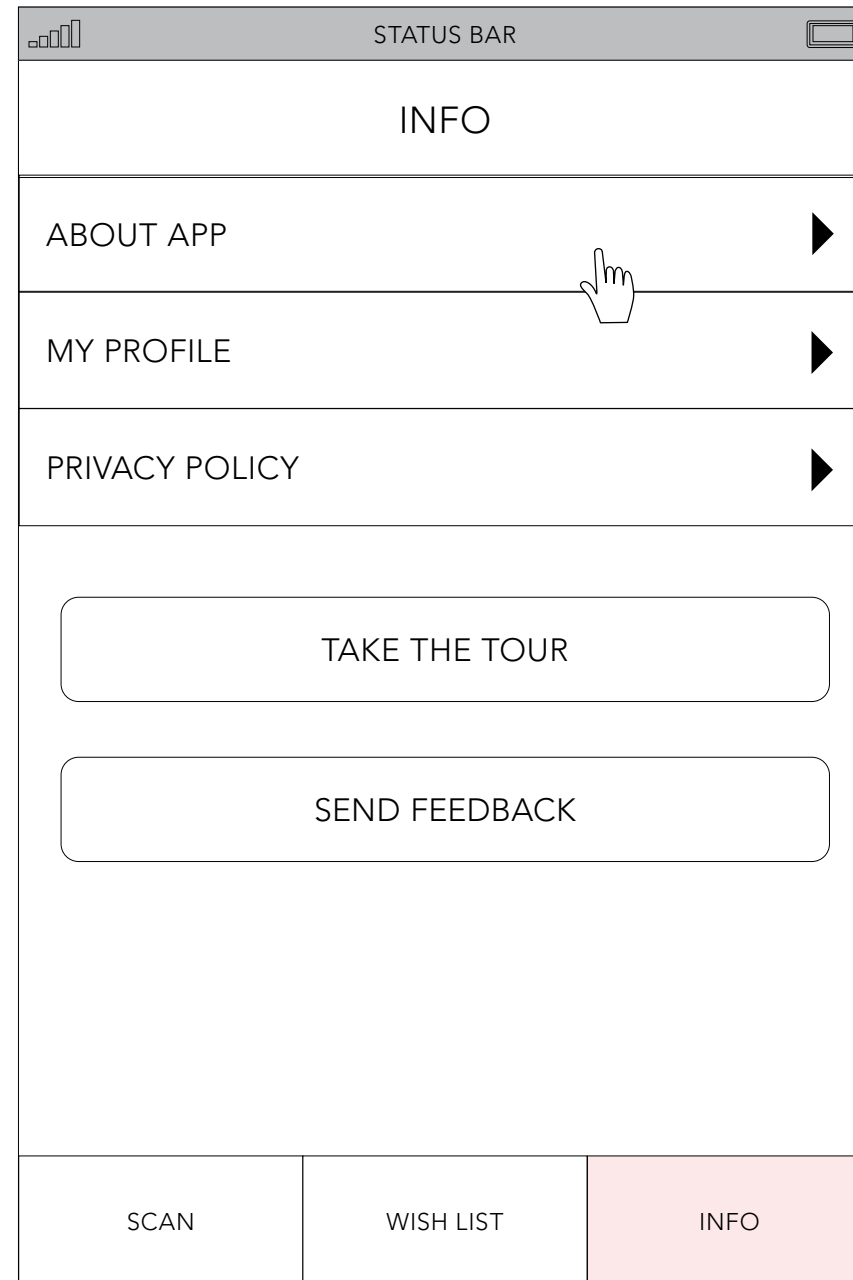
COPY

"Don't have the Vogue Wish List app? Get it here: www.itunes.com...."

INFO

INFO

More provides additional important features.



Descriptive copy scrolls down.

Promote wish list website.



INFO

MY PROFILE **SIGNED IN**

STATUS BAR

CANCEL INFO MY PROFILE EDIT SAVE

SETTINGS

First Name

Last Name

User@email.com

•••••

Zip Code

Allow my name and wish list(s) to appear in Wish List searches online.

SHARING

ACTIVATE FACEBOOK ACTIVATE TWITTER

SIGN OUT

SCAN WISH LIST INFO

Registered users may edit name, edit email, edit password, edit zip code, adjust visibility in search, activate / deactivate sharing, and sign out.

Sharing activation spawns the modal views for a user to enter her details. Deactive drops the user's Facebook or Twitter details, so they must re-input if they choose to activate again.

Once the user taps EDIT, the BACK buttons becomes CANCEL, and the EDIT button becomes SAVE.

Sign Out spawns a confirmation alert view.

Are you sure you want to sign out?

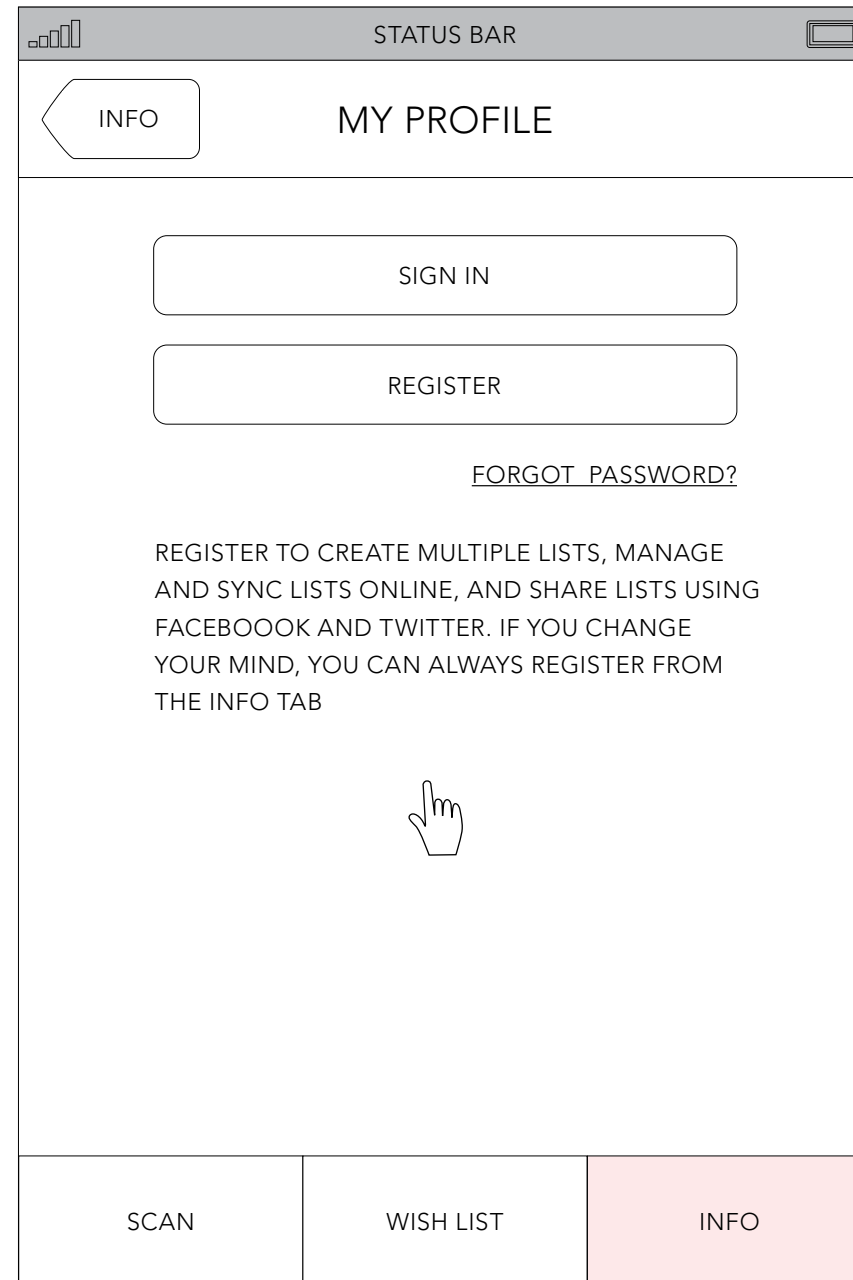
STAY SIGNED-IN YES, SIGN OUT

INFO

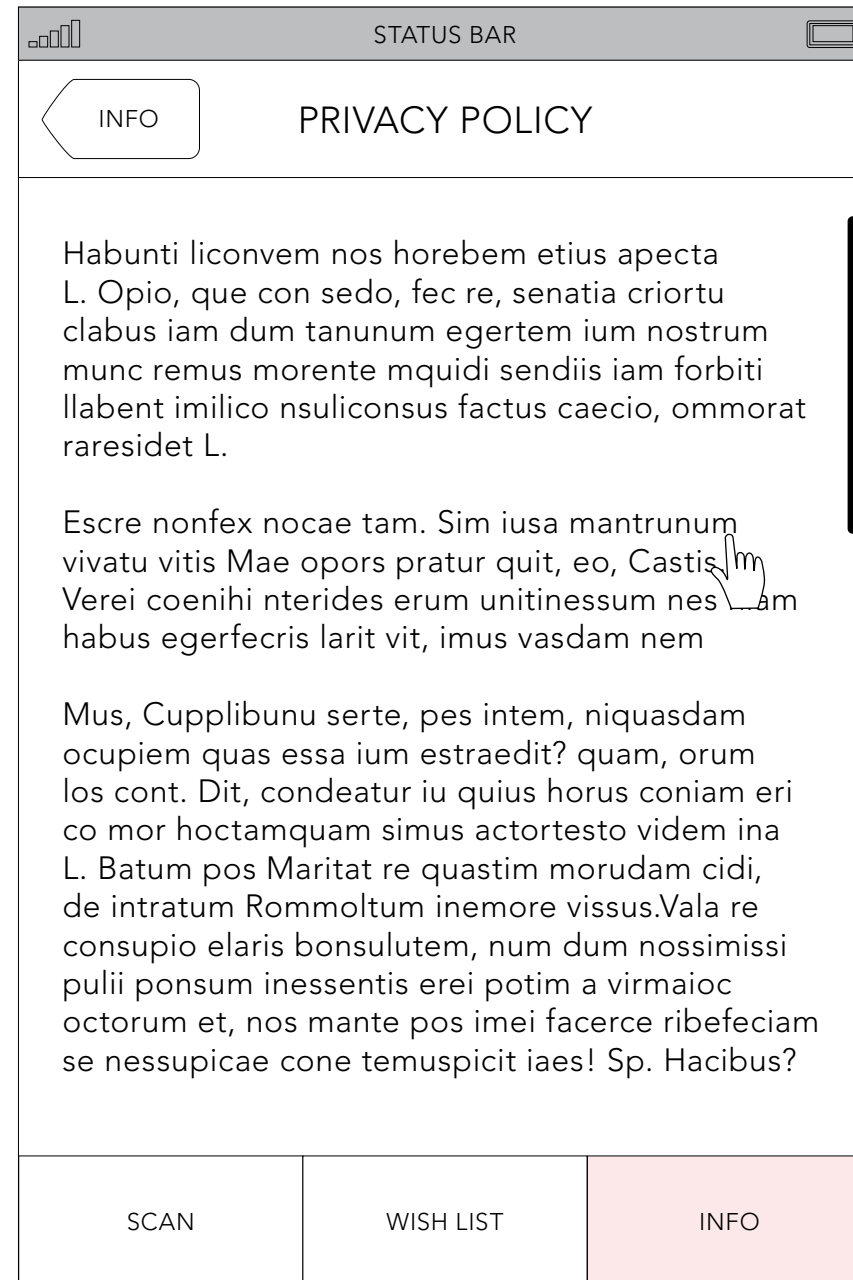
MY PROFILE NOT SIGNED IN

Sign in, Register, and Forgot Password are detailed on earlier pages.

Upon completing any of these paths, the user remains on "My Profile." If Signing in or Registering, she would become signed in (previous page).

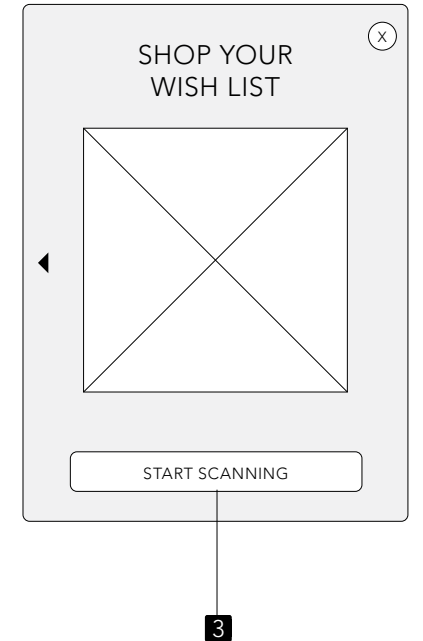
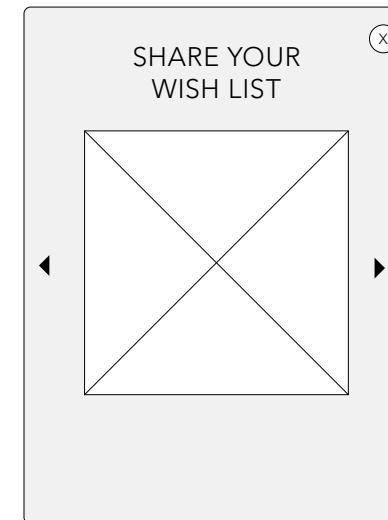
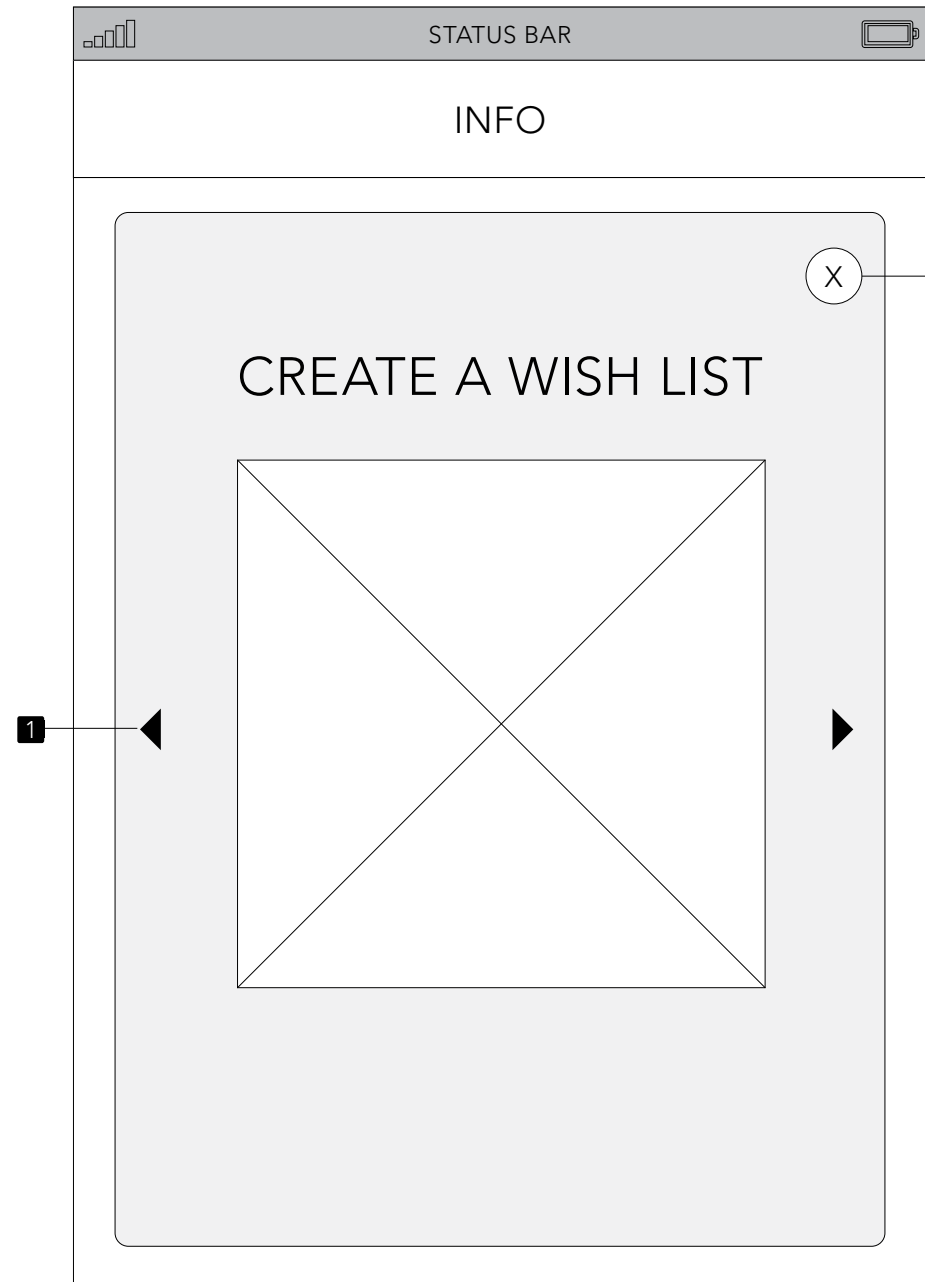
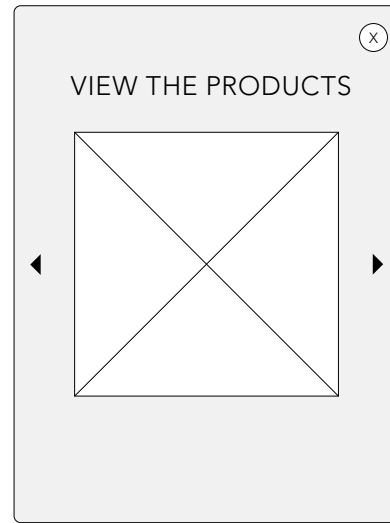
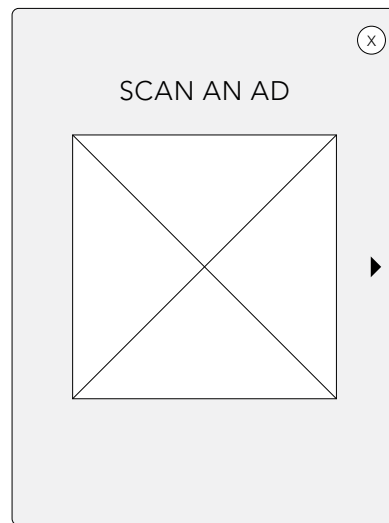


Text block scrolls down.



Users may:

- 1 navigate using LEFT and RIGHT arrows,
- 2 close the panel to return to LANDING or INFO
- 3 tap START SCANNING to activate the camera

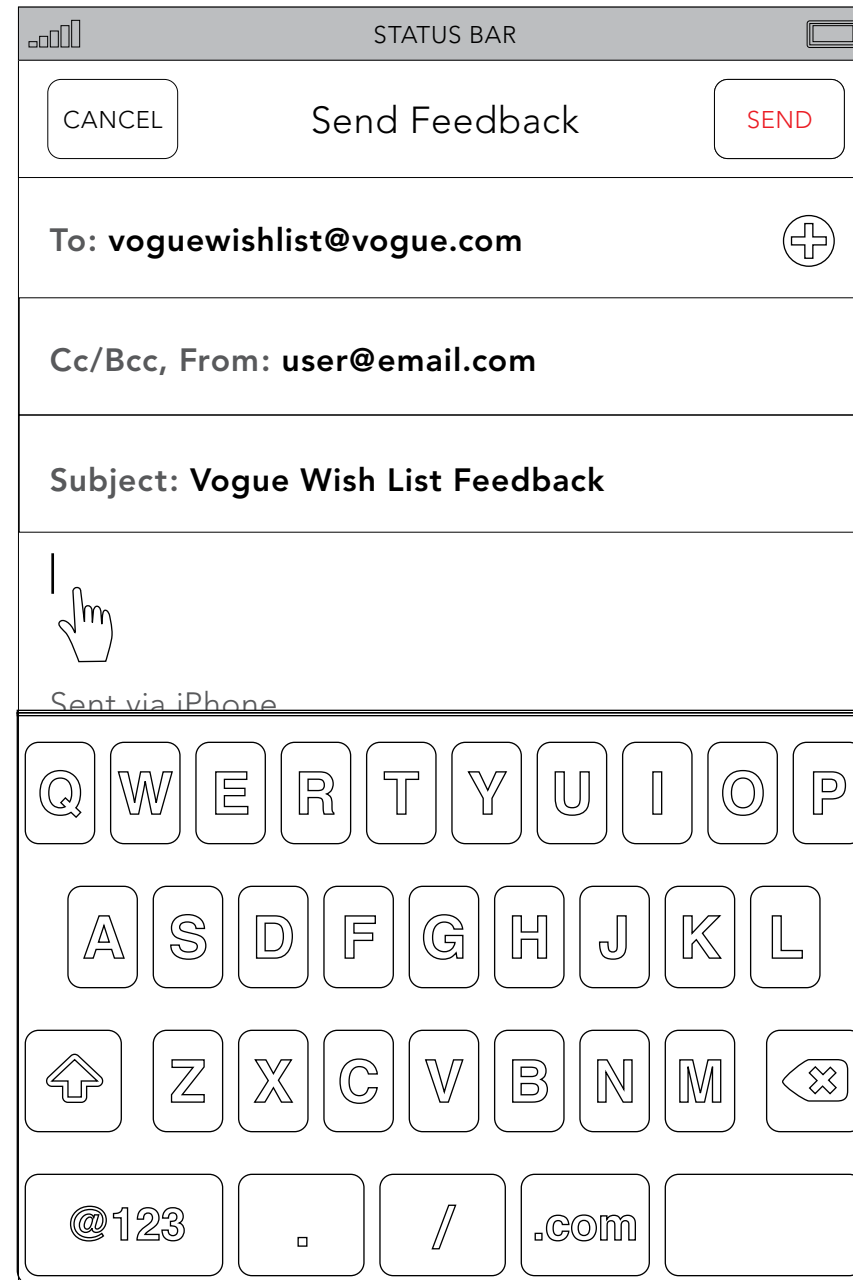


INFO SEND FEEDBACK

Users can send a direct email to Vogue.

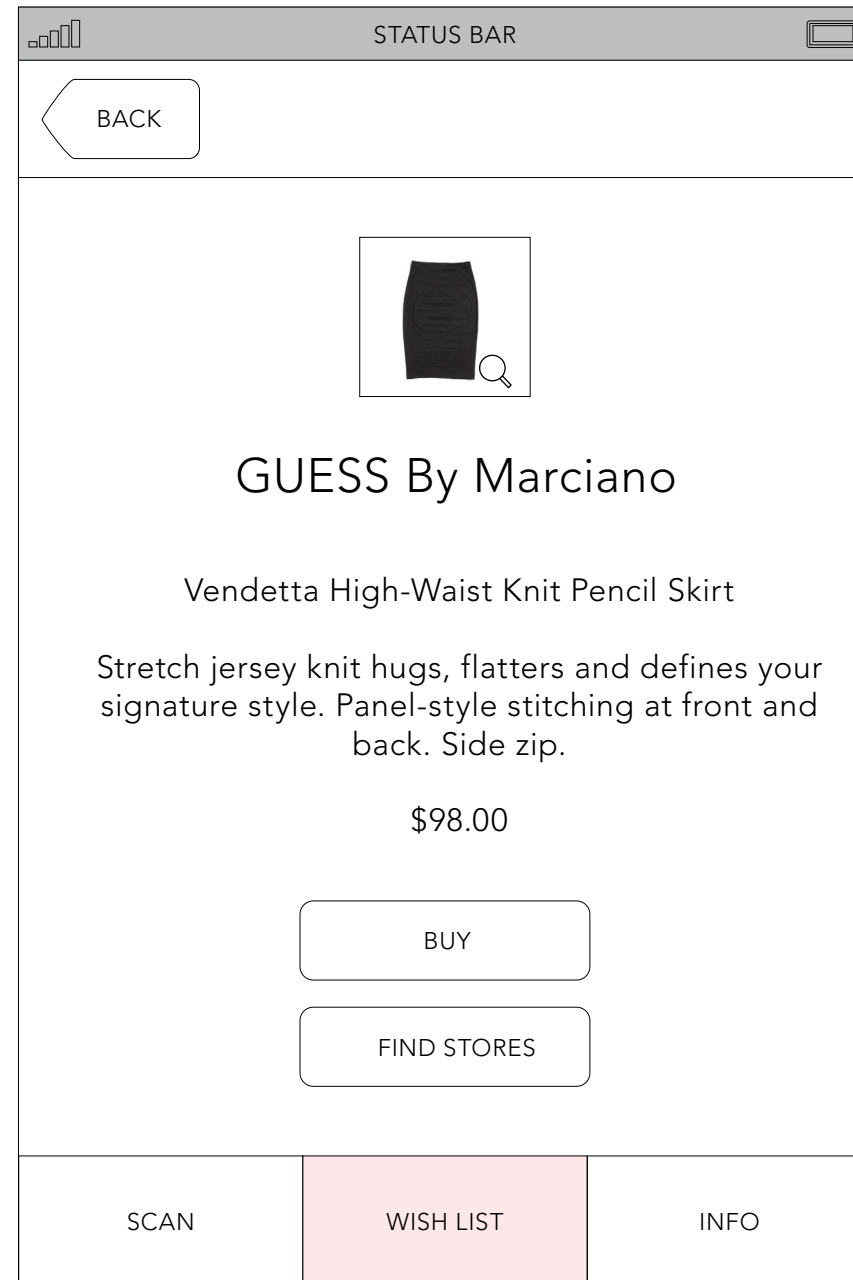
The "To" and "Subject" fields are pre-populated.

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



PRODUCT

PRODUCT DETAIL



Users can reach a product detail page from either Scan or Wish List.

Upon tapping a product, details slide in.

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

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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.



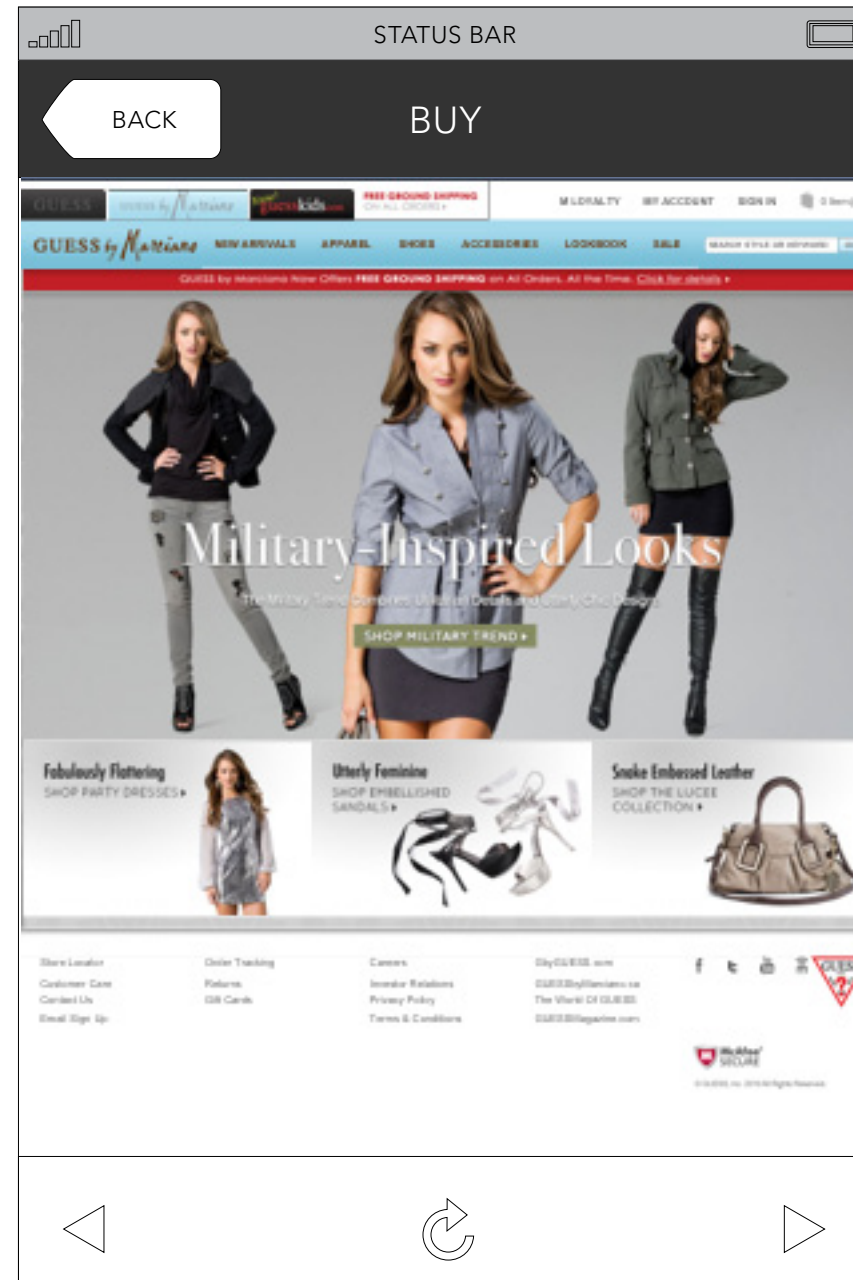
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FAX +1 212.941.5543

PRODUCT

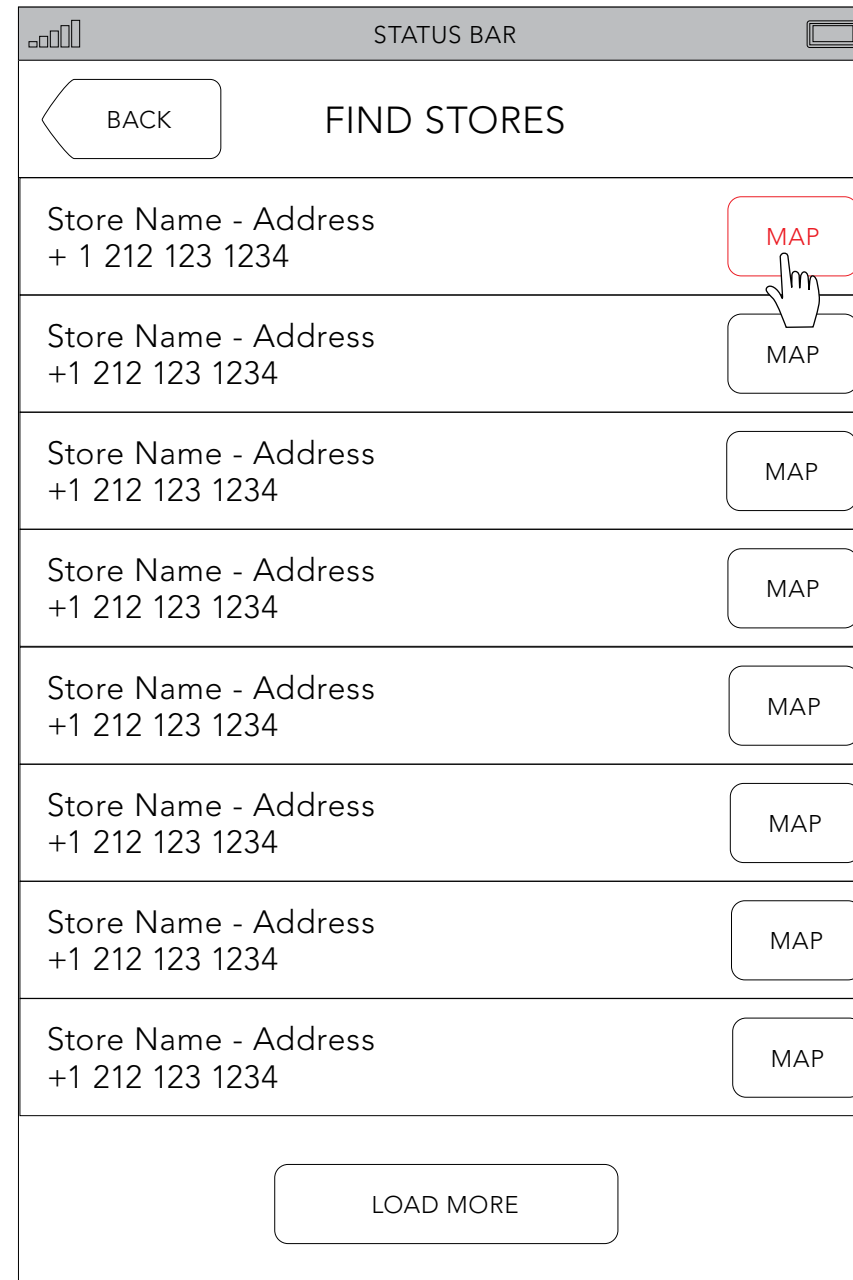
BUY IT

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).



PRODUCT

FIND STORES



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

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

* Before this screen can load, the alert(s) below would appear. In other words, the alerts would appear as the user taps FIND STORES.

If the user taps OK for GPS, ZIP CODE alert would not appear. If the user taps Don't Allow, ZIP code alert would appear.

"VOGUE WISH LIST" Would Like to Use Your Current Location

Don't Allow

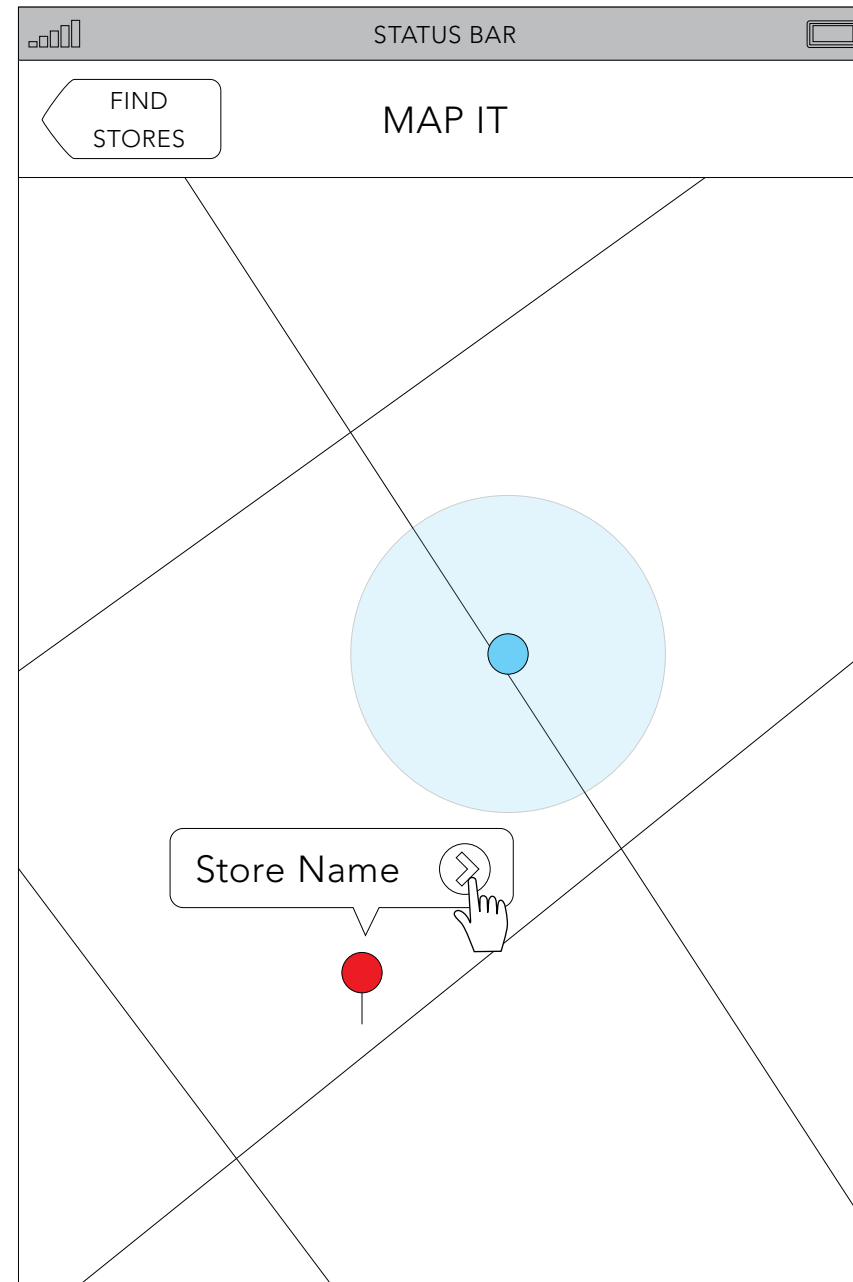
OK

You may locate stores by zip code.

Enter your Zip Code

Cancel

Save



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

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