

Vogue-LookBook

data visualisation

LookBook Users

Who are they?

- professionals
- non-professional users
(the interested teenage-girl; the housewife, who dreams of a glamorous dress; ...)

What do they want?

- get information
- get inspired
- just dream a litte

Vogue LookBook

FASHION SHOWS

Frühjahr 2009

Diesel

Model (21)

56 BILDER

Trend (0)

Beauty-Look (0)

People (2)



Messenger



Info



Runway



Close-Up



Front Row



Backstage



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SAISON
LABEL

Frühjahr/Sommer 2009

Diesel



DIASHOW STARTEN



Bild 9 von 56



zurück

weiter



Bild 9 von 56



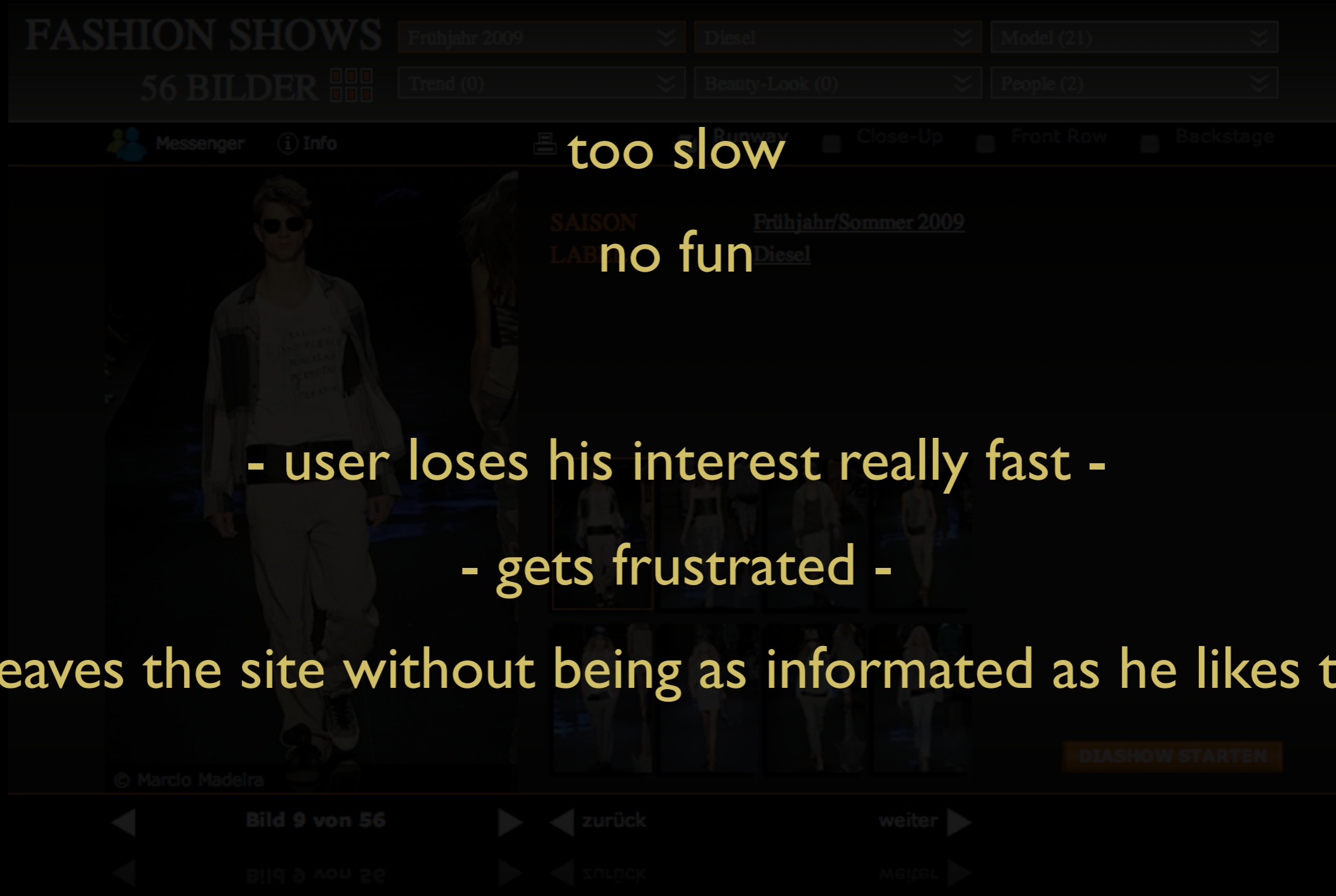
zurück

weiter

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DIASHOW STARTEN

Vogue LookBook



- user loses his interest really fast -
- gets frustrated -

- leaves the site without being as informed as he likes to -

Objectives

- more interesting working tool
 - _ direct search
 - _ non specific search by random function
- make the user stay longer
- innovative information/inspiration source

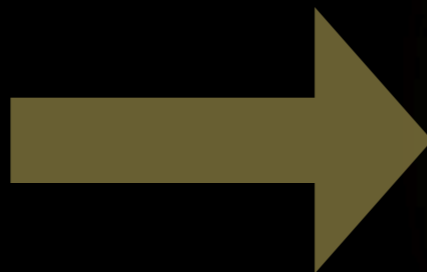
Idea

- main aspect on pictures
- concerted search and sorting depending on user's selection
(model, label, designer, look, people, trend)
- sorting ring (drag your selection into it!)
- fitting pictures arrange on the ring(s)
- save pictures and sortings
- number of pictures define the the ring-shine-size

Elements

Sort-Ring:

Drag your selections into the ring
fitting pictures arrange around the ring
shine of the ring represents mass of found pictures



Elements

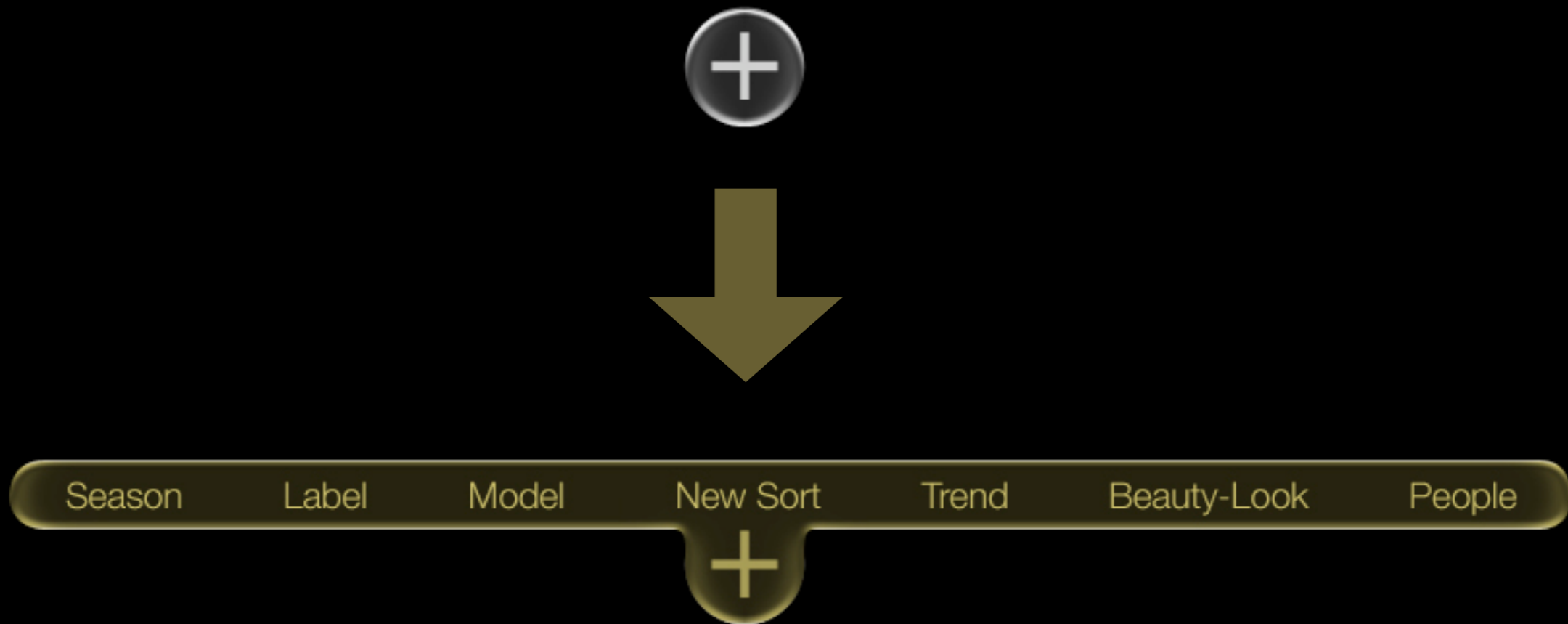
Navigation:

- 2 variants (Add-Button, Side-Bar)

Elements

Navigation: „Add-Button“

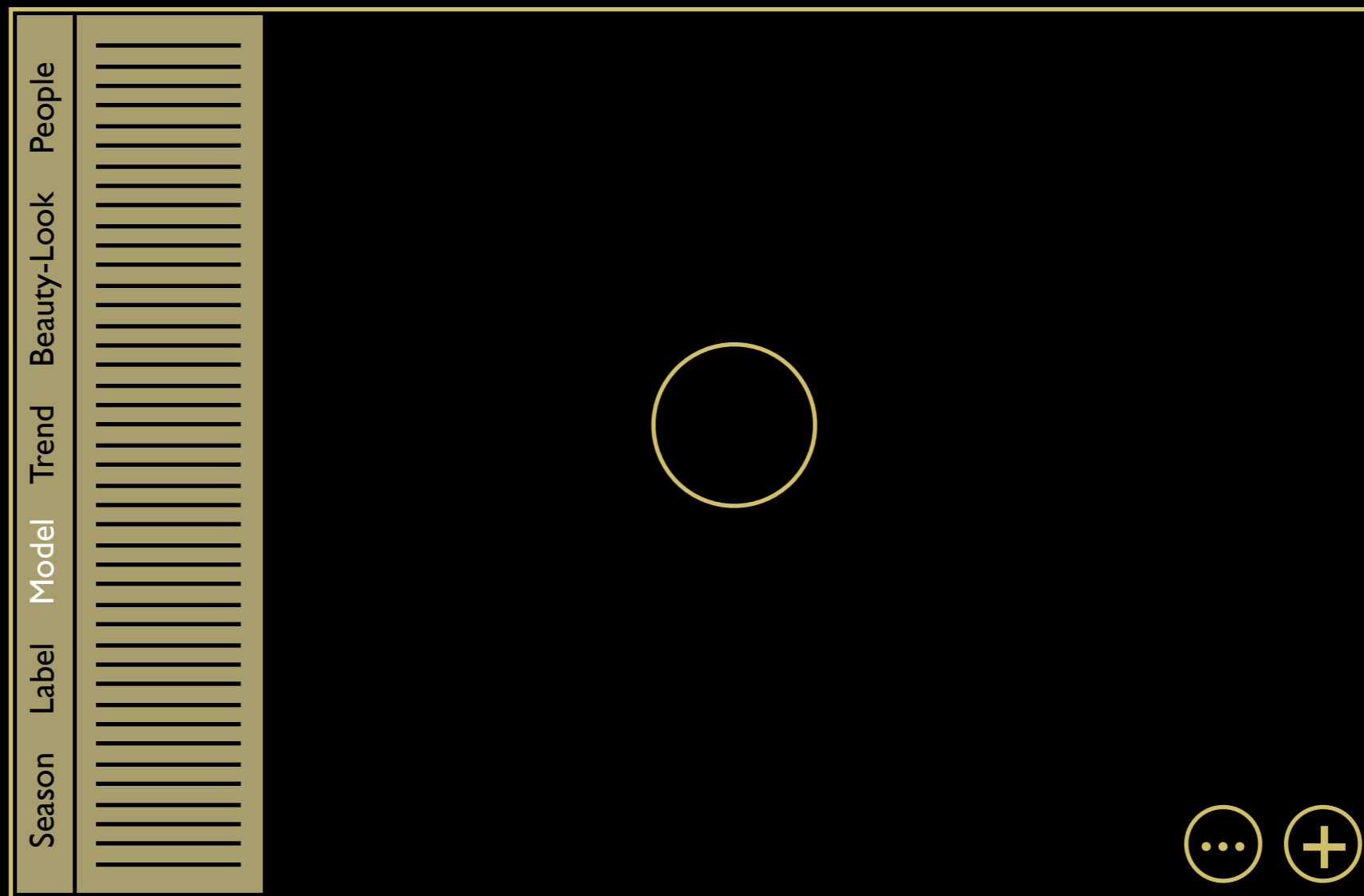
- Add Season, Label, Model, Trend, Beauty-Look, People to a existing ring
- Add new Sort-Ring for new selections



Elements

Navigation: „Side-Bar“

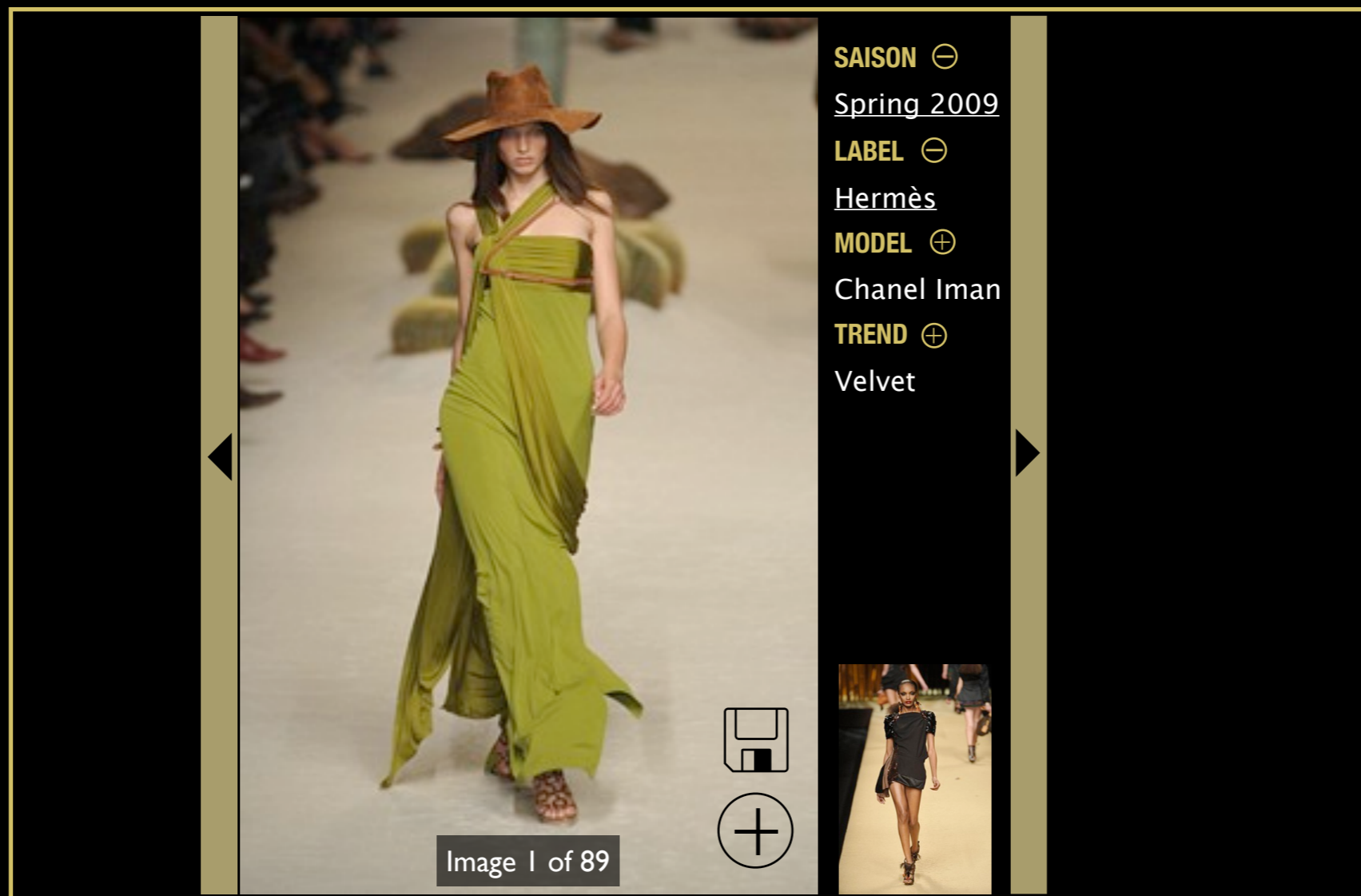
- Add Season, Label, Model, Trend, Beauty-Look, People to a existing ring from a list
- Add new Sort-Ring, add a randomized Sort-Ring



Elements

PopUp:

- Information of photo
- Add-Buttons to add currently not selected categories
- Save Picture, add picture-information to a new Ring



Navigation

- Change size of images by scrolling with the mouse-wheel
- Pictures become bigger on mouse over
- Mouse-click opens picture in a large view

Design

- Reduced Design
- Colors: black/white/gold
- Only a few navigation elements
- Compact menu
- Simple Icons

*Drag your
selection here!*



*Drag your
selection here!*

Season

Label

Model

New Sort

Trend

Beauty-Look

People



*Drag your
selection here!*

CRUISE COLLECTION 2009
SPRING 2009
FALL 2008 HC
FALL 2008
SPRING 2008HC

Season

Label

Model

New Sort

Trend

Beauty-Look

People









Season Label Model New Sort Trend Beauty-Look People





Spring 2009
Gucci



*Drag your
selection here"*

Season Label Model New Sort Trend Beauty-Look People





SAISON ⊖

Spring 2009

LABEL ⊖

Hermès

MODEL ⊕

Chanel Iman

TREND ⊕

Velvet



Image 1 of 89

