

01/ PROBLEMS

***static**

***slow**

***no visual connection**

***graphic (colors, fonts, ecc)**

***no free search**

***no download**

- *killerapplication**
- *used by 40-50% of users**
- *users<30years 66% women**
- *not linked with the magazine**
- *3-5 min average time used**

03/ TARGETS

- *restyling**
- *increase surfing average time**
- *increase clicks**
- *interactive**

***vogue = dream**

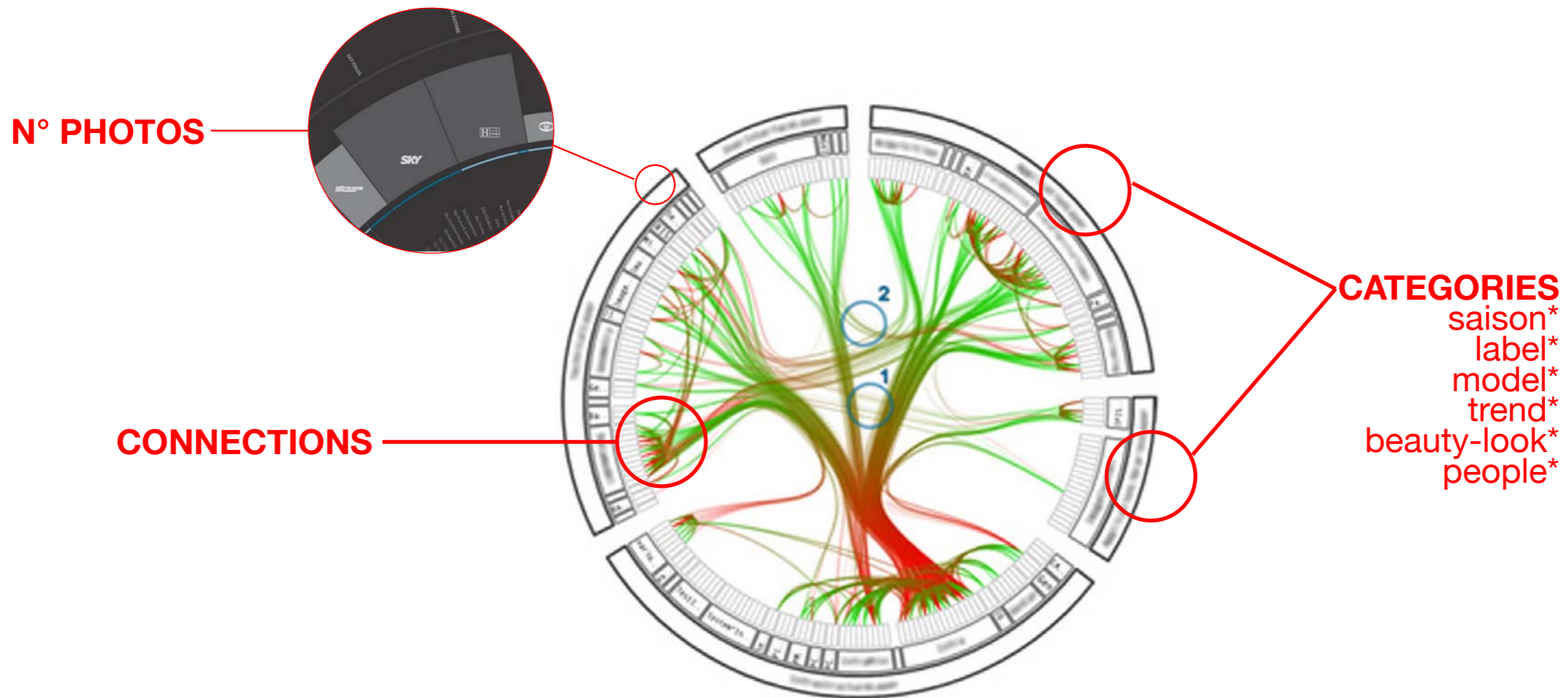
- *lookbook as a “dream experience”**
 - *as virtual fashion show**
- *bring the user “inside” highfashion**

- *images like on runway (follow a path)**
- *navigation through images (dream)**
 - *user starts the research**
- *visualise connections between categories**
- *user customization (he creates his own fashionshow)**
 - *interaction between users**
 - *user -> prosumer (?)**
- *download images (for professional users)**

***display connections**

***display how many photos**

***connections change when user filters categories**



- *fashion show
- *navigation through
- *custom fashionshow, drag'n'drop favourite images
- *share information with other users



- *one part for filter categories
- *one part for navigation

