Vogue-LookBook

data visualisation

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LookBook Users

Who are they?

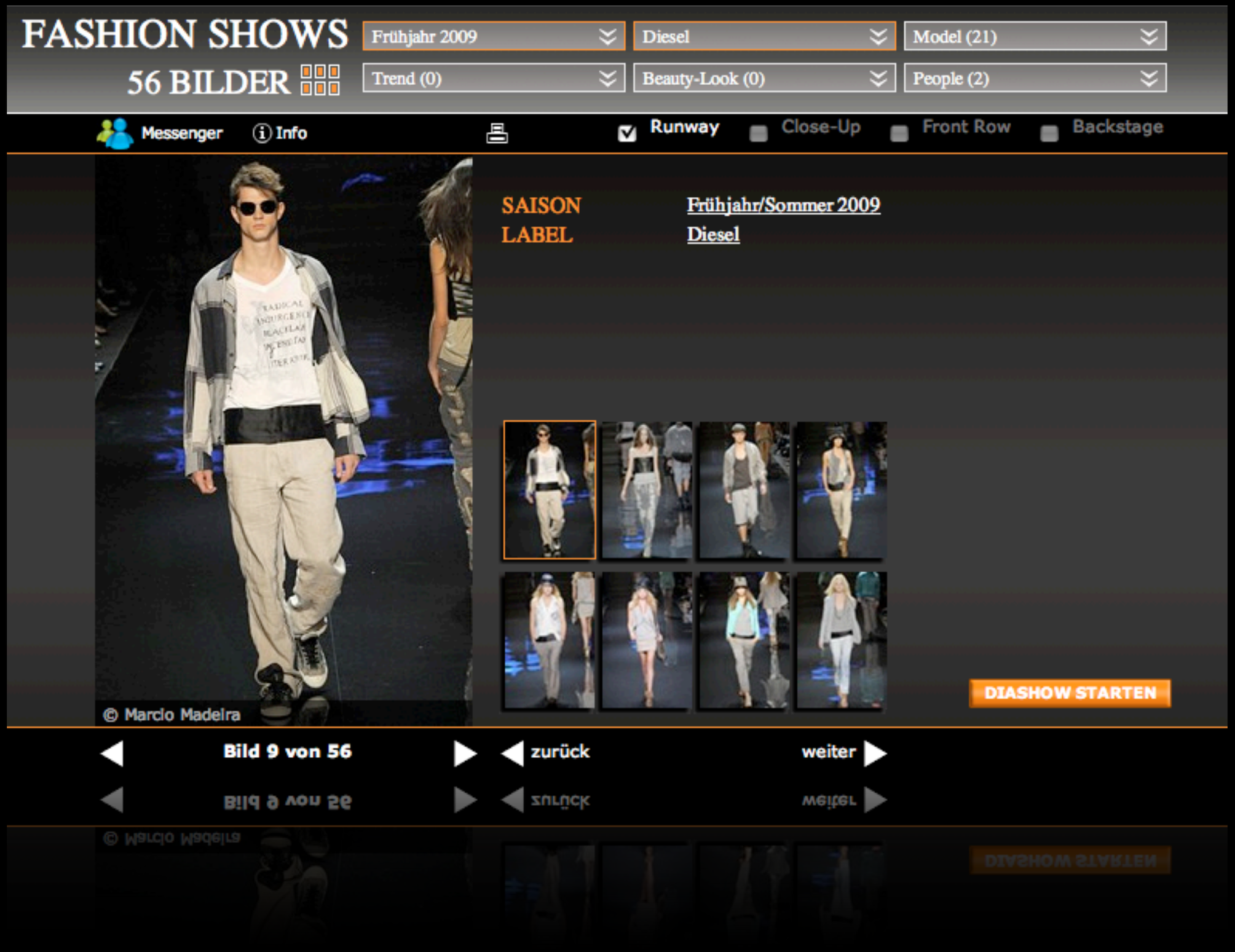
- professionals
- non-professional users

(the interested teenage-girl; the housewife, who dreams of a glamourous dress; ...)

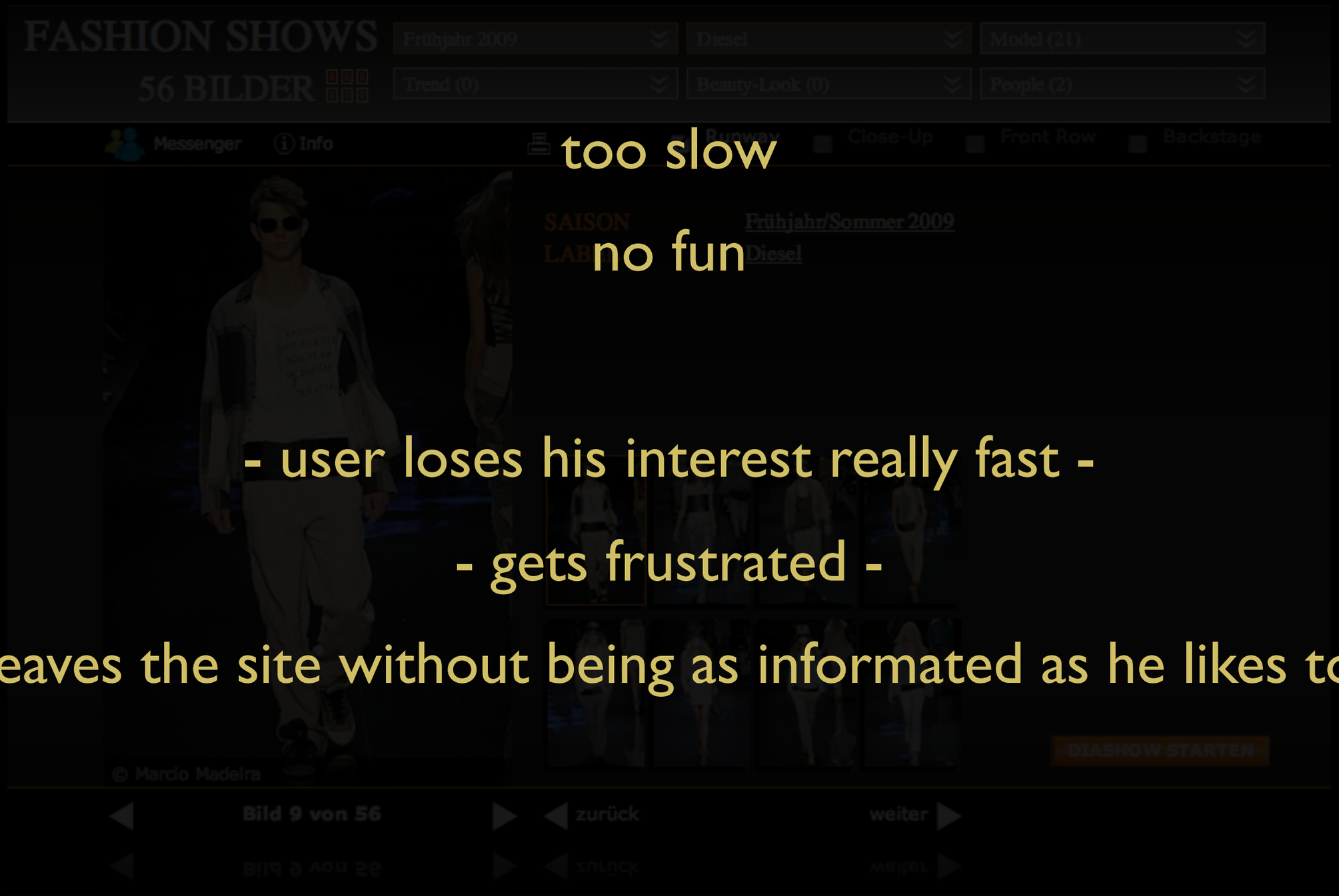
What do they want?

- get information
- get inspired
- just dream a litte

Vogue LookBook



Vogue LookBook



too slow

no fun

- user loses his interest really fast -

- gets frustrated -

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

Objectives

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

Idea

- main aspect on pictures
- concerted searchings and sortings depending on user‘s selection
  (model, label, designer, look, people, trend)
- only choose your categorie and drag it to the screen
- fitting pictures arrange on the area of dropped categories
- zoom in/out to have a closer view
- click on picture to start „slideshow“
- save pictures to favourites
- number of pictures defines the picture-“clouds“

Navigation concept

- Sidebar on left (choose categories for direct search)

  _ Mouseover opens menu for the selected categorie

  _ to build a selection, drag item to the black screen and drop it

  _ on list overflow move mouse up/down to scroll through menu

  _ use letter bar to scroll to a specific letter in the list

Navigation concept

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Navigation concept

Season
Label
Model
Trend
Beauty-Look
People

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Spring 2009
Cruise Collection 2009
Autumn 2008 HC
Autumn 2008
Spring 2008 HC
Spring 2008
Cruise Collection 2008
Autumn 2007 HC
Autumn 2007
Spring 2007 HC
Spring 2007
Cruise Collection 2007
Autumn 2006 HC
Autumn 2006
Spring 2006 HC
Spring 2006

Navigation concept

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Label
Model
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Beauty-Look

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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Navigation concept

- Random-Button

  _ builds a search with random categories

Navigation concept

- Random-Button

  _ builds a search with random categories

Navigation concept

- Random-Button

  _ builds a search with random categories

Navigation concept

- Selection Point

  _ appears on the selected area on the screen

  _ includes the selected categories/admits new categories

  _ shows categories on mouseover

Season | Label | Model | Trend | Beauty-Look | People

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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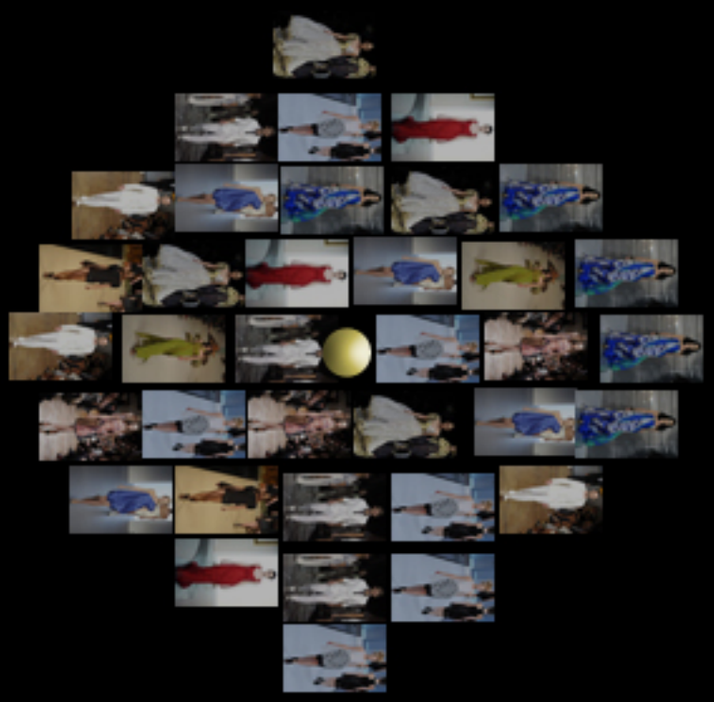
Spring 2009



Trend Beauty-Look People

Model

Giorgio Armani
Brioni
Roberto Capucci
Roberto Cavalli
Nino Cerruti
Nico Didonna
Dolce & Gabbana
Valentino Garavani
Fendi
Salvatore Ferragamo
Gianfranco Ferré
Irene Galitzine
Gucci
Max Mara
Missoni
Anna Molinari
Franco Moschino
Luigi Loro Piana
Miuccia Prada
Emilio Pucci
Nina Ricci
Stefano Pilati
Stefano Ricci
Elsa Schiaparelli
Beatrcie Trussardi
Emanuel Ungaro
Bottega Veneta
Donatella Versace
Gianni Versace
Ermenegildo Zegna

Label

Nina Ricci
Stefano Pilati
Stefano Ricci
Elsa Schiaparelli
Beatrcie Trussardi

Season

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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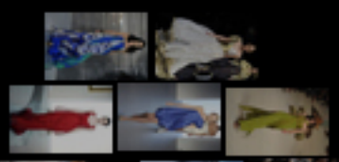


Spring 2008
Gucci

Navigation concept

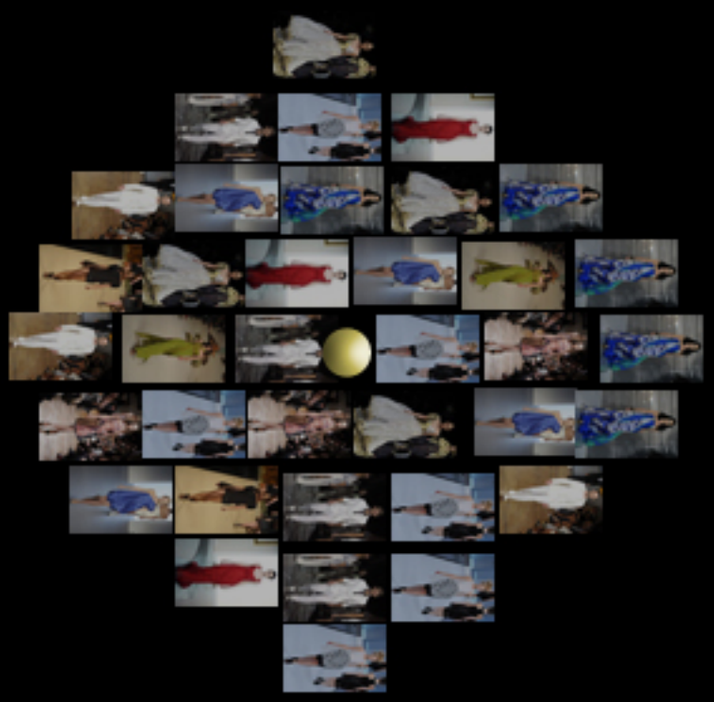
- Pictures

  _ Mouseover shows a larger preview of the picture

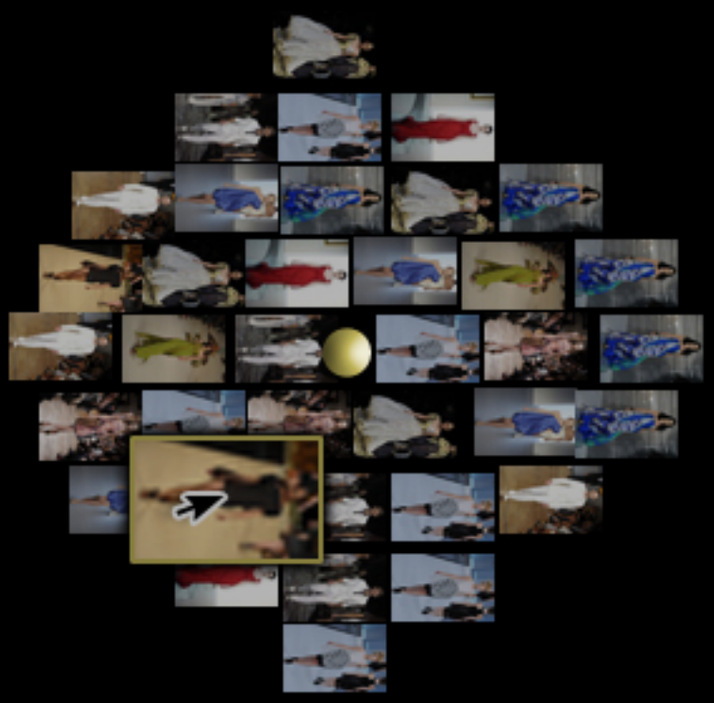
  _ Mouseover shows connection to pictures in another search

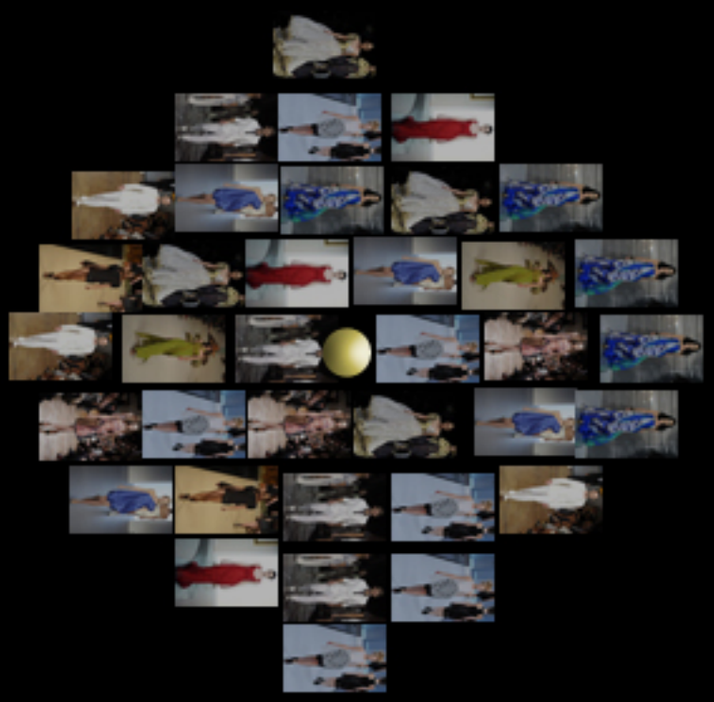
  _ Zoom in/out by scrolling the mouse wheel

  _ Paning by holding down the mouse key and move



Season Label Model Trend Beauty-Look People





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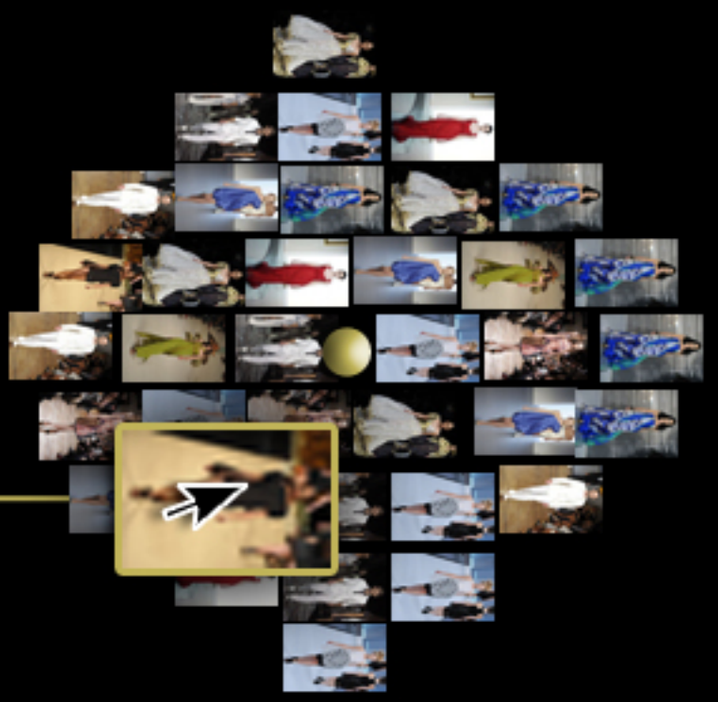
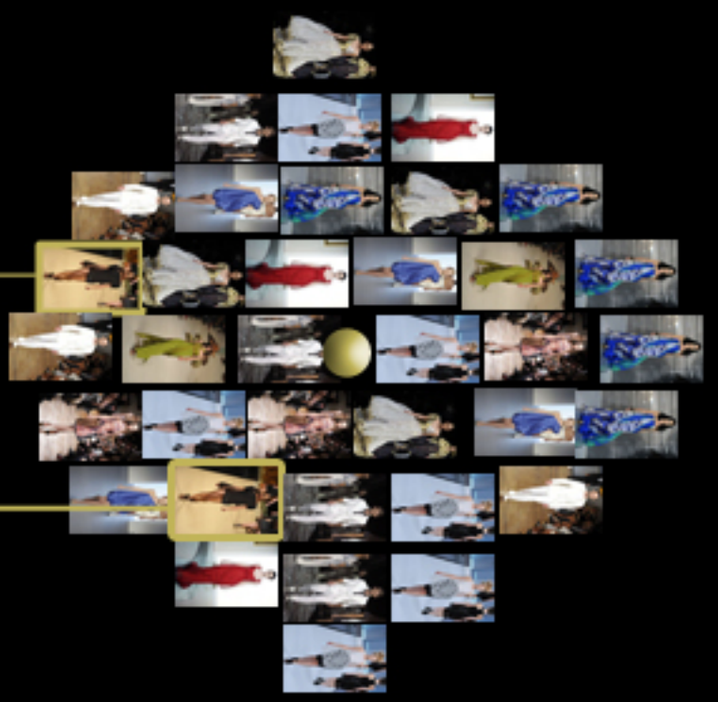




Navigation concept

- PopUp

  _ Opens up by clicking on a picture

  _ go through search to view all pictures

  _ shows information of the current picture

  _ add/remove categories

  _ add current information to a new search

  _ save picture to favourites

SAISON
Spring 2009

LABEL
Gucci

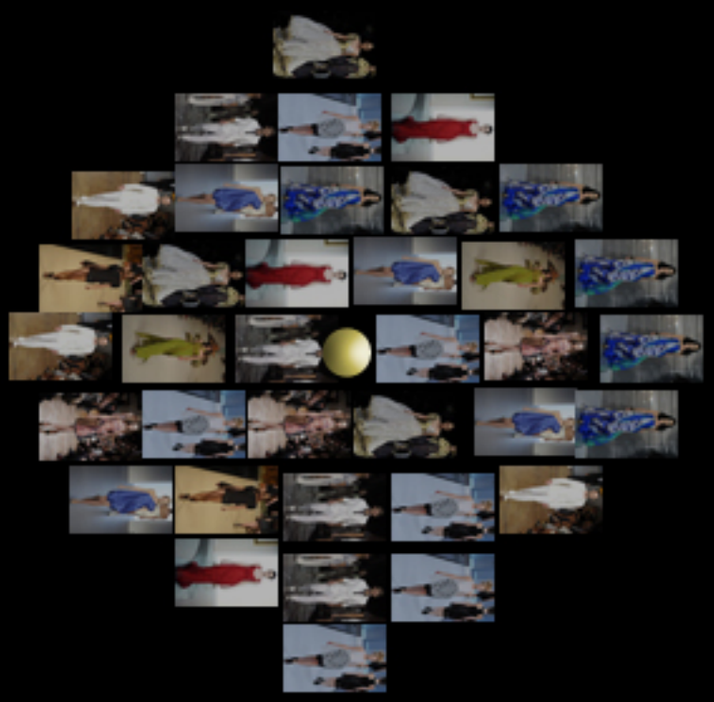
MODEL
Mariacarla Boscono

TREND
Velvet

Add to Favourites

Add to new Search

Season Label Model Trend Beauty-Look People



Design

- Reduced rounded shapes

- Colors: black/gold

- Only a few navigation elements

- Compact menu

- Simple Icons

- Font: New Helvetica in 2 different cuts