

# Facts

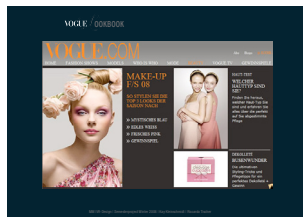
page impressions  
visits  
newsletter

7.362.000\*  
292.348\*  
34.250

\* per month, IVW Online / December 2008

- » 122.748 fashion pictures
- » lookbook as imageviewer

# 1



# Lookbook

- » to slow
- » unsexy and not funny
- » conventionally
- » no pleasure in handling
- » confusing layout

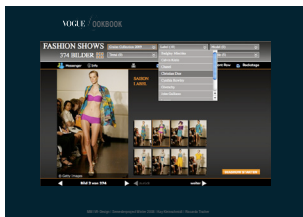
# 2



# What we want is ...

- » attractive presentation of the huge picture amount
- » easy and innovative navigation
- » making hidden information visible
- » keep the possibility to filter pictures and to extend this function
- » make additional informations visible
- » target group
  - experienced B2B users
  - normal customers
- » marketing possibilities

# 3



# Magic Cube

- » we looked for sorting and combination principles
- » from 3D cube to a 2D grid - we unwrap the cube
- » a huge moveable and zoomable picture plane

4



# *The new Lookbook ...*

- » focused on photography
  - picture orientated datavisualization (podv)
- » sorted by date + label, displayed in rows
- » continuously variable zoom
- » displaying colortrends
- » easy to browse and filter
- » impression of a setcard with additional functions  
(slideshow, favorites, informations)
- » screensaver-mode

5

Prototyp

## *It should ...*

- » run with the actual amount of data
- » webbased Adobe Flash™ application, MySQL and PHP
- » Flashplayer 10, AS3
- » fullscreen mode
- » used with mouse (2 button with scrollwheel)

6

Prototyp