



# Elisa Silletti

32 | Female | Director of External Communications

## How do you go about reading digital editorial content? (mobile app, website, tablet, social media)

I typically use the app Apple News+ because I am able to get a variety of content at the touch of a finger in a single app. If I am already on the computer, I will use a browser and go to their direct site.

## What do you like about your current method(s)?

I travel often so for me, I wanted an application where I could get all my content in one place and browse for hours within it. I didn't always use Apple News+, I actually didn't even realize it was automatically downloaded to my phone for maybe almost a year. I definitely think it's something worth using or even trying out because it is how I remain in the know. I love that I can get push notifications from any publication.

## What do you dislike about your current method(s)?

Eh I don't have much to dislike. The only thing that is annoying to me with Apple News+ (the paid version) is you are allowed access to magazine and audio content but you cannot log into your previous subscriptions without it.

## Do you think print publications have adapted well with the transition to digital content?

I don't think they have perfected it but they are definitely well on their way.

## Have you heard of Vogue before?

Who hasn't?

## Do you have a Vogue subscription?

No but I do read their content from Apple News+. Like I said before with Apple News you cannot log into previous subscriptions so I ended up canceling my subscriptions with The Hollywood Reporter and a bunch of other publications and subscribed to Apple News+ because I get a better bang for my buck.

## After scrolling through all three Vogue applications, how do you feel about how the brand is relaying its content?

This is an absolute mess, who would want to go back and forth between three apps to receive all the content that is in the same place on their website.

## Do you like the overall flow of these applications?

These apps are as chaotic as my life. I am a big Apple News+ reader and looking at the way they present their content versus Vogue it looks like they need to step up their game. When I think of Vogue I think of legendary opinions and fashion choices and styles. When I look at these Vogue apps everything I just said about them gets thrown out the window. These apps need a major upgrade ASAP!

## What advice would you give the Vogue team for redeveloping the application?

Live up to your reputation! They are known as the fashion bible, they release content that has beautiful imagery and great editorial content. It's a shame that their mobile content looks like this. They need to combine these apps, I switched to Apple News because they have millions of publications in one spot. I am confident when I say even their diehard fans are not going to be paying for this anymore they will soon switch if they don't get their act together fast.

## THINKING

“These applications are a mess, why would I want to bounce around multiple apps to receive all of the content that you access in one spot on their website?”

“Do people actually use these apps? They are not functionable.”

## NEEDS

- Content in one spot
- Showcase their high resolution photographs full screen - its 2020 magazine content should be fully optimized, there is no excuse especially for Vogue
- Digital allows room for interactivity, where is it?



## OBSERVATIONS

- Confused by the saved articles tab is layed out in Vogueworld
- Frustrated that the videos do not work in Vogueworld
- Annoyed that the December Vogue issue is available on desktop but not the mobile app yet

## FEELINGS

“Where is the interactivity? Apple News+ lays out their content way nicer and includes formatting options such as dark mode and change of text size”

“These apps do not let Vogue live up to their reputation.”

## INSIGHTS / PROBLEMS

- Three apps do not work for me, either bundle them or else I will not be downloading the app
- Content is not optimized to fit screen

## IDEAS / SOLUTIONS

- Bundle apps
- Add interactive covers
- Give access to free content not just subscribed
- Offer format options such as dark mode and change of text size



# Marissa Collono

22 | Female | Recent College Graduate

## How do you go about reading digital editorial content? (mobile app, website, tablet, social media)

I definitely don't use a tablet but I probably use websites and apps the most. I typically only view content that I see posted on social media first and then I click on the article from there. I am a sucker for BuzzFeed's clickbait articles.

## What do you like about your current method(s)?

I like that since I do not follow a publication specifically when I do see articles that interest me I can click and read them.

## What do you dislike about your current method(s)?

Well it gets the job done, but I am not as versed in reading editorial content as I would like.

## Do you think print publications have adapted well with the transition to digital content?

From the ones I use yeah I guess. I love the immediacy that it has allowed the industry to have, like when Kobe Bryant passed social

media let me know first. From there I was able to go to news outlets and find the real story.

## Have you heard of Vogue before?

Yes, I don't often read it but I have seen the movie Devil Wears Prada and I know that it's supposed to be based off of working at Vogue for Anna Wintour.

## Do you have a Vogue subscription?

No, I don't have a subscription to any publication. I only read the free content, I am balling on a budget here.

## After scrolling through all three Vogue applications, how do you feel about how the brand is relaying its content?

Well for Vogueworld I know for a fact that they are posting more content everyday than what the 3-5 articles that are uploaded here? If they aren't posting more than that well that's just weird because they have a great reputation and I would think digital would only allow them to expand on that content.

## Do you like the overall flow of these applications?

It's annoying that they are all separate apps but I am not mad that the runway app is separate from the others. The app has enough content to stand by itself and probably reaches such a niche audience that it needs to be separated. Overall if I look at the website and then come to these apps I am confused, I don't have a seamless transition!

## What advice would you give the Vogue team for redeveloping the application?

I am not a subscriber or a loyal fan but I do follow Vogue's Instagram and will swipe up on editorial content that interests me. Based on the content that I do read I think Vogue's content when viewed in a browser whether it's on desktop or on mobile is delivered fantastic. I wish it was the same across their apps.

## THINKING

“Where are the abundance of articles that they post on their website? Why are only select articles posted on the app”

“Vogue Runway doesn’t bother me as a separate app as it is probably for their niche users. The other two apps should be combined as one though.”

## NEEDS

- Bundle of at least Vogue Magazine and Vogueworld
- More access to free content on Vogueworld
- Same navigation as desktop



## OBSERVATIONS

- Loves the organization of Vogue Runway
- Can’t seem to find all of the latest content posted on the desktop site on Vogueworld
- Noticed how all of the apps have a different style approach

## FEELINGS

“I love that Vogue Runway allows you to see the latest collection plus have access to the designers previous collections and their runway shows.”

“I wish they promoted more of their free content.”

## INSIGHTS / PROBLEMS

- Vogueworld lacks content
- Vogue Magazine is only targeted to subscribers so only a select amount of users are actually downloading it

## IDEAS / SOLUTIONS

- Seamless style approach from desktop to mobile
- Push notifications of latest stories
- Share content on social media that is now available on the app



# Gianna D'Alessandro

28 | Female | Public Relations Specialist

## How do you go about reading digital editorial content? (mobile app, website, tablet, social media)

I am probably the biggest book nerd you will be interviewing today but I will read content no matter the device. I use my phone, my ipad, on desktop, through social media, if a push notification really entices me I will even try to read it on my Apple Watch - side note I do not recommend that you see like three words per line.

## What do you like about your current method(s)?

I love that I am able to submerge myself in content no matter the device and no matter where I am. I love having content readily available at the tap of a finger.

## What do you dislike about your current method(s)?

Nothing that I could think of at the moment.

## Do you think print publications have adapted well with the transition to digital content?

I think they are continually getting better. I have been a subscriber of

Vanity Fair for a while and I have noticed they implemented moving cover art of the models they have on the front and that's where I think the future of digital content is eventually going to go. There is so much room for interactivity in digital content, I need more of it! I want publications to adapt gifs, videos, or literally anything interactive within their content.

## Have you heard of Vogue before?

Is the sky blue? Of course, who hasn't!

## Do you have a Vogue subscription?

No shade to Vogue, but no I am a long-time subscriber to Vanity Fair. I just prefer their writing style and vast amount of content better. I do occasionally read their free content though!

## After scrolling through all three Vogue applications, how do you feel about how the brand is relaying its content?

Vogue's Magazine app is set up extremely similar to Vanity Fair's probably because they are both under Conde Nast but even though I love Vanity Fair I hate their app so I definitely do not like Vogue's. What Vogue does differently than Vanity Fair is that they have more than one app. I don't care if I download more than one app for different publications but I am not downloading more than one app for a single publication. This reminds me of Facebook and how you need to separately download the messenger app. I refuse to download it, if I have a message I will wait until I am on a desktop to view it.

## Do you like the overall flow of these applications?

I'm not a fan but as a person who cares more about the content than the way it's presented I wouldn't unsubscribe because of it. I would only unsubscribe if it was extremely unlegible and not functional.

## What advice would you give the Vogue team for redeveloping the application?

Maybe this is advice to Vogue or maybe this is just advice to Conde Nast to adapt as a whole, I said it before and I'll say it again: make a user's experience easier, not harder. Adapt interactive content and don't go with the basics because you know it works. Be different, think outside the box and uphold your reputation.

## THINKING

“Where are the abundance of articles that they post on their website? Why are only select articles posted on the app”

“Vogue Runway doesn’t bother me as a separate app as it is probably for their niche users. The other two apps should be combined as one though.”

## NEEDS

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## OBSERVATIONS

- Loves the organization of Vogue Runway
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## FEELINGS

“I love that Vogue Runway allows you to see the latest collection plus have access to the designers previous collections and their runway shows.”

“I wish they promoted more of their free content.”

## INSIGHTS / PROBLEMS

- VogueWorld lacks content
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## IDEAS / SOLUTIONS

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- Push notifications of latest stories
- Share content on social media that is now available on the app

# SAVANNAH

22, DESIGN STUDENT  
NEW YORK, NY



## ABOUT

Savannah is a senior fashion design student at the Fashion Institute of Technology (FIT) in New York, NY. Fashion has always been a passion as from an early age she has been a lover of classic and timeless luxury brands such as Louis Vuitton, Versace, and Jimmy Choo. Savannah has found a new interest in brands that incorporate sustainable efforts within their products. While working towards her degree, Savannah currently works as a sales associate at a retail store in the heart of Times Square. After college, her dream job is to open her clothing line that focuses on sustainably-made luxury items.

## BEHAVIORS

- Chooses digital over print for sustainability measures
- Often reads fashion publications for classes
- Believes in the power of an influencer

## GOALS

- Remain aware of the latest styles and trends
- Find unique stories
- Dress fashionably

## TECH ABILITIES

### LAPTOP / DESKTOP



### TABLET



### SOCIAL MEDIA

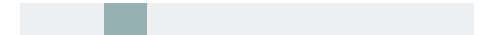


### IT / INTERNET



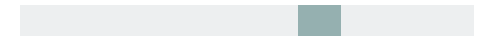
## PERSONALITY

### EXTROVERT



### INTROVERT

### SENSING



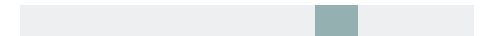
### INTUITION

### THINKING



### FEELING

### JUDGING



### PERCEIVING

## SUBSCRIPTIONS

**VOGUE**  
**COSMOPOLITAN**

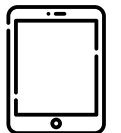
## DEVICES



Macbook



iPhone XR



iPad Pro

# EVIE

27, ASSOCIATE BUYER  
LOS ANGELES, CA



## ABOUT

Evie works as an Associate Buyer in Women's Outerwear for a high-class department store. Interested in fashion since she was a young girl, Evie sees herself as a trendsetter. Evie uses influencers, fashion magazines, and past trends as a source of inspiration when purchasing outerwear for the store. When Evie buys items for the store, she keeps the customer in mind at all times to meet their current needs. Evie is consistently traveling as she manages the inventory for a variety of store locations. With consistent travel, Evie must-have content readily accessible.

## BEHAVIORS

- Finds inspiration both online and offline (e.g. Instagram, previous sales)
- Often reads on public transportation or on long journeys such as work trips

## GOALS

- Remain aware of the latest styles and trends
- Purchase the latest trends forecasted
- Become inspired by other brands
- Become educated on new products and items from trusted editors and designers

## TECH ABILITIES

### LAPTOP / DESKTOP



### TABLET



### SOCIAL MEDIA

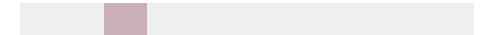


### IT / INTERNET



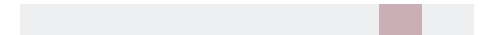
## PERSONALITY

### EXTROVERT



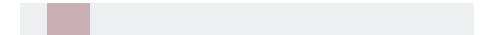
### INTROVERT

### SENSING



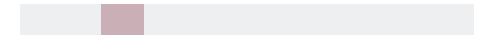
### INTUITION

### THINKING



### FEELING

### JUDGING



### PERCEIVING

## SUBSCRIPTIONS

ELLE  
FASHION

## DEVICES



Macbook



iPhone 11



iPad Pro





# MORGAN

26, FASHION SOCIAL MEDIA MANAGER  
PHILADELPHIA, PA

## ABOUT

Landing her dream job as soon as she graduated from college, Morgan works for a luxury fashion social media and content agency in the heart of Philadelphia, PA. She is an active listener and deep thinker with hands-on knowledge in digital and social campaigns. Morgan has a passion for influencers as she believes they are the future of paid media. Dreaming to be the next fashion influencer, Morgan loves to promote fashion-forward classics, timeless accessories, and beauty must-haves on her social media accounts. She has recently begun her own YouTube channel @MustHavesWithMorgan, where she reviews items that are a must for your closet.

## BEHAVIORS

- Regularly contacted by companies to create sponsored content
- Not always loyal to brands, looks for content that is easily accessible and moderately priced

## GOALS

- Prefers high quality photos and content
- Likes to stay in the loop even if items are out of price range
- Advice on specific items, places, and styles to shop
- Remain updated through push notifications on curated content

## TECH ABILITIES

### LAPTOP / DESKTOP



### TABLET



### SOCIAL MEDIA

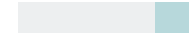


### IT / INTERNET

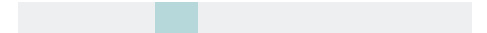


## PERSONALITY

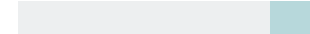
### EXTROVERT



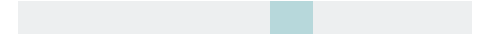
### INTROVERT



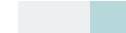
### SENSING



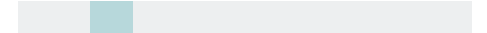
### INTUITION



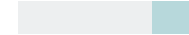
### THINKING



### FEELING



### JUDGING



### PERCEIVING



## SUBSCRIPTIONS

The New York Times

ADWEEK

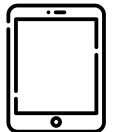
## DEVICES



Macbook



iPhone XR



iPad Pro



**CAMILLA**

31, ACCOUNT EXECUTIVE  
LOS ANGELES, CA

## ABOUT

Responsible for representing the voice of her clients, Camilla plays a critical role in a team as her client's trusted advisor and champion. She is motivated by achieving client satisfaction and fostering new relationships with media and influencers. Camilla thrives in a fast-paced environment and is extremely detailed oriented. Working within the fashion industry for almost ten years now, she has a vast amount of knowledge in promoting and selling everything from retail chains to exclusive designer brands. Camilla is extremely brand-oriented and believes that there is nothing better than being on-trend.

## BEHAVIORS

- Money is not an issue, will purchase what she believes is worth it
- Brand oriented, concerned about the she looks and feels when taking part in new style trends
- Likes to remain in the know about celebrity style and the latest beauty trends

## GOALS

- Grow a strong industry reputation
- Ability to educate current and potential clients on the latest and greatest fashion marketing tactics

## TECH ABILITIES

LAPTOP / DESKTOP



TABLET



SOCIAL MEDIA

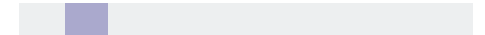


IT / INTERNET



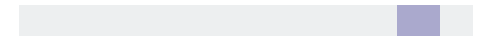
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EXTROVERT



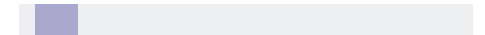
INTROVERT

SENSING



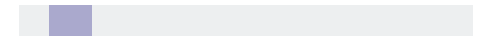
INTUITION

THINKING



FEELING

JUDGING



PERCEIVING

## SUBSCRIPTIONS

*THE*  
**Hollywood**  
*REPORTER*

**allure**

## DEVICES



Macbook



iPhone 12



iPad Air



# LAYLA

25, FASHION EDITOR  
BOSTON, MA

## ABOUT

After launching her style blog Labels and Layla at the age of 20, Layla has built a reputation as a trustworthy, attainable source of consistent style advice. She owes her blog and passion for fashion for landing her an editor position for a fashion magazine. Layla often attends fashion shows as she is continually building relationships with designers and industry professionals. She loves to keep up with the latest fashion trends and often suggests new products and ideas. Layla prefers finding a great deal when shopping for new clothes but occasionally will splurge to stay on-trend. As Layla is constantly traveling to shoot locations and different runway shows, having access to content on all devices is imperative.

## BEHAVIORS

- Will splurge occasionally on clothes but prefers a great deal
- Only takes fashion advice from experts
- Updates friends and family on style advice

## GOALS

- Be on-trend and forward thinking
- Receive content that is personally curated
- Have access to content no matter the device

## TECH ABILITIES

LAPTOP / DESKTOP



TABLET



SOCIAL MEDIA



IT / INTERNET



## PERSONALITY

EXTROVERT



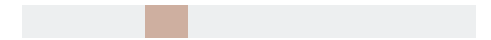
INTROVERT

SENSING



INTUITION

THINKING



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JUDGING



PERCEIVING

## SUBSCRIPTIONS

# ELLE VOGUE

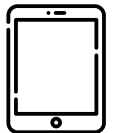
## DEVICES



Macbook



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