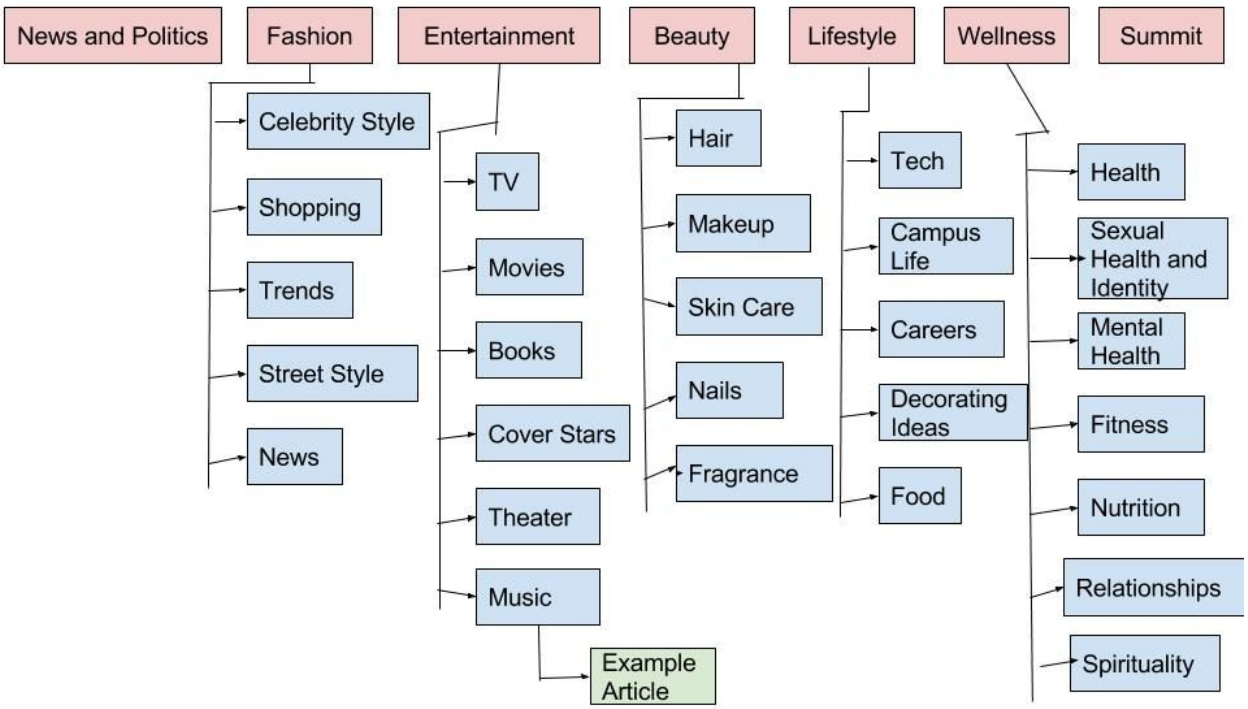
Analog to Digital

Teen Vogue Site Map and Wireframes

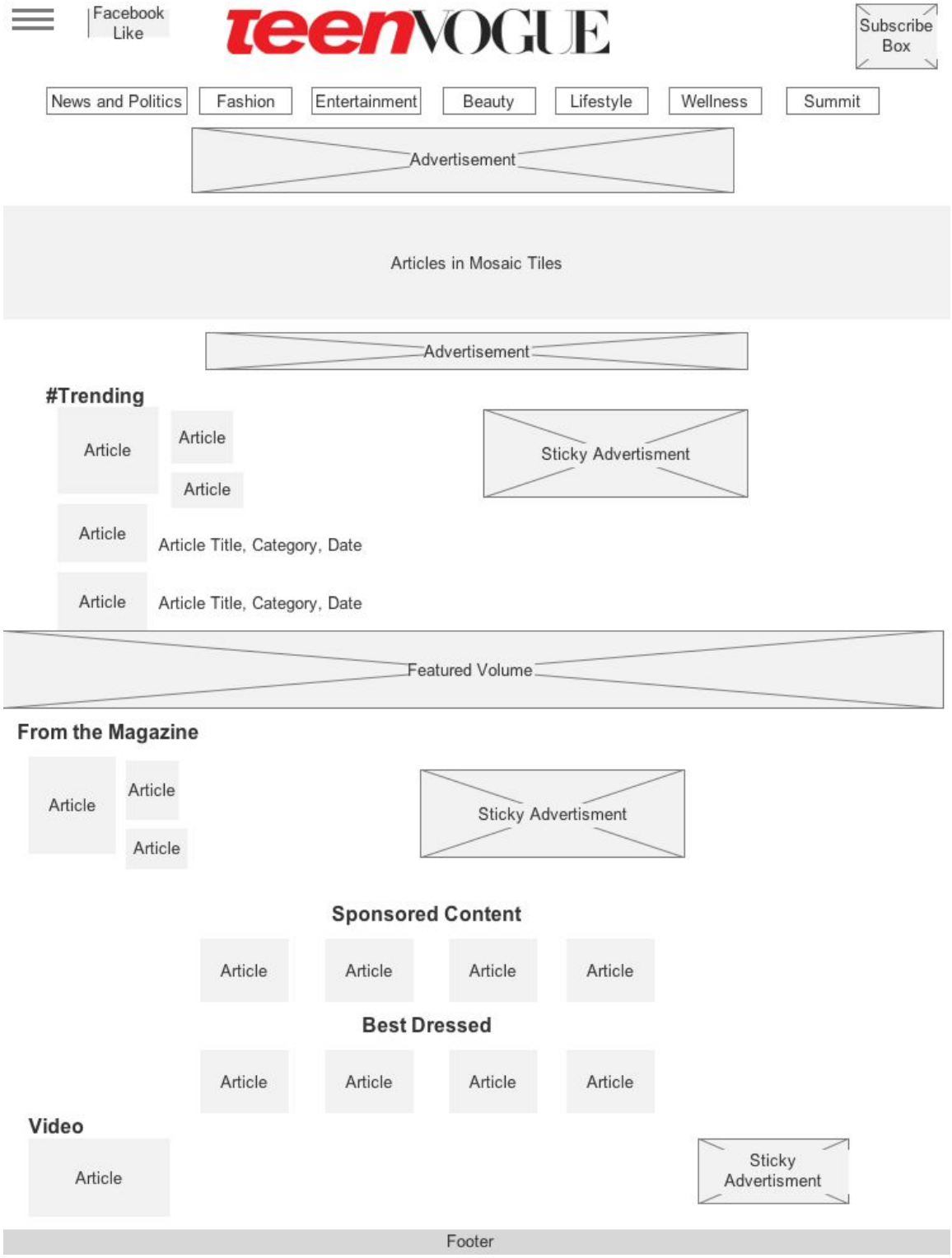
Below is the site map for *Teen Vogue*. The red labels are the primary navigation labels. The blue labels are the secondary navigation labels located on the landing page that corresponds to the red label it is under. The green label is an example article. Each of the blue labels has articles associated with it.

teenVOGUE Site map

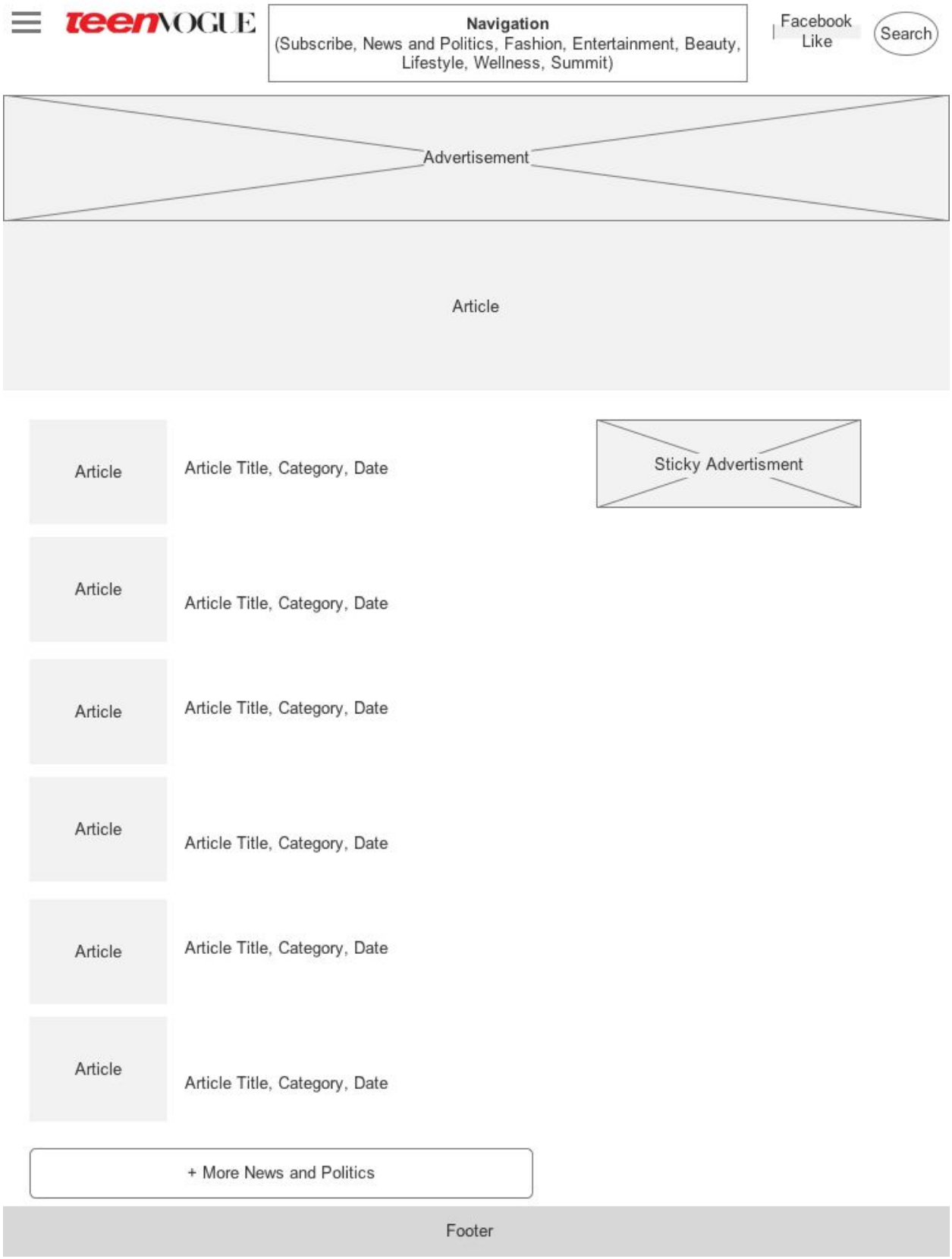


Below are the wireframes for the homepage, the landing pages for News and Politics, Fashion, Entertainment, Beauty, Lifestyle and Wellness, and Summit, and an example of two articles.

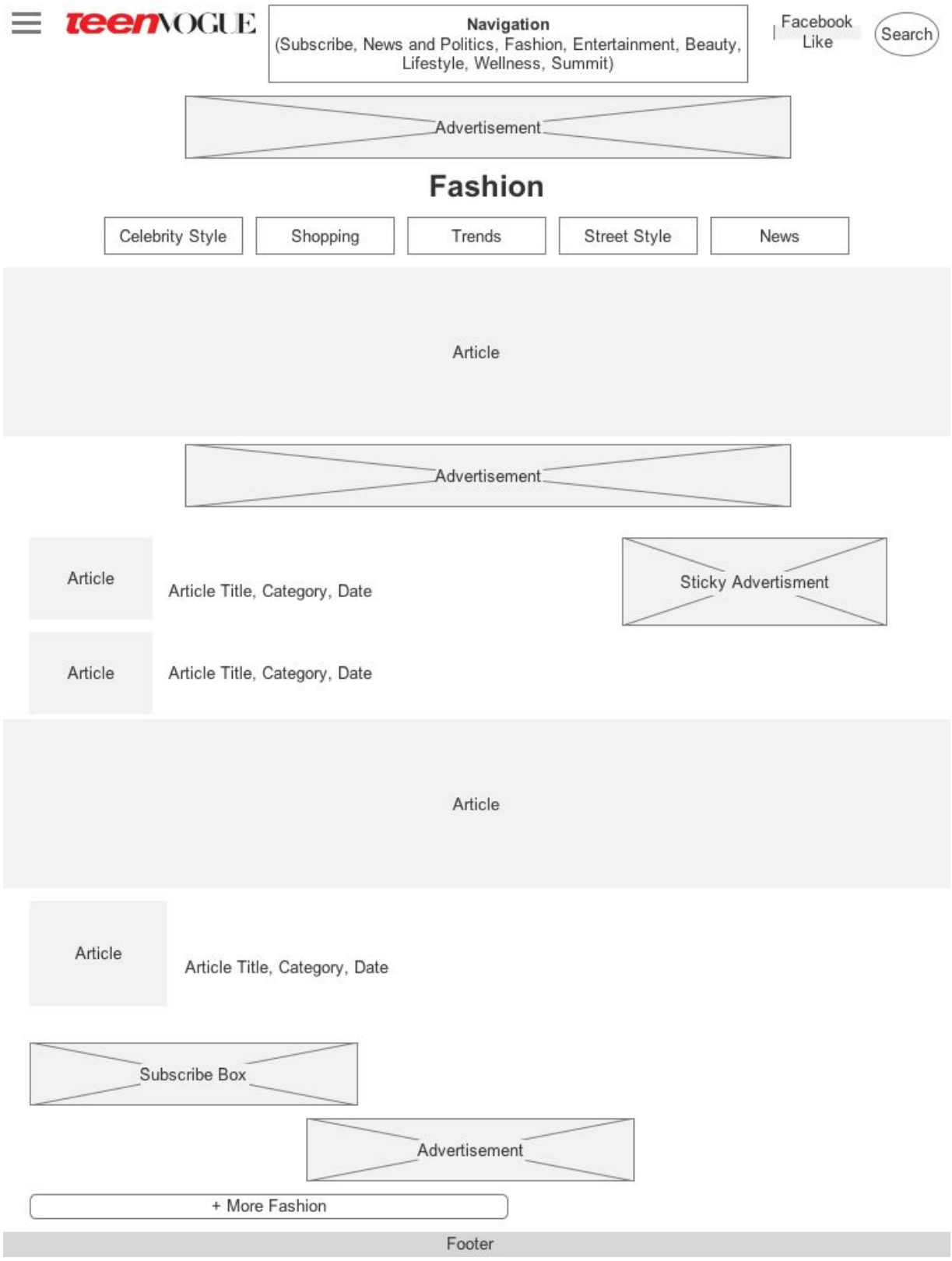
Homepage



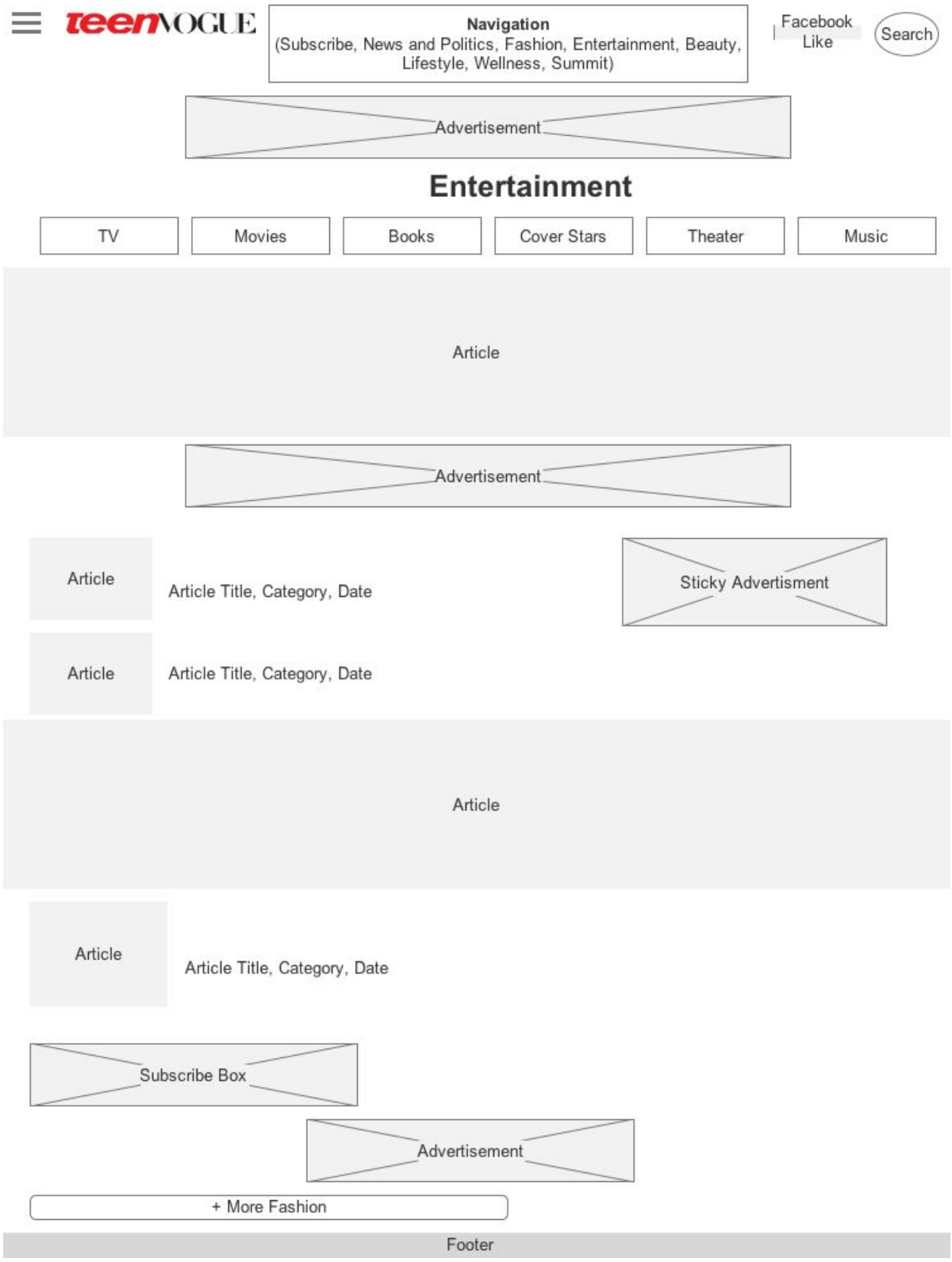
News and Politics



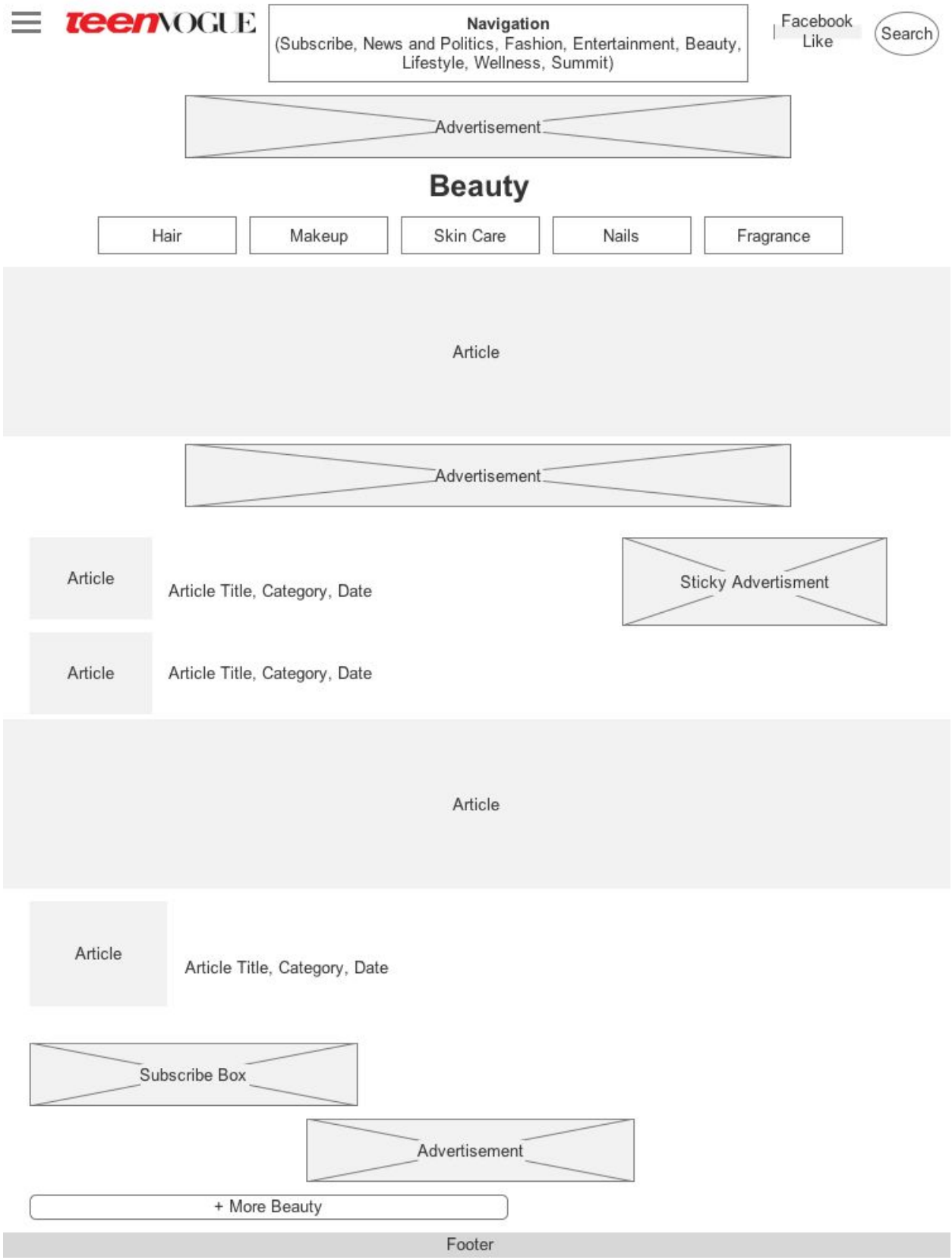
Fashion


teenVOGUE
Navigation
(Subscribe, News and Politics, Fashion, Entertainment, Beauty, Lifestyle, Wellness, Summit)
Facebook Like
Search
Advertisement
Fashion
Celebrity Style
Shopping
Trends
Street Style
News
Article
Advertisement
Article
Article Title, Category, Date
Sticky Advertisment
Article
Article Title, Category, Date
Article
Article
Article Title, Category, Date
Subscribe Box
Advertisement
+ More Fashion
Footer

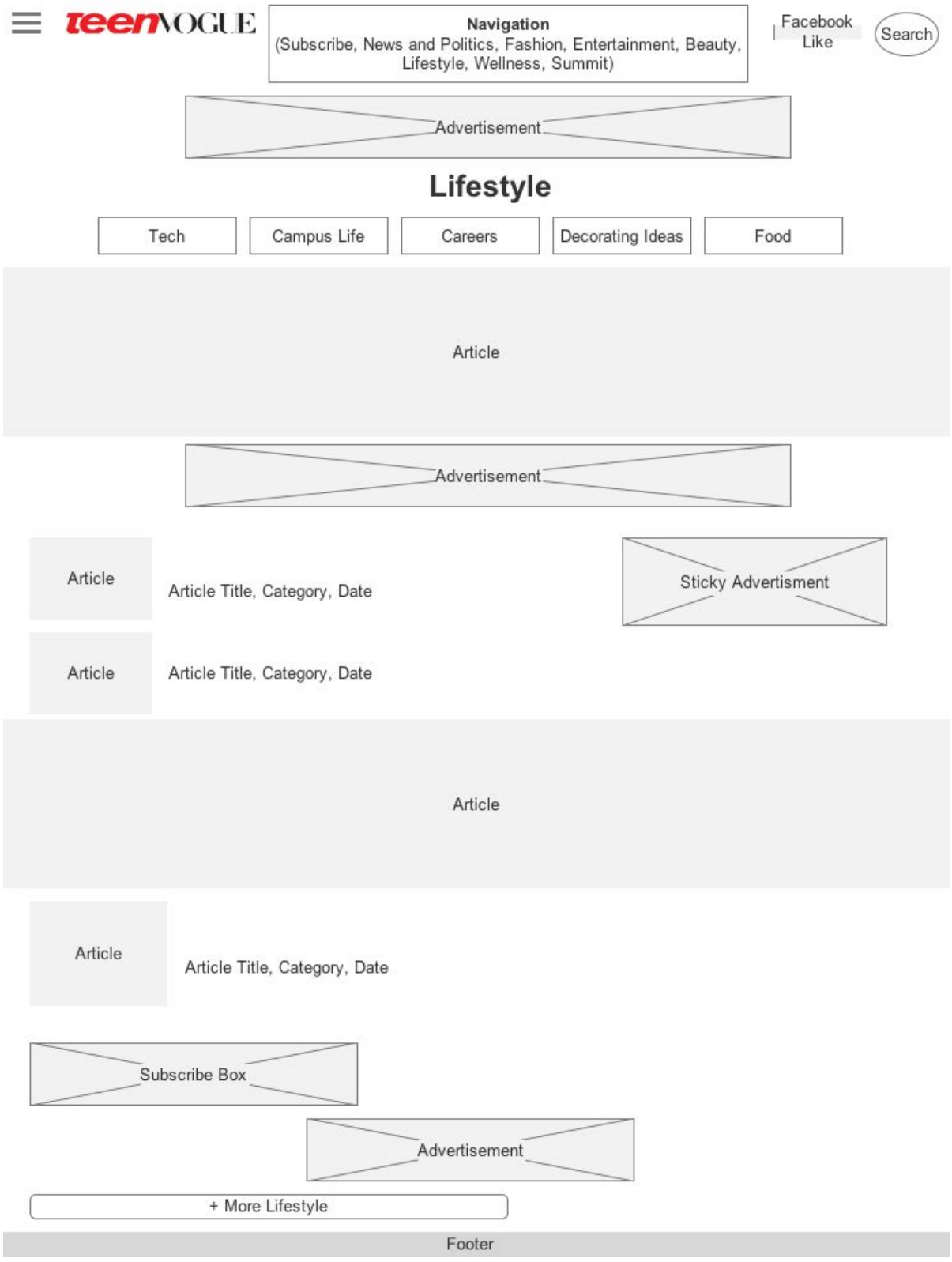
Entertainment



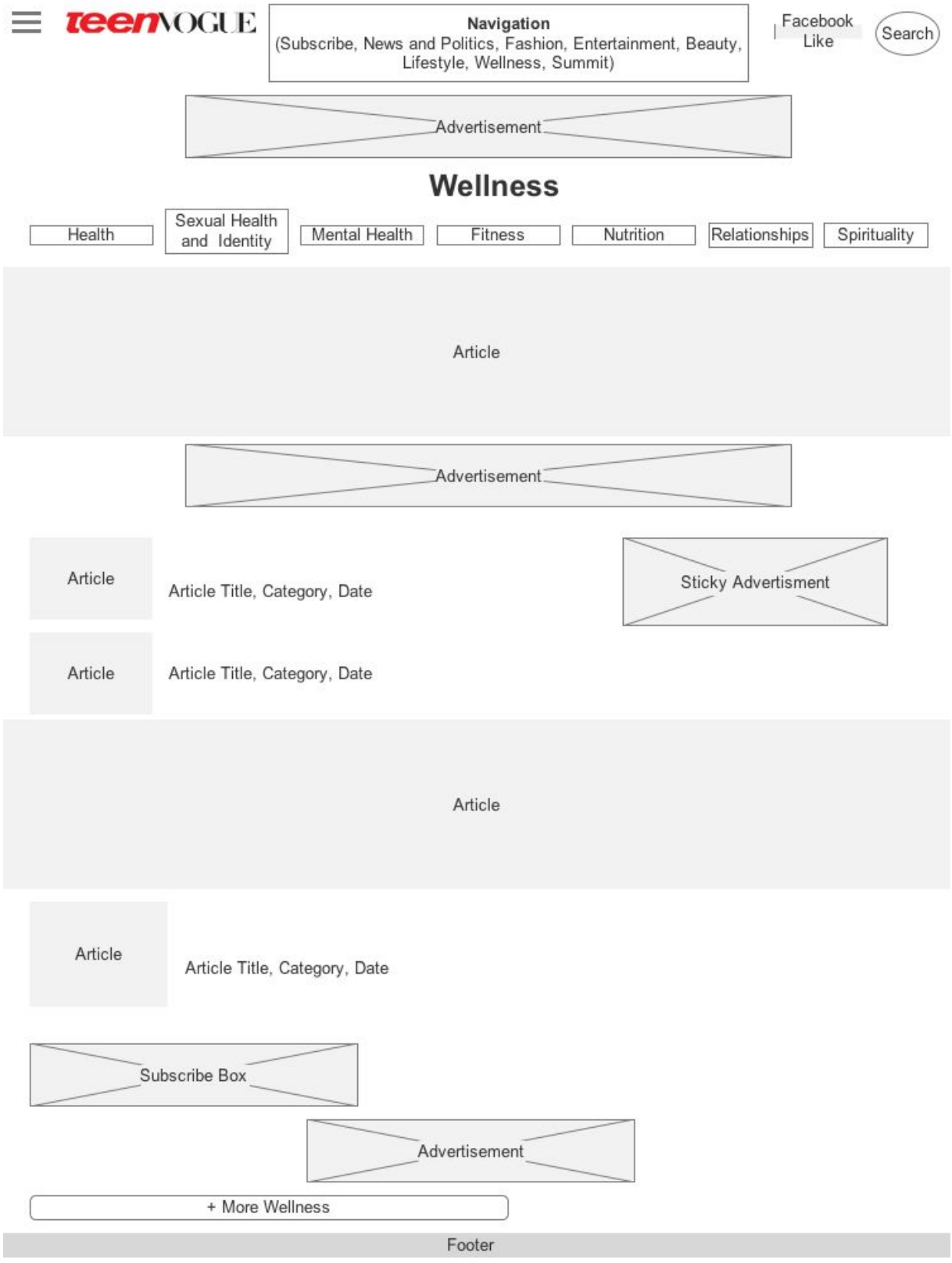
Beauty


teenVOGUE
Navigation
(Subscribe, News and Politics, Fashion, Entertainment, Beauty, Lifestyle, Wellness, Summit)
Facebook Like
Search
Advertisement
Beauty
Hair
Makeup
Skin Care
Nails
Fragrance
Article
Advertisement
Article
Article Title, Category, Date
Sticky Advertisment
Article
Article Title, Category, Date
Article
Article
Article Title, Category, Date
Subscribe Box
Advertisement
+ More Beauty
Footer

Lifestyle


teenVOGUE
Navigation
(Subscribe, News and Politics, Fashion, Entertainment, Beauty, Lifestyle, Wellness, Summit)
Facebook Like
Search
Advertisement
Lifestyle
Tech
Campus Life
Careers
Decorating Ideas
Food
Article
Advertisement
Article
Article Title, Category, Date
Sticky Advertisment
Article
Article Title, Category, Date
Article
Article
Article Title, Category, Date
Subscribe Box
Advertisement
+ More Lifestyle
Footer

Wellness


teenVOGUE
Navigation
(Subscribe, News and Politics, Fashion, Entertainment, Beauty, Lifestyle, Wellness, Summit)
Facebook Like
Search
Advertisement
Wellness
Health
Sexual Health and Identity
Mental Health
Fitness
Nutrition
Relationships
Spirituality
Article
Advertisement
Article
Article Title, Category, Date
Sticky Advertisment
Article
Article Title, Category, Date
Article
Article
Article Title, Category, Date
Subscribe Box
Advertisement
+ More Wellness
Footer

Summit

Location Graphic

DEC 1-2, 2017
Meetups across the U.S. throughout the fall

This December, join us at the first-ever Teen Vogue Summit in Los Angeles, where you'll get to meet like-minded leaders who are killing it in their fields and experience inspiring keynotes, hands-on workshops, mentoring, and more.

Curated by the editors of Teen Vogue, Summit participants will get to choose from three entrepreneurial-minded tracks: ACTIVATE, INNOVATE, or CREATE—or curate their own one-of-a-kind agenda. These tracks will include sessions on topics like civic leadership, grassroots organizing, coding 101, STEM, socially conscious brand-building, progressive retail models, and more, leaving you activated and inspired to take your world by storm.

As part of the event, we'll also be honoring the 2017 class of 21 Under 21, featuring game-changing female and femme inventors, artists, athletes, and social warriors, all under age 21!

Meetups Graphic

Leading up to the Summit in December, we'll be making stops in cities across the country to connect with, and hear from, you.

NYC | Chicago | Minneapolis | Austin | L.A.
...stay tuned for dates + deets!

Be There Graphic

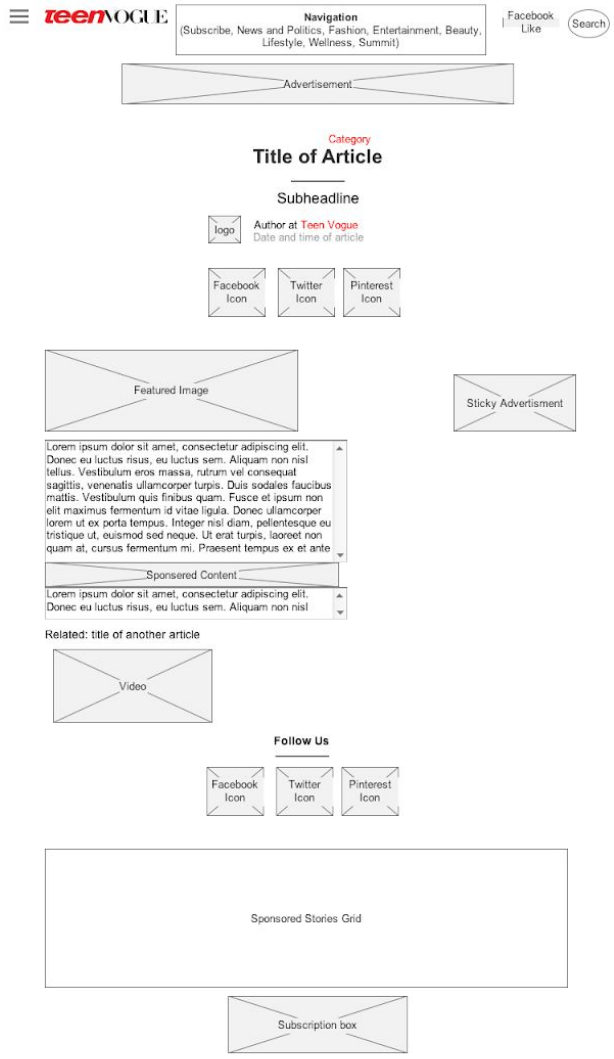
Be the First to Know
As more details and tickets sales are announced

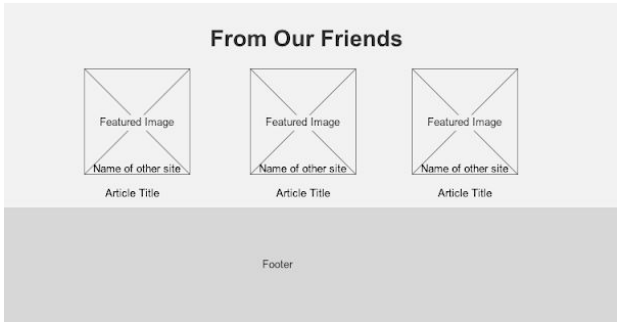
Form

Social Media Icons

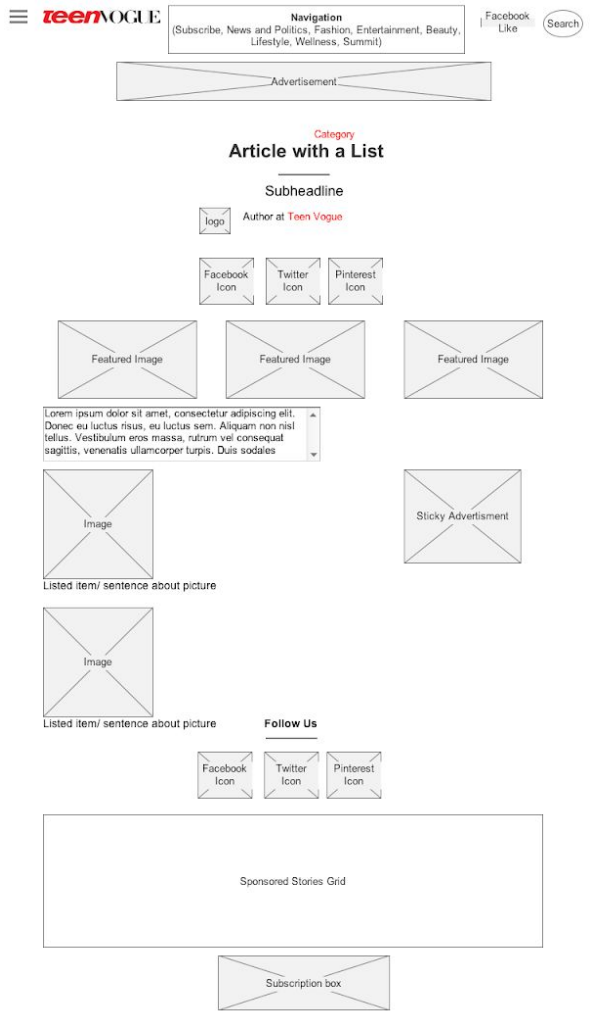
Terms of Service

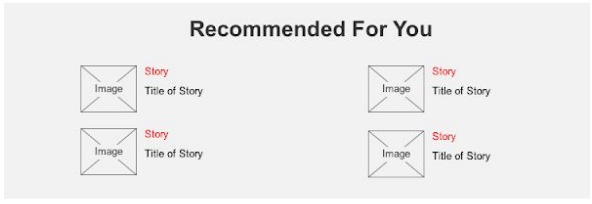
Regular Article:

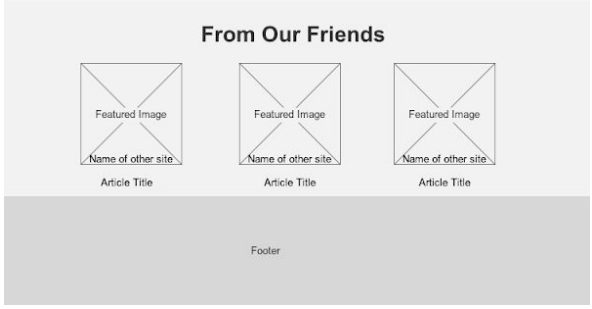




Article with a List:







Site Analysis

Goals and Audiences

Teen Vogue, both in print and online are targeted towards present-day teenagers, and now past readers. Current teens are the primary audience, not only because of its title, Teen Vogue but also because of the content that is in the magazine. From articles about beauty tips to healthy food habits to politics, Teen Vogue sets out to educate its readers. Its secondary audience is to the greater world, but I think perhaps it would be past readers. Teen Vogue has changed their image significantly (Browning, 2016), and I think that in turn has sparked some curiosity from past readers who are now in their twenties. TeenVogue used to write about fashion and teenage years (Carr, 2003). They may still do that, but they also cover topics that are happening in the news and topics about what is going on with the government. That is not something that would have been in TeenVogue ten years ago. Teen Vogue's primary goal is to keep teens in the know, or "staying woke" (Teen Vogue) in nearly every aspect of their lives. They are also aligning their goals to what their readers want, which is to be informed (Gilbert, 2017). This means having articles about health, social interactions, mental illness, fashion, news, and more. Teen Vogue's secondary goal I think is to stay true to some of its roots and be a fashion magazine since it is was originally supposed to be like a little sister to Vogue magazine, which is a fashion magazine and has been for over a century.

Content

Teen Vogue makes it clear what content has migrated from the print magazine to the website. On the homepage, nearing the bottom of the page, there is a section called "From the Magazine," which is where readers online can read about what was in the print edition. Everything else on the website is not in their print magazine. Their website published articles daily, whereas the print magazine publishes monthly. Magazines have taken a similar route as newspapers, where updates need to and can happen more quickly online. There is also content that is unique to their Instagram and Twitter accounts because social media is a different medium and can communicate to their audience in different ways. (Their Facebook page mostly just shares articles from their site).

Navigation and Labeling

I think Teen Vogue has a straightforward and clear navigation structure. The submenu items that appear under the top level categories make sense. For example, under Wellness is Fitness and Nutrition. These are topics that people have mental models with being under something along the lines of Wellness. They have enough navigation items to make it seem like they are covering a lot of important topics, but not so many that it is completely overwhelming. If I were to change something it would be to remove the hamburger icon when the desktop version is past a certain minimum width because when the navigation bar is at the top, the items on the hamburger menu are redundant. Users may initially think that the hamburger menu has different categories listed on it when it really just has the same categories as the horizontal navigation bar.

References

Browning, L.M. (2016). “A user’s guide to Teen Vogue.” A.V. Club. Retrieved from http://www.avclub.com/article/users-guide-teen-vogue-which-suddenly-good-246652

Carr, D. (2003). MEDIA; Coming Late, Fashionably, Teen Vogue Joins a Crowd. The New York Times. Retrieved from http://www.nytimes.com/2003/01/13/business/media-coming-late-fashionably-teen-vogue-joins-a-crowd.html

Gilbert, S. (2017). “Teen Vogue’s Political Coverage Isn’t Surprising.” The Atlantic. Retrieved from https://www.theatlantic.com/entertainment/archive/2016/12/teen-vogue-politics/510374/

Teen Vogue. Retrieved from http://www.teenvogue.com/