

The background is an abstract composition of overlapping geometric shapes, primarily triangles and rectangles, in shades of orange, red, and yellow. These shapes are layered to create a sense of depth and perspective, with some areas appearing more prominent than others. The overall effect is a vibrant, modern, and somewhat ethereal visual field.

The Path to a Great Experience

Katharine Bailey & Nicola Ryan

CONDÉ NAST



We are **150+** global designers,
product practitioners, researchers,
and writers, supporting **24** brands in
12 countries and **8** languages and a
powerful publishing platform

NEW YORK LONDON BENGALURU MILAN CHICAGO SAN FRANCISCO MUNICH MANCHESTER
SEATTLE BARCELONA LEEDS CHENNAI

GQ

AD

**HOUSE
& GARDEN**

**LA CUCINA
ITALIANA**

GLAMOUR

Pitchfork

SELF

WIRED

allure

teenVOGUE

TATLER

**THE
NEW YORKER**

bon appétit

VOGUE

VANITY FAIR

epicurious

**THE WORLD OF
INTERIORS**

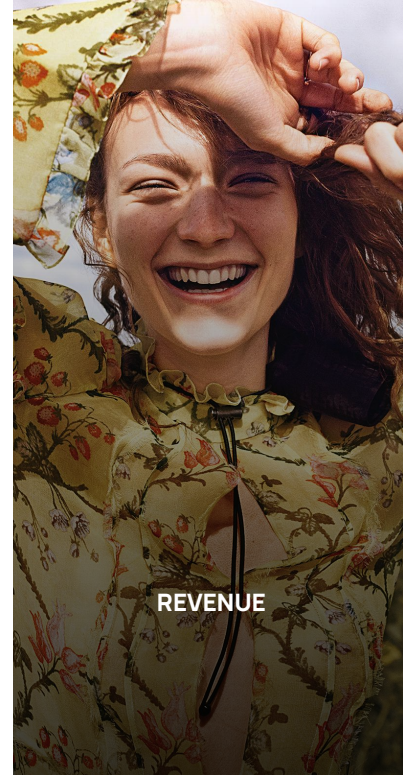
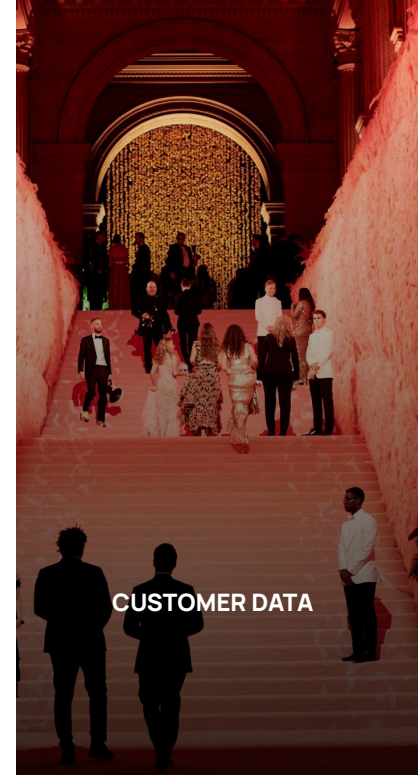
**Condé Nast
Traveler**

them.

OUR BRANDS



Our Pillars





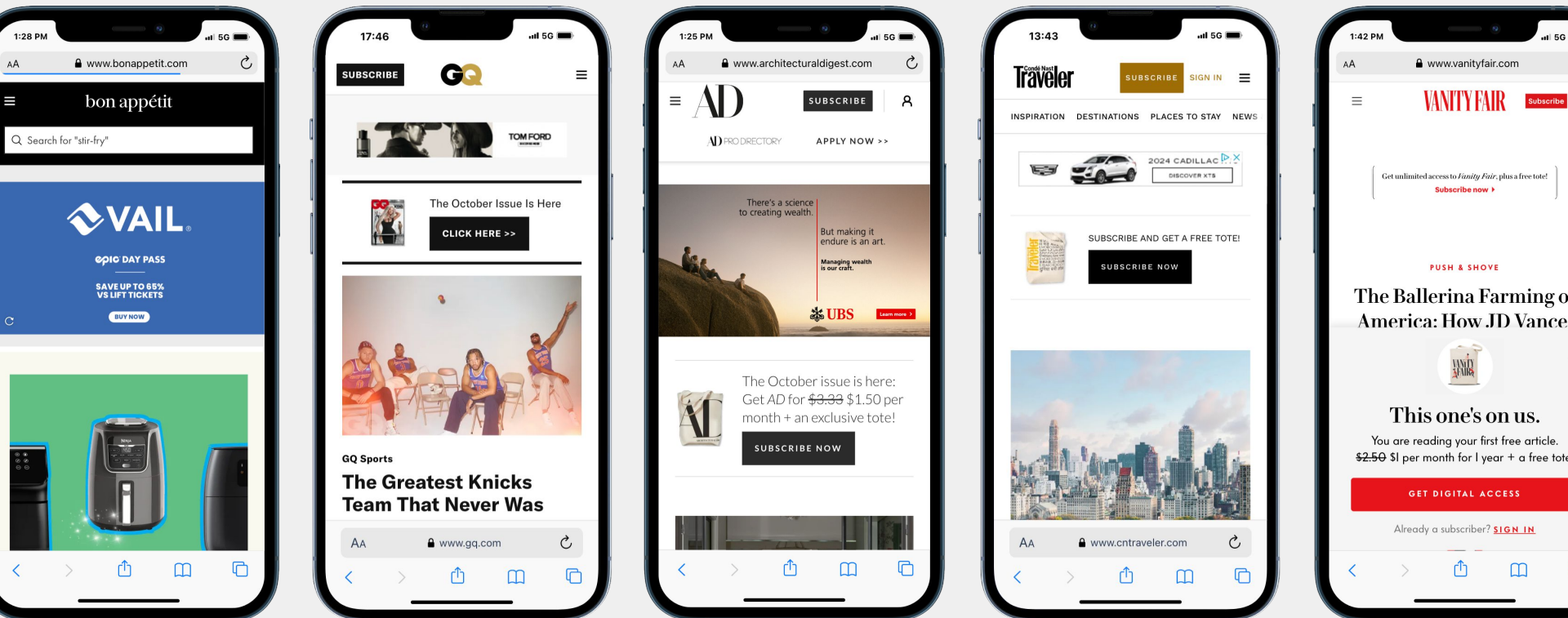
5 Opportunities to Great UX

1. **Decluttering our Sites.** If our brands are going to become destinations, our experience is as important as our content.
2. **Elevating our Brands' Identities.** Evolving our proprietary Design System will help our brands to authentically stand out whilst being able to scale with governance.
3. **Harmonizing our Global Ecosystem.** Unifying domains and creating a canvas on which we can drive greater quality.
4. **Leaning into Community, Utility and Apps** and our brands clear job to be done.
5. **Dynamic Revenue and Content Experiences.** The more we know about our users, the better we can craft the right journey for *them*



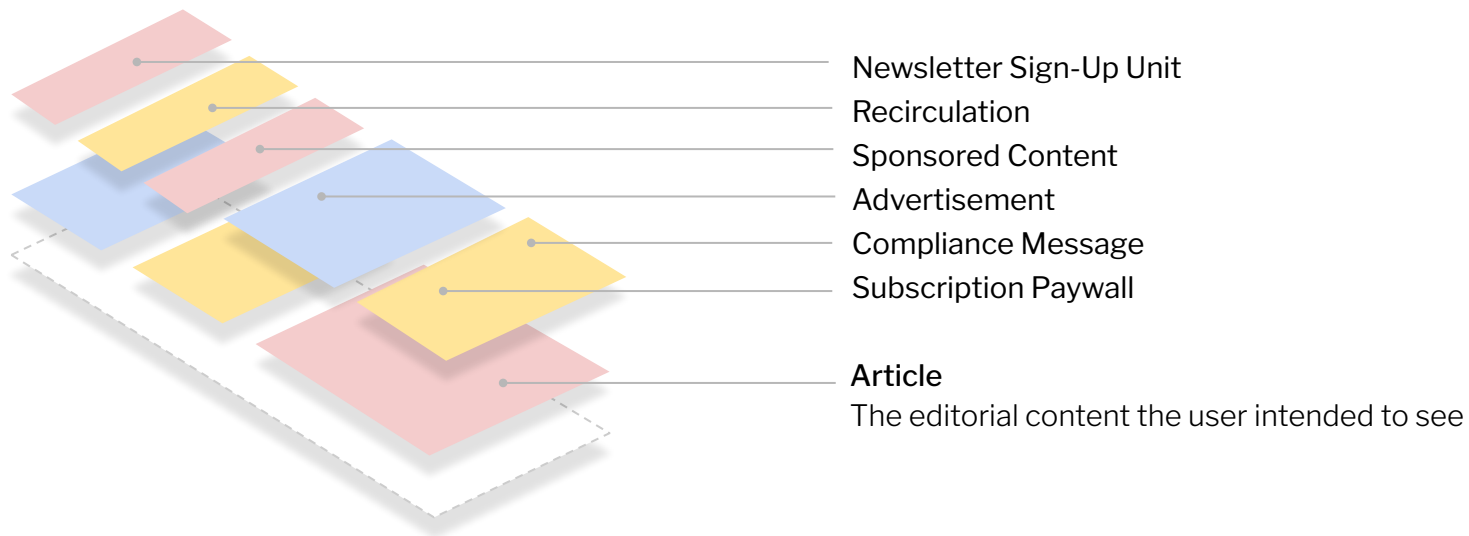
Decluttering our Sites

Our brand sites are cluttered, and the competing messages get in the way of the reason our customers come to us and stay with us: for our stories.



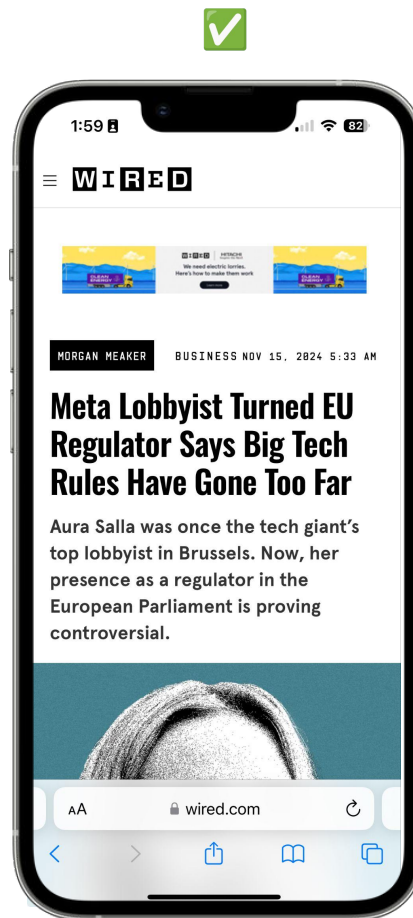
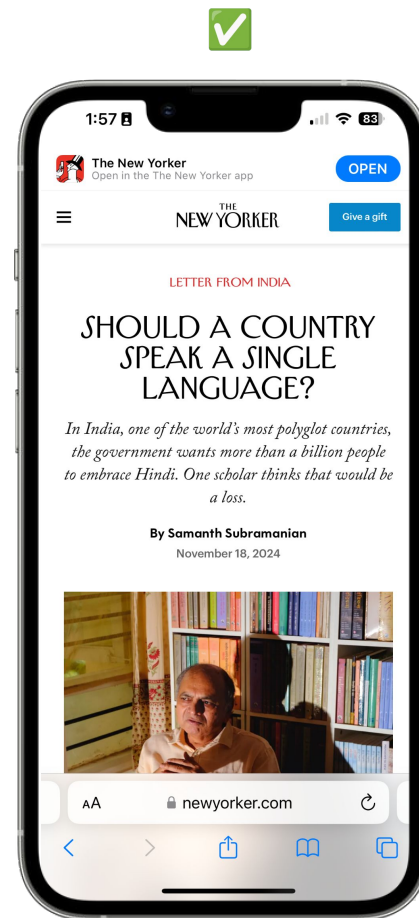
What is clutter?

We ask users to take a wide range of actions onsite.
Especially on mobile, we have less and less space to do so.



Prioritizing the First Viewport

At least 50% of the first viewport contains the editorial content the user expected to see — *if they're entitled to do so.*





Elevate Brand Identity

One Design System, 23 Brands

BENEFITS

- Consistency
- Speed to market
- Scale

BUT...

- Growing pains
- A fine balance with enabling brand flexibility

THE NEW YORKER

VOGUE

bon appétit

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TATLER

them.

VANITY FAIR



Reducing Complexity

Reducing the scale and complexity of our Design System to improve team efficiency and speed to market.

The Great American Mobilechip Mobilization

Under Donald Trump and Joe Biden alike, the US has been determined to “reshore” chipmaking. Now money and colossal infrastructure are flowing to a vast Intel site in Ohio—just as the company may be falling apart.

lechip



Great American Mobilechip Mobilization

ND STATE
American
Mobilization



bilechip



BATTLEGROUND STATE
The Great American
Mobilechip Mobilization



BATTLEGROUND STATE
The Great American Mobilechip Mobilization

KELLY MCEVERS



BATTLEGROUND STATE
The Great American
Mobilechip Mobilization

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BATTLEGROUND STATE
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KELLY MCEVERS

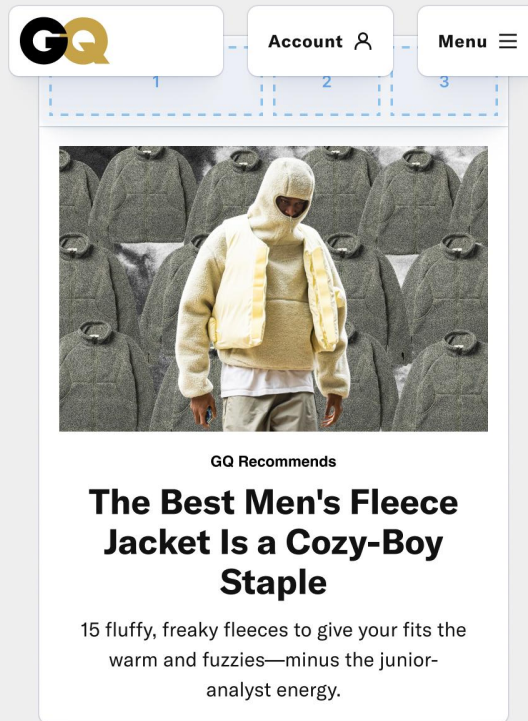


BATTLEGROUND STATE

The Great American
Mobilechip Mobilization

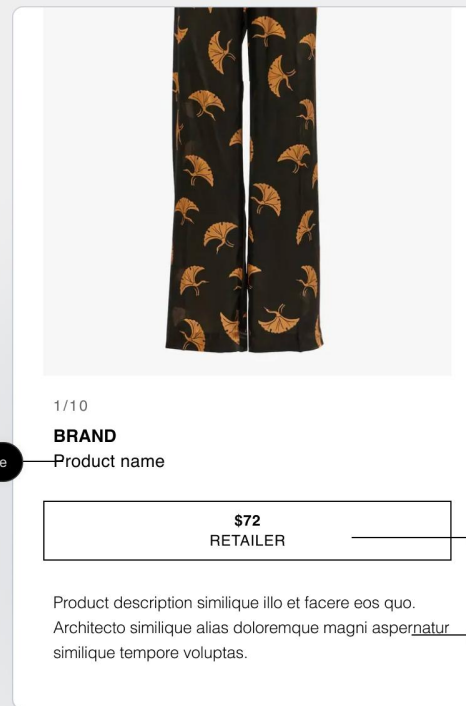
Designing for Configuration

Designing smarter components, which bake in flexibility to their foundations - enabling diverse visual outcomes, whilst being efficient in our engineering.



Evolving Brand Identity

Evolving our 'Brand Identity' tokens, to help us define a differentiated visual language, where needed, to support beyond editorial – commerce, subscriptions, marketing...



Ag product-title

Ag pricing

Ag product-description



Harmonize Globally



What Does it Mean to Have a Global Web Presence?

- Cohesive Brand Experience
- Enhanced SEO Impact
- Localized Flexibility
- Operational Efficiencies
- Scalability and Adaptability

Future Ambition, Global Sites per language

STREAMLINING GLOBAL PRESENCE WITH LOCALIZED FLEXIBILITY

Unified Global Strategy:

Condé Nast's ambition is to create a global domain structure for each brand, using subdomains for different languages and regions (e.g., es.cntraveler.com). This consolidates brand presence and boosts SEO.

Localized Content Distribution:

Through language-specific subdomains, we ensure that each market maintains its editorial independence while adhering to a global content strategy.

Editorial Efficiency and Avoiding Duplication:

This approach optimizes editorial workflows by centralizing content management, reducing overlap, and allowing editorial teams to focus on expanding content diversity across markets.

Revenue and Commercial Alignment:

This structure allows our commercial teams to deliver clearer ad offerings, localized campaigns, and sponsorships tailored to regional audiences without conflicting with global goals.

Future-Proof and Scalable:

Our setup is designed to expand into new regions with minimal friction, providing flexibility for further market penetration without complex infrastructure changes.



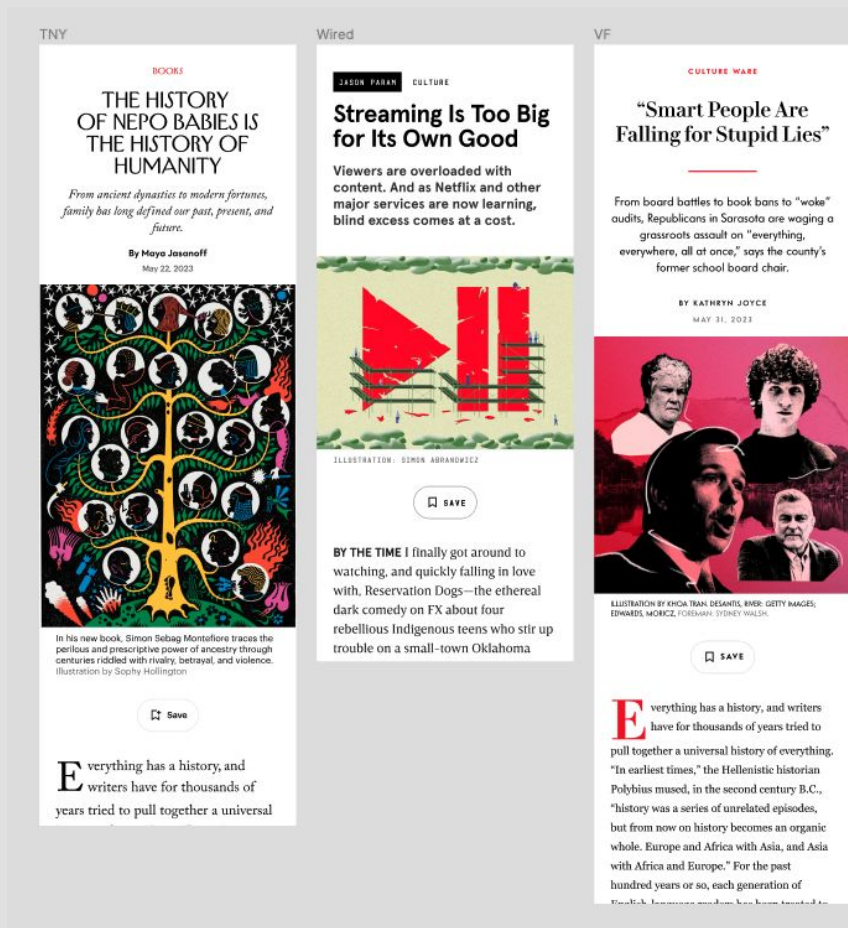
Page Standardization: Story Types

OUR MAIN GOAL

Optimize page templates based on story types to better serve business, editorial and user needs/

WHAT WE PLAN TO DO

- Implement a standard 404 page for all brands to encourage recirculation.
- Introduce story types into CMS to serve editorial needs
- Optimize article templates to make commercial output and messaging slots more predictable



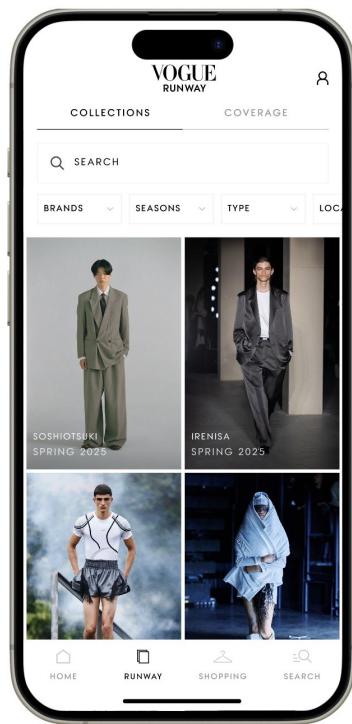


Apps, Community & Utility

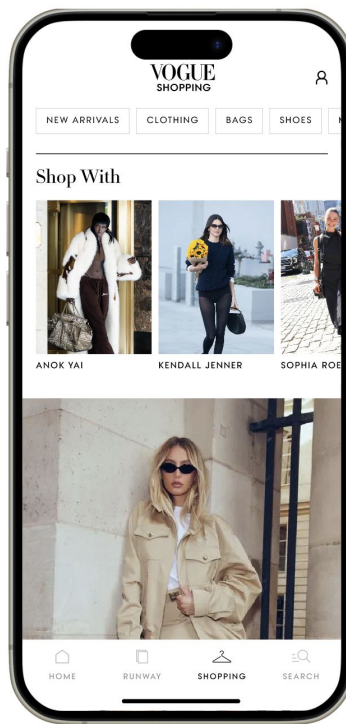
New navigation to key sections



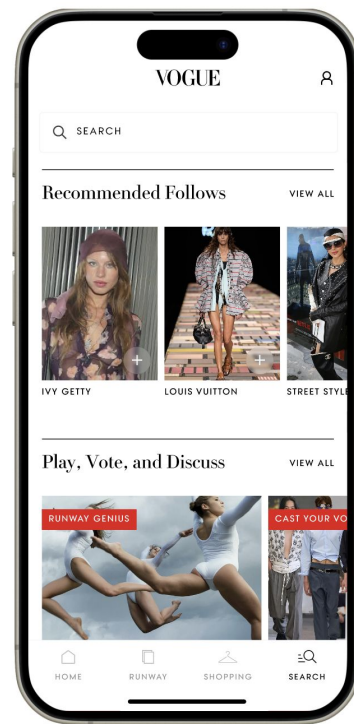
Reimagined
Home Feed



Runway versus
Vogue



Shopping
Tab

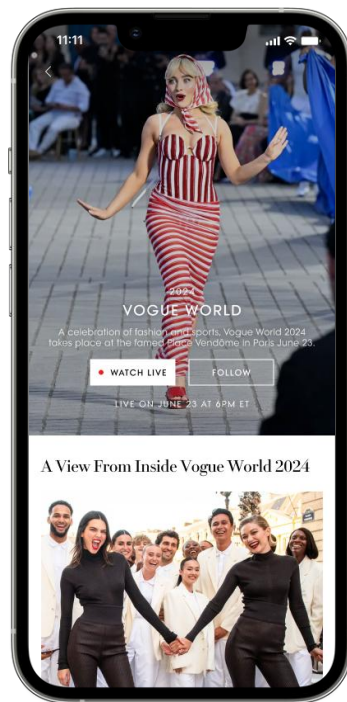


Search

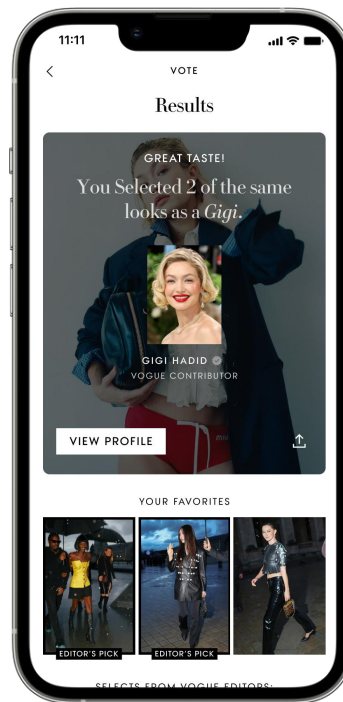
New key features to engage the community



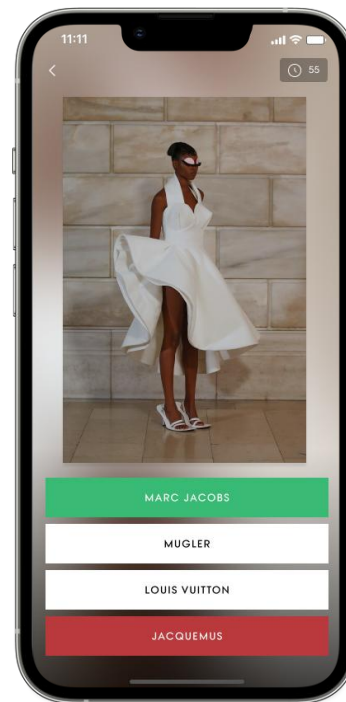
Group Chat



Topics

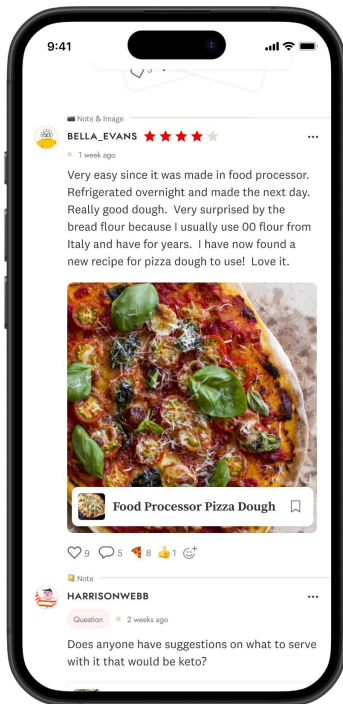


Voting

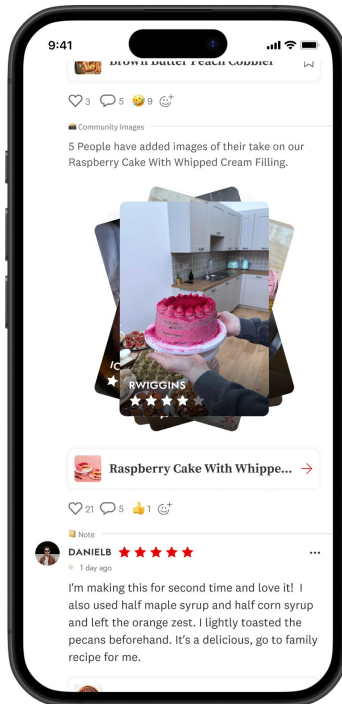


Quizzes

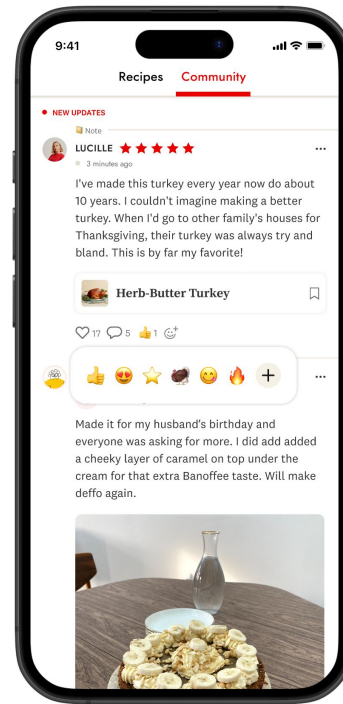
Drive Recipe Discovery Through Community



Posts



Highlights



Microinteractions

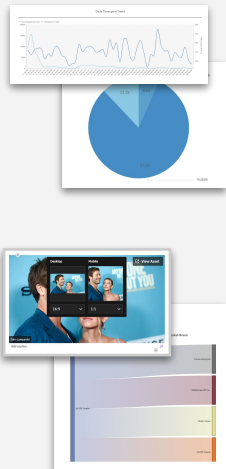


Dynamic Experiences

Reimagining our experiences so they are both customer-centric and driving enterprise value

We have been evolving our capabilities across tooling, analytics, content and monetization.

Analytics & Tools



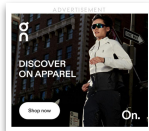
Content & Front End Building Blocks



"When there, I show up thought concept and not be too expensive. We launched during fashion week. The doors didn't show up in time, so I remember getting heaters, because it was quite cold. It got so crowded people started changing in the store—there were only two changing rooms—and my friend Gigi Mortimer became a salesperson, because we needed the help."

Monetization

Commercial



Subscription funnel

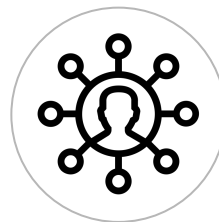


Commerce funnel



Now we need to pair with all we know about our customers...

Single Customer View & Segmentation

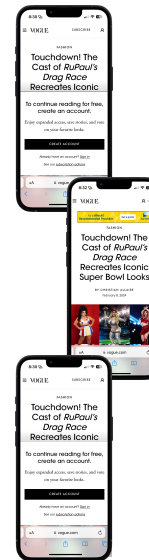


...to deliver dynamic user experiences, that maximize the customer and business value through personalization

The Fly By

The Shopper

The Loyal Subscriber





Appendix

PRIORITISING THE FIRST VIEWPORT

1/6

At least 50% of the first viewport contains the editorial content the user expected to see, if they're entitled to do so.

Why 50%?

Google advises advertising take up a maximum of 30% of the screen.

2/6

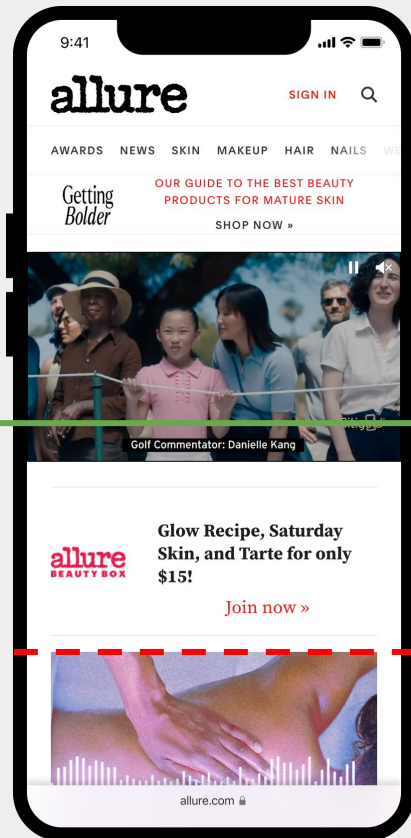
The first viewport includes at least two lines of the story headline to give the jist of the story.

Why two lines?

Making sure users have the top line of the story at a glance influences engagement. When optimizing TNY's story page, ensuring the headline was visible in the first viewport drove +7.35% in time spent.

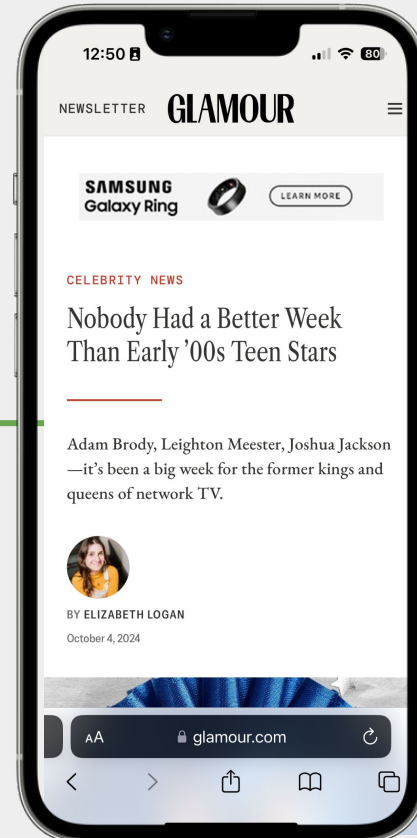


50%



20%

50%



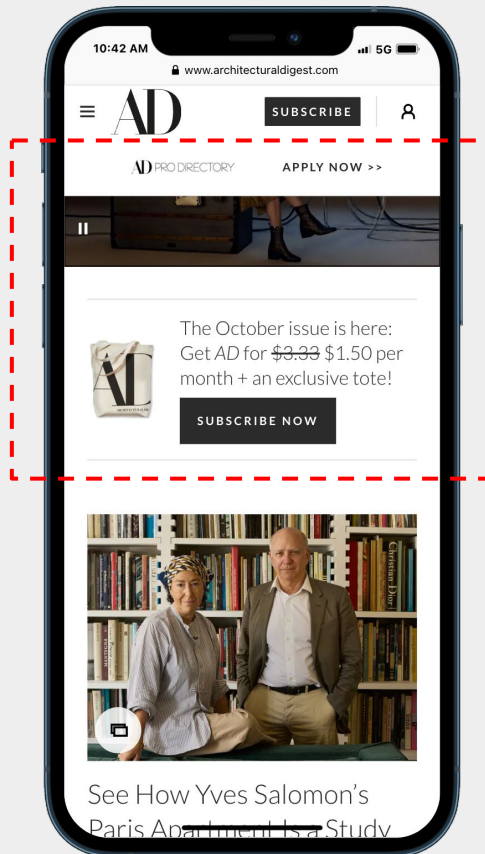
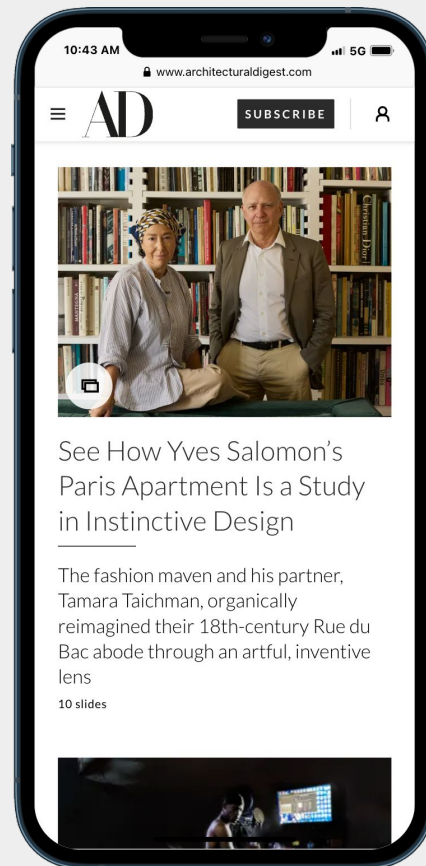
DISTRIBUTING INTERRUPTIONS TO MAINTAIN CONTENT FLOW

3/6

Units must be separated by editorial content, and must not touch, stack, or overlap.

Why?

To comply with IAB guidelines and ensure continuity of content flow.



MINIMISING COGNITIVE LOAD

4/6

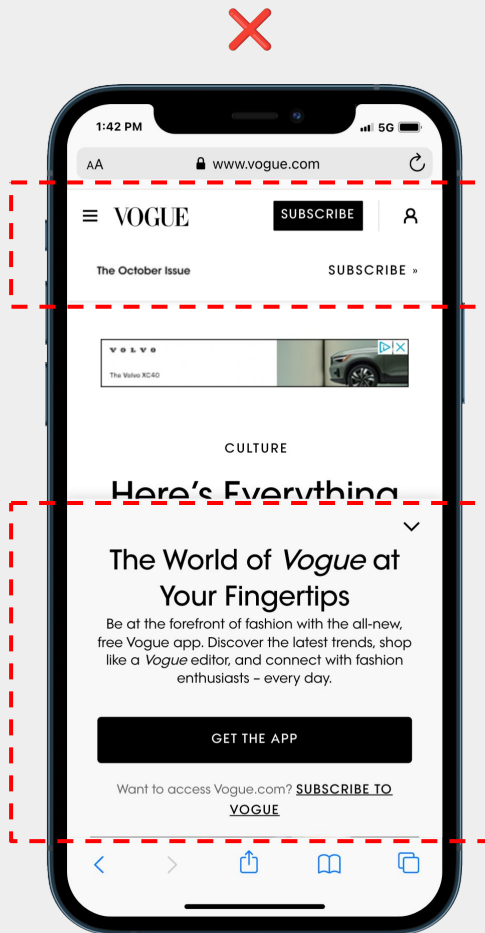
Maximum of one sticky element per viewport.

Sticky elements have a maximum height of 60px at the top of the screen and 45px at the bottom.

Bottom sticky units may be expandable, but must require a user to initiate an expansion and be dismissible – except for hard gates.

Why 45px for bottom units?

To comply with IAB guidelines, in order to not obscure advertising placements on page.



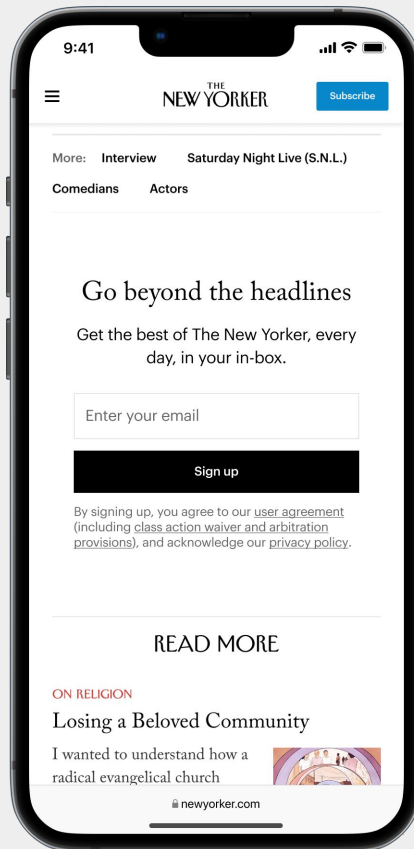
MINIMISING FRICTION

5/6

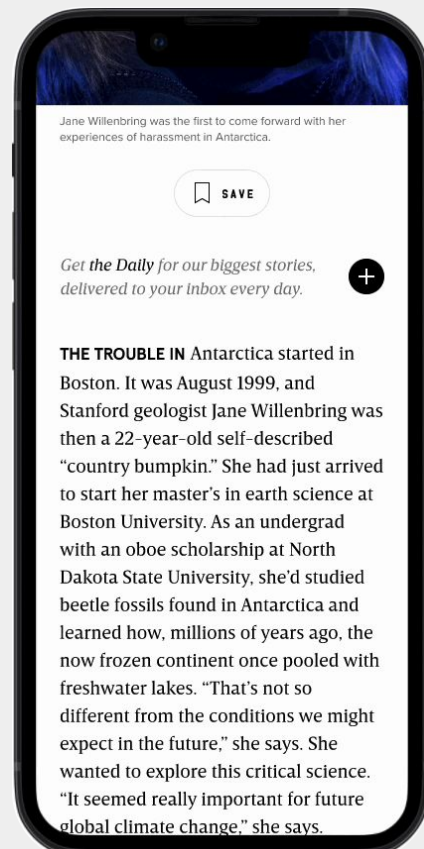
Units utilise the information already provided by the user (e.g. email address, subscription status).

Why?

To optimize use of space and increase chances of completion.



If logged in...



...don't ask the user to re-enter details we know

POP-UPS

6/6

No pop-ups.

Inline full-screen units and hard gates can be used instead.

Why?

These are our most disruptive units, and whilst effective, are detrimental to the user experience.

