MEET FOUR32C
FOUR32C PRINCIPALS

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Launched in late 2008, FOUR32C is a digital design and interactive product development company based in New York City.

Our mission is to create beautiful, useful and unique digital products that help our clients achieve their business objectives, as well as meet the highest standards of user experience, design and production.
THE FOUR32C MISSION

Creativity First in Design, User Experience, and Development
Sustainable Products for long term business goals
Emerging Platforms based on cutting-edge technologies
THE FOUR32C PHILOSOPHY

We believe that design should optimize the relationship between your business objectives and user experience.

We focus on how your goals will best resonate with your audience, influencing outcomes holistically through design, information architecture, and interface. Our purpose is to create an interactive experience of the highest quality, both for your users and for your business.
PRODUCTS & SERVICES

DESIGN & DEVELOPMENT
Mobile and Social Apps
Websites and Web-based Apps
Content Management System Development
Brand Identity & Visual Language Creation
Environmental Installation Design
Photography & Video Creation
Print Design

STRATEGY
Editorial/Content Strategy
Social & Distribution Strategies
Communication Strategy
Market Competitive Analysis
User Testing Planning and Execution

ADMINISTRATION & MAINTENANCE
Launch Administration
Server Management
Product Updates & Enhancements
OUR WORK
ArtDirectorsClub

epicurious

LIDIA'S
Italy

RecycleBank®

VeraWang

BARNES & NOBLE

Condé NAST

girl scouts

GQ

MAROON 5

Rolling Stone

teenVOGUE

VOGUE

WWD
VERA WANG
The Project
Design & Develop a iOS Wedding Planning app for Vera Wang

The Question
What makes sense for the client’s brand and the user expectations?
**BRAND**
- Internal Assets
- Style Guides
- Additional Visual Cues
  - Store Design
  - Product Design
  - Website Design
- Public Persona
- Video Commentary
- Writing

**MARKET**
- Core Competitors
- Wedding Apps (digital)
- Wedding Guides (analog)
- Adjacent Competitors
- Fashion Apps
- Tertiary Competitor Apps
  - Productivity
  - Creativity/Design
  - Party Planning

**USER**
- Early Discovery Phase
- User attitudes & behavior around design & planning/wedding planning tools on market
- Early Designs and App Flows
  - VW brand perception
  - Feature set verification
  - Usability
- Post-launch
  - Usability
  - Attitudes toward finished product w/focus on future development
Vera Wang Persona Research

“It’s not only about the dress to me, whatsoever. She is really her own person. She has a sense of her own elegance and what is appropriate. She is showing the world that she’s not just here to only dress for fashion, but that she’s here to dress for herself...that says volumes about who she is and the task that lies ahead for her.”
— Vera Wang, Commentary on Kate Middleton’s wedding dress choice, CNN, 4/29/11

“Skating gave me that love of telling a story of some sort and reaching people, emotionally. Skating does help you to escape, you also get to express yourself artistically.”
— Vera Wang, “Vera Wang on Ice”, Style.com
Vera Wang Persona Research

We see the main VW differentiators as “attitude and creativity” as they manifest in the bride’s unique identity. These are the most important things to pass on to the consumer.

But Vera Wang’s app should also offer the bride the ability to execute the wedding narrative that she desires. And to be the bride she wants to be within that story.

What tools will help the bride fulfill that narrative?

“Escape” into a vision. (Inspiration & Curatorial, priority) —THEN—

“Express yourself” through action. (Productivity, with emphasis on getting things done)
Competitive Range & Precedents

As part of our competitive analysis, we've examined the most significant wedding apps on the market. Additionally we looked at analog offerings for wedding planning and, to a lesser extent, fashion apps that represent a single designer or fashion house.

**Wedding Apps (Digital)**
- iWedding Deluxe
- Brides Magazine
- Brides Wedding Genius
- The Knot / Wedding 911
- My Wedding Concierge
- WeddingWire
- 2 for Couples, Weddings
- Pronovias

**Wedding Guides (Analog)**
- Real Simple Weddings
- The Knot
- The Knot, New Jersey
- Weddings for Dummies

**Related Apps**
- Productivity/Writing
  - Evernote, Remember the Milk, Mint.com
- Creativity & Design
  - Diane Von Furstenberg
  - Ralph Lauren
  - Donna Karan
  - Vera Wang

**Core Competitors**

**Related**

**Fashion Apps**
- Productivity/Writing
  - Evernote, Remember the Milk, Mint.com
- Creativity & Design
  - Diane Von Furstenberg
  - Ralph Lauren
  - Donna Karan
  - Vera Wang
Feature Categorization

PRODUCTIVITY
Productivity features focus on tools that facilitate the planning and management aspects of a wedding.

Sample features:
- budget templates
- task lists
- rsvp tracker
- space planner
- seating chart builder
- toast writer
- production schedule

INSPIRATION
Inspiration apps attempt to encourage the more creative aspects of a wedding. These features are less about planning and, instead, focus on allowing the user to envision what kind of wedding they'd like to have.

Sample features:
- look books
- ability to "like" compare items
- create inspiration theme guide
- color palette tool

EDITORIAL
Editorial features tend to have an authoritative perspective. They offer expert guidance through a specific editorial voice or attitude of the editor.

Sample features:
- editors' suggestions
- Q&A
- Vera Unveiled blog feed
- Real Weddings by Vera
- My Vera Stories

SHOPPING
Features that support shopping behavior allow users access to products and services that they'd need for the user's wedding.

Sample features:
- registry tie-in
- vendor lists
- geolocators
- Tie-in to task list
Feature Balance

Brides Magazine
- P = 0%
- I = 75%
- E = 25%
- S = 0%

Pronovias
- P = 5%
- I = 85%
- E = 0%
- S = 10%

Wedding Wire
- P = 50%
- I = 0%
- E = 0%
- S = 50%

The Knot
- P = 0%
- I = 70%
- E = 5%
- S = 5%

Brides Genius
- P = 10%
- I = 65%
- E = 0%
- S = 25%

My Wedding Concierge
- P = 0%
- I = 80%
- E = 5%
- S = 15%

iWedding Deluxe
- P = 80%
- I = 10%
- E = 5%
- S = 5%

Wedding 911
- P = 0%
- I = 0%
- E = 100%
- S = 0%

2 For Couples: Weddings
- P = 0%
- I = 50%
- E = 50%
- S = 0%
## Top App: Productivity Functionality

### iWedding Deluxe
- **P = 80%**
- **I = 10%**
- **E = 5%**
- **S = 5%**

### Overview
- **App Name:** iWedding Deluxe
- **By:** Serrendipity App Company
- **Price:** $7.99
- **Latest Update:** November 27, 2010
- **Target Audience:** Brides, Grooms, Engaged couples
- **Rating:** 3/5 stars (12 ratings)

### Main Features
- Gender registration (indicates use by both bride and groom)
- Countdown clock
- Productivity tools: task list, notes, budget tools, guest list and seating tool, gift tracker
- User favorites
- Wedding blog feeds
- Vendor geolocator & address book

### Assessment
Low design quality & integration, bare bones organizational features
Our Strategy

The app’s content and navigation should conceptually, as opposed to practically, follow the process of planning a wedding but provide inspiration, information and tools through a creative lens.

Extend and elaborate on Vera’s POV to inspire women to create their own wedding experience and encourage self-expression.

Focus on tools that track the wedding planning process to reduce anxiety but do not attempt to replace existing solutions.

The app’s design should reflect Vera Wang’s position as the de-facto leader in the wedding space with a distinctive visual direction.
Style

TRADITIONALIST
Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudinem lectorum
PHOTOGRAPHY AND FILM

THE PHOTOGRAPHY SHOULD be scheduled so that everyone, particularly the bride, feels relaxed. I tried to anticipate most contingencies during my wedding, but if I had to do it over again, I would definitely have given more care to my formal wedding portraits. Start an hour earlier if it means getting all the desired pictures.

- Proper lighting is key to producing flattering pictures. • A successful wedding video demands the expertise of a professional. • Inform the photographer and videographer as to who will be working that day. Certain photographers have been known to refuse to work alongside anyone else. • As many photographers retain ownership of the film, clarify this point before signing a contract. • Providing each guest with a disposable camera can frequently result in some of the more fantastic and spontaneous shots. • After the wedding, pictures and multiple copies of the video should be ordered immediately – our tape was erased and along with it any record of our special day.

ALWAYS ANTICIPATE the unexpected. Provisions should be made for equipment failure, defective film, poor lighting, bad weather or illness. For photographs, it is impossible to be too prepared.
Plan

Favourites
291 saved images

Inspiration Boards
5 boards

People
131 guests
27 vendors

Tasks
Lorem ipsum dolor sit amet
consectetur adipiscing elit...
Fiant sollemnes in futurum

Sunday, 4 pm

notes

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam,

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alert

1 day before
The Project
Design & Develop a iOS to promote Back to School Saturday

The Question
An app to only promote a one day event doesn’t make sense as an app. How can we extend the product features to make the app useful beyond Back to School Saturday?
The Project
Create some kind of digital experience around Fashions Night Out.

The Question
How do we make a digital experience around one night that is relevant, useful, or engaging?
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DESIGN

Lord & Taylor

CANDY LOVES NYC

Vogue.com Creative Director, Candy Pratts Price shares with you the places that inspire her and remind us why New York City is the chicest. And, share with her what inspires you too!

SEE WHAT ABOUT NYC INSPIRES CANDY

FOUR32C

CANDY LOVES NYC

CANDY PRATTS PRICE... is the ultimate New Yorker. Ten years after the worst attack on our city, Candy shares with you a few places that inspire her and remind us why we all LOVE New York City.

AND SHE WANTS TO KNOW WHAT INSPIRES YOU!

Upload your photo. If Candy picks it, you'll see it in the Lord & Taylor windows on 5th Avenue!

FASHION'S NIGHT OUT SEPT. 8, 2011 NYC

facebook event:
Meet Candy Pratts Price at Lord & Taylor, September 8th at 5:45pm

FAVORITE GREEN SPACE

"I treasure my favorite green spaces for the unique inspiration that comes from serenity amidst chaos."

– Candy Pratts Price

WHAT'S YOUR FAVORITE GREEN SPACE?

LATEST.UPLOADED PHOTOS

see all photos / upload your photo

facebook event:
Meet Candy Pratts Price at Lord & Taylor, September 8th at 5:45pm
THANK YOU!
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