

Project Proposal

Team Name: TrendSetters

Project Title: Tracing Trends: Visualizing the Top 10 Fashion Brands and Consumer Preferences Over the Last Decade

Name	Email
Sammi Zhu	sammizhu@college.harvard.edu
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Project Abstract. The abstract should include your motivation for doing this project, what you are trying to do, and which goals you want to achieve. Also, include a description of your planned datasets and where you will acquire them.

Our project aims to visualize the top 10 fashion brands in the U.S. over the past decade to gain insights into evolving fashion trends. Understanding which fashion categories have gained or lost popularity can offer valuable perspectives on consumer behavior and industry shifts. We are motivated by the need to identify patterns in the success of different fashion brands, which can serve as a proxy for the popularity of specific styles or product categories.

To achieve this, we will use a variety of datasets. One key dataset we identified is from Amazon, which contains sales statistics for various fashion items. This dataset will allow us to track how different brands and product categories have performed over time in terms of consumer purchases. Additionally, we plan to capture major fashion brands' stock evaluations and profitability over the past 10 years. Tracking the financial success of companies like Nike, Adidas, and others can help us infer which fashion trends were dominant during specific periods. For example, if Nike and Adidas show peak profitability during certain years, this may suggest a surge in the popularity of sportswear or athleisure trends during those times.

Our goal is to cross-reference these datasets to validate our hypotheses about fashion trends. By correlating financial performance with product sales, we aim to uncover which trends were driving consumer interest and purchase decisions. The resulting visualizations will provide a clear narrative of how fashion has evolved in the U.S. over the last decade, offering insights not only for academic research but also for industry professionals seeking to anticipate future trends.

We have already found a subset of the Amazon dataset online and plan on using stock data that we can download from Capital IQ.

Team Agreement + Project Plan

Team Contract for TrendSetters

Team Members:

Sammi Zhu, Megan Ong, Trinh Nguyen, Isabel Xue

Mission Statement:

The TrendSetters team is dedicated to developing a comprehensive visualization project that illustrates the evolution of the top 10 fashion brands in the U.S. over the past decade. Our goal is to provide insights into shifting consumer preferences and highlight key fashion trends. We are motivated by the potential to interpret consumer behavior and industry shifts through data, which could offer meaningful perspectives for both academic research and industry professionals. Throughout this project, we commit to collaborating openly and maintaining clear, consistent communication to ensure quality completion.

Team Member Expectations

Roles

To begin, we will analyze initial data samples to ensure accuracy and consistency. We will be dividing these responsibilities: Sourcing additional datasets and compiling the Amazon sales data; organizing stock performance data (+ verifying its relevance to consumer trends); design visualizations for the initial draft, ensuring that the representations of consumer trends are clear.

Meetings

Meetings will be scheduled based on team availability and project needs, with times organized via When2Meet. Meetings will be a combination of in-person and virtual sessions as needed to stay on track.

Communication

The team will use a group chat on iMessage for real-time updates and questions. Members are expected to check and respond promptly to maintain progress.

Progress and Accountability

Timeline

In our first-third week, we will complete data gathering and initial dataset validation. By the end of the third week, we aim to have drafts of the visualizations. Each member is responsible for completing tasks within their assigned roles, with regular check-ins to ensure project goals are met.

Accountability

Each member is expected to communicate any challenges that could hinder their task completion as soon as possible. This will allow the team to offer support and adapt roles if needed. If issues arise due to lack of communication, the team will address the situation constructively to maintain a positive work environment.

Signatures:

Sammi Zhu, Megan Ong, Trinh Nguyen, Isabel Xue

Project Plan

Basic Info

Project Title:

Fashion, But Make it Trendy: Visualizing the Top 10 Fashion Brands and Consumer Preferences Over the Last Decade

Team Members:

Sammi Zhu - Email: sammizhu@college.harvard.edu

Megan Ong - Email: meganong@college.harvard.edu

Trinh Nguyen - Email: trinhnguyen@college.harvard.edu

Isabel Xue - Email: isabelxue@college.harvard.edu

Background and Motivation

Our motivation for this project stems from observing the dynamic nature of consumer preferences in the fashion industry and its significant cultural and economic impacts. As consumer interests shift with emerging trends, understanding the performance of different fashion brands over time provides valuable insights into societal trends and preferences. Fashion brands often serve as markers for shifts in style, lifestyle, and even societal values (for example, the rise of athleisure reflects the trend toward health-conscious lifestyles—mostly seen during COVID pandemic).

Through this project, we aim to better understand how the popularity of top fashion brands has evolved and correlate these shifts with broader cultural and market trends. Additionally, we aim to apply data visualization techniques to present these trends in an accessible format, serving as a valuable resource for both academic research and industry analysis.

Related Work

Our inspiration includes:

Data Visualization Techniques: Time-series data, which will be crucial in showing decade-long trends in brand performance.

Consumer Reports on Fashion Trends: Studies on changing consumer habits, such as those documented by McKinsey's "State of Fashion" reports, provide valuable context for our project.

Website Visualizations: Similar data visualizations, such as those found on Statista or Business of Fashion, show sales or popularity rankings of fashion brands but lack deeper correlation with consumer purchasing patterns or profitability.

Data

Amazon Sales Data: Contains sales statistics for various fashion items over time, which we will use to track purchasing trends. This dataset will provide insights into consumer demand for different brands and product categories.

Financial Data for Fashion Brands: We will use datasets from Capital IQ, providing stock evaluations and profitability information over the last decade. This data will help us infer which fashion trends correlate with financial success for major brands.

Dataset Sources:

Amazon sales data subset: Publicly Available Dataset on Amazon's Open Data Portal.

Financial Data: Capital IQ platform, accessed through Harvard's library resources.

Data Cleanup

While we will prioritize using cleaned datasets, we anticipate the need for some data cleanup, particularly with Amazon's sales data and Capital IQ's financial data.

Data Cleanup Steps:

Removing duplicates irrelevant entries: We'll filter for relevant brand and category data while removing data points unrelated to the top 10 brands or broader trends in U.S. fashion.

Ensuring consistency in date Formats: Both sales and stock data may vary in date representation. We'll standardize date formats to align our datasets.

We plan to calculate:

- Average monthly and yearly sales per brand to observe changes in popularity.
- Financial ratios and growth metrics to track the financial health of each brand.
- Correlation coefficients between sales volumes and stock performance, helping us evaluate how brand popularity aligns with financial success.

Data Processing Tools: We'll use Tableau for data analysis, cleaning, and visualization. We will use D3 to create visualizations using the brushing tool and create tables.

Storyboard

Instructions

https://docs.google.com/presentation/d/1eG_IExdPIuNUekpx1XK9sj_AdmQ39i0qi5pP1ykoRG_E/edit#slide=id.g2d574bcb995_0_0

Tracing Trends: How fashion translates to money

Introduction: Consumers can be impacted by events and trends. This visualization explores how factors influencing consumers then translate into sales for various companies

Some graphic design

Some graphic design

What has affected fashion sales over the past 10 years?

2

Clicking arrow key brings to next page

→

Learn about these different events and trends in the fashion world:

Design Design Design
Name Name Name

Design Design Design
Name Name Name

Clicking design icon makes description box show

Description of event

3

Overall, the fashion industry has been growing

7% Industry CAGR

\$1.7T Industry Millions

With the rise of technology, digital search history can also provide us insights on what consumers are looking for

4

Scrolling through slider shows different stats about fashion industry

Fashion Market Size

The Fashion Market Size Increases Throughout the Years

Clicking a dot representing a year shows the two text info boxes

In (year), the fashion market size was \$... Within fashion, the _____ sector was growing the fastest

In (year), these events and trends influenced fashion:
...

5

← →

To further analyze consumer sentiment, we focused on four brands that represent different demographics.

Test your knowledge on fashion!

Match each brand to the type of fashion it falls under:

LVMH
TJX
GAP
LULU

Select boxes for user to select

- Luxury ▼
- Discount ▼
- Full-price ▼
- Athletic ▼

What brand do you think has been growing the fastest?

SUBMIT
Correct!

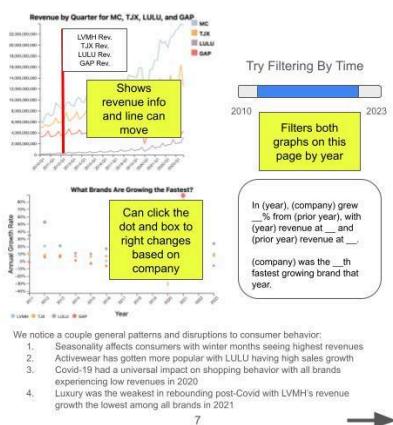
LULU ▼

Clicking submit causes "correct" or "incorrect" to appear

LVMH is...
TJX is ...
GAP is ...
LULU is ...

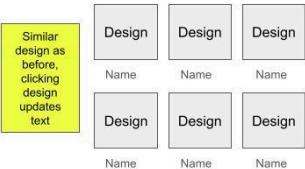
Out of all the brands, LULU has been growing the fastest

6



7

So, how have other specific events and trends in the past 10 years informed sales?



Impacts of each specific event and trend on sales of a few brands / quantitative evidence for this event's impact

Main Insight from Visualization...perhaps something about which trend has most affected consumers over past 10 years

Include some kind of dress up game designing an icon for the user and giving them an outfit based on their style / trend

8

9

→

Design of character from previous page

Questions:

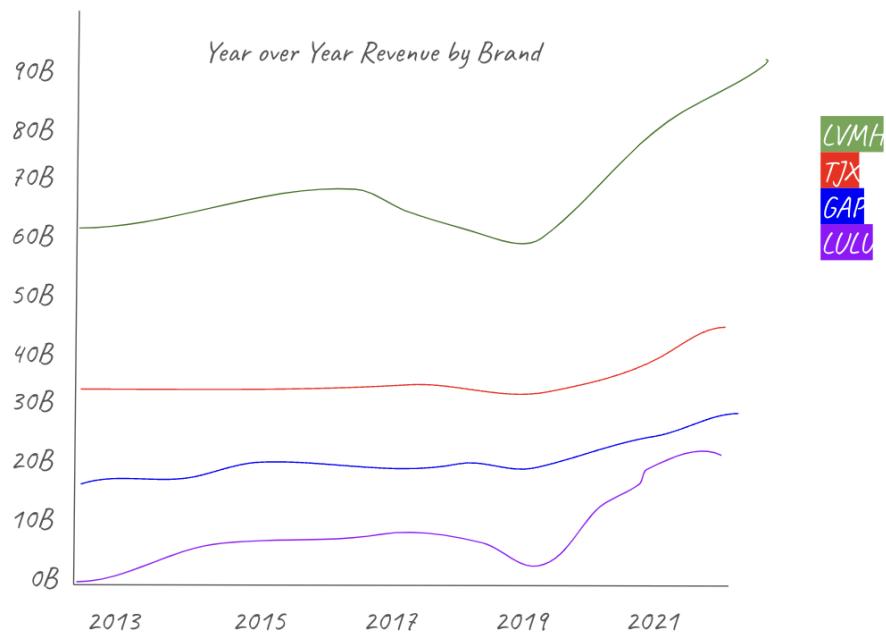
1. What are the key trends in revenue for fashion brands across specific quarters?
2. Do fashion revenue trends correlate with each other?
3. How have fashion trends evolved over time, and are there areas of retail that have become more or less popular?

4. Which companies have maintained dominance in the top three revenue positions over the past 10 years?
5. Who are the largest players in the fashion apparel industry?
6. What consumer groups are driving changes in revenue, and how can we tailor our business to meet their needs?
7. How does brand reputation influence revenue and stock evaluation? Were there any major publicity events affecting these metrics?
8. Are consumers shifting spending between affordable and luxury fashion?
9. What external factors (e.g., COVID-19, social movements, economic shifts) may have impacted revenue trends?
10. Are revenue growth and stock evaluations accurate indicators of company success? What other metrics might be relevant or necessary for a comprehensive analysis?
11. How do these trends vary by geographic location?

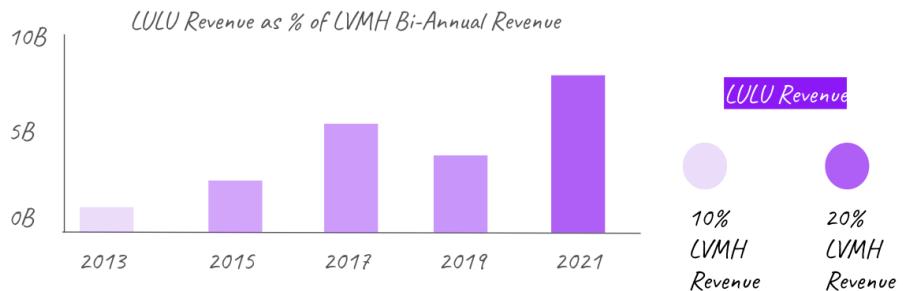
Sketch Step

Izzy

1

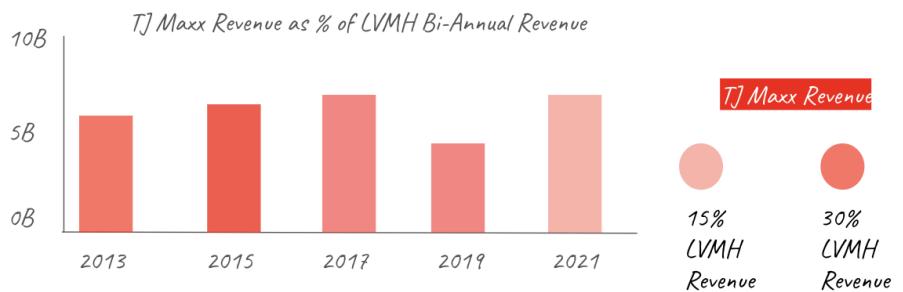


2



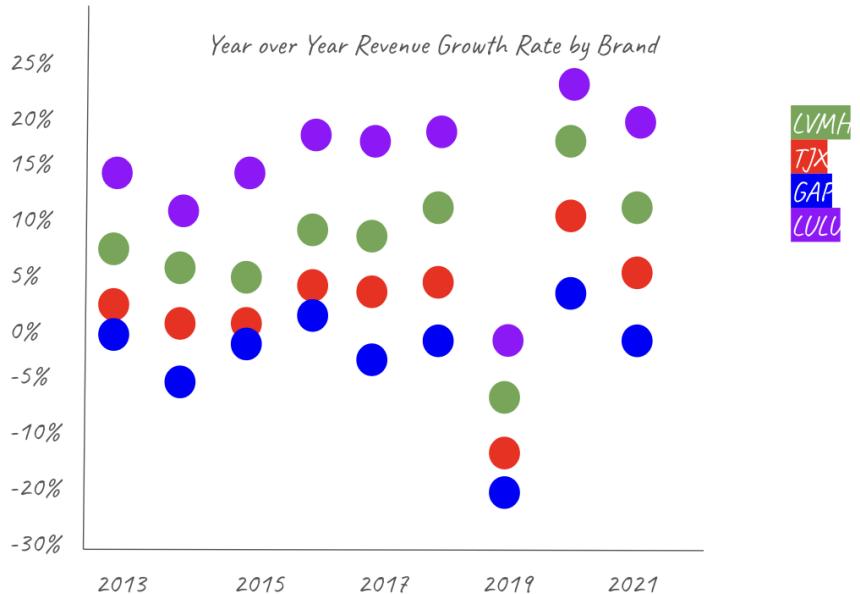
The consumer's growing appetite for high-end athleisure

3

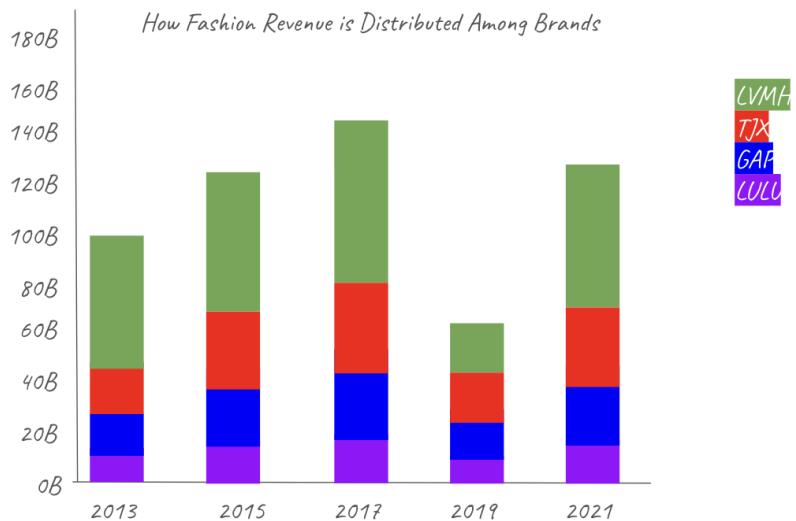


The consumer still tends to spend more on luxury

4



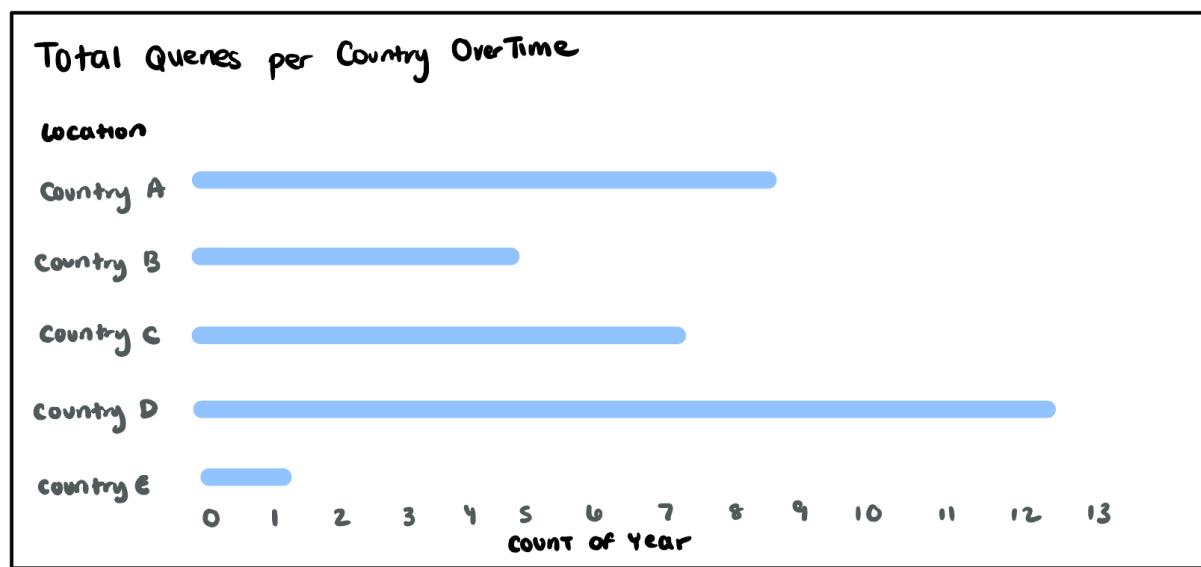
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Sammi

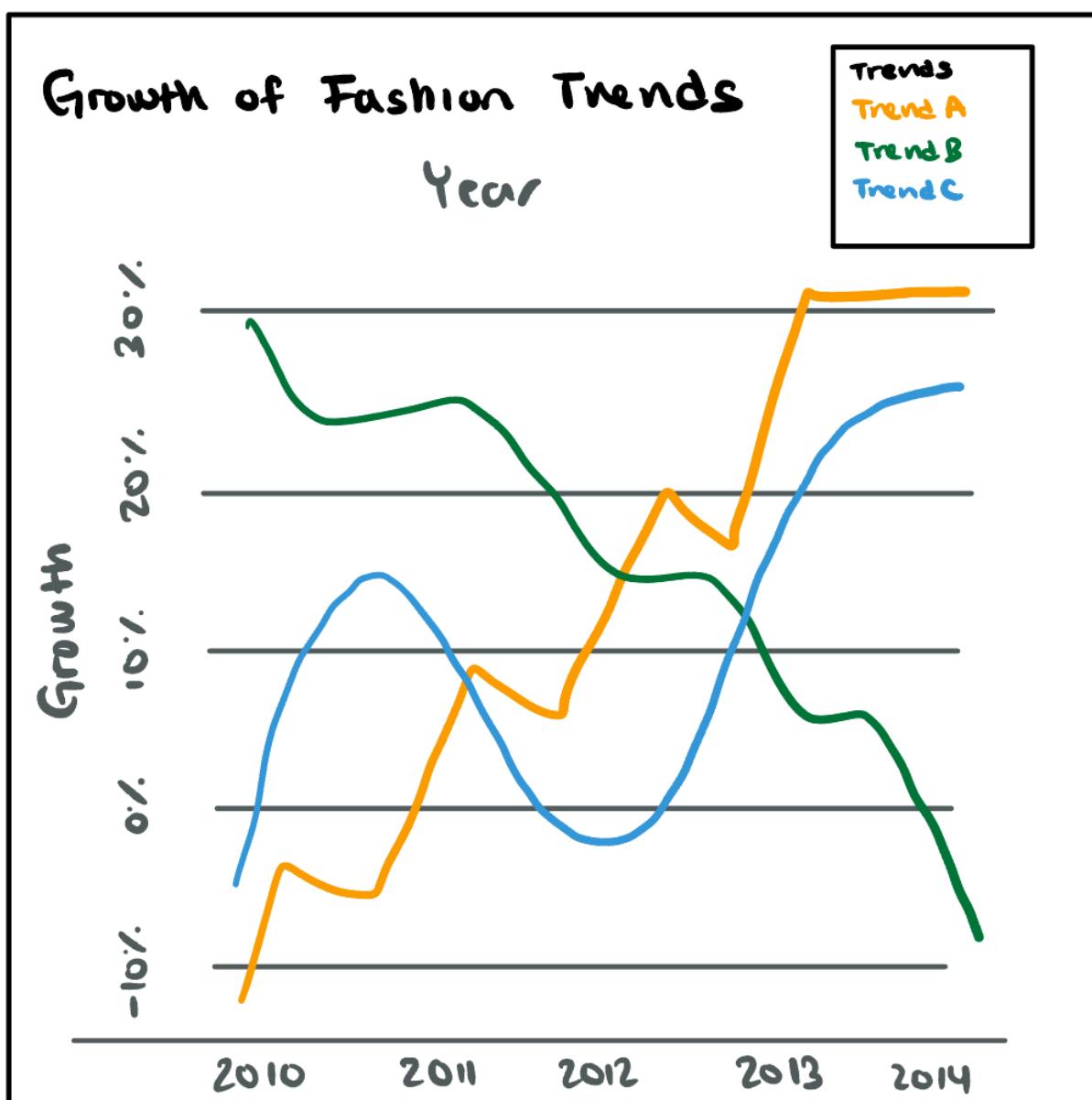
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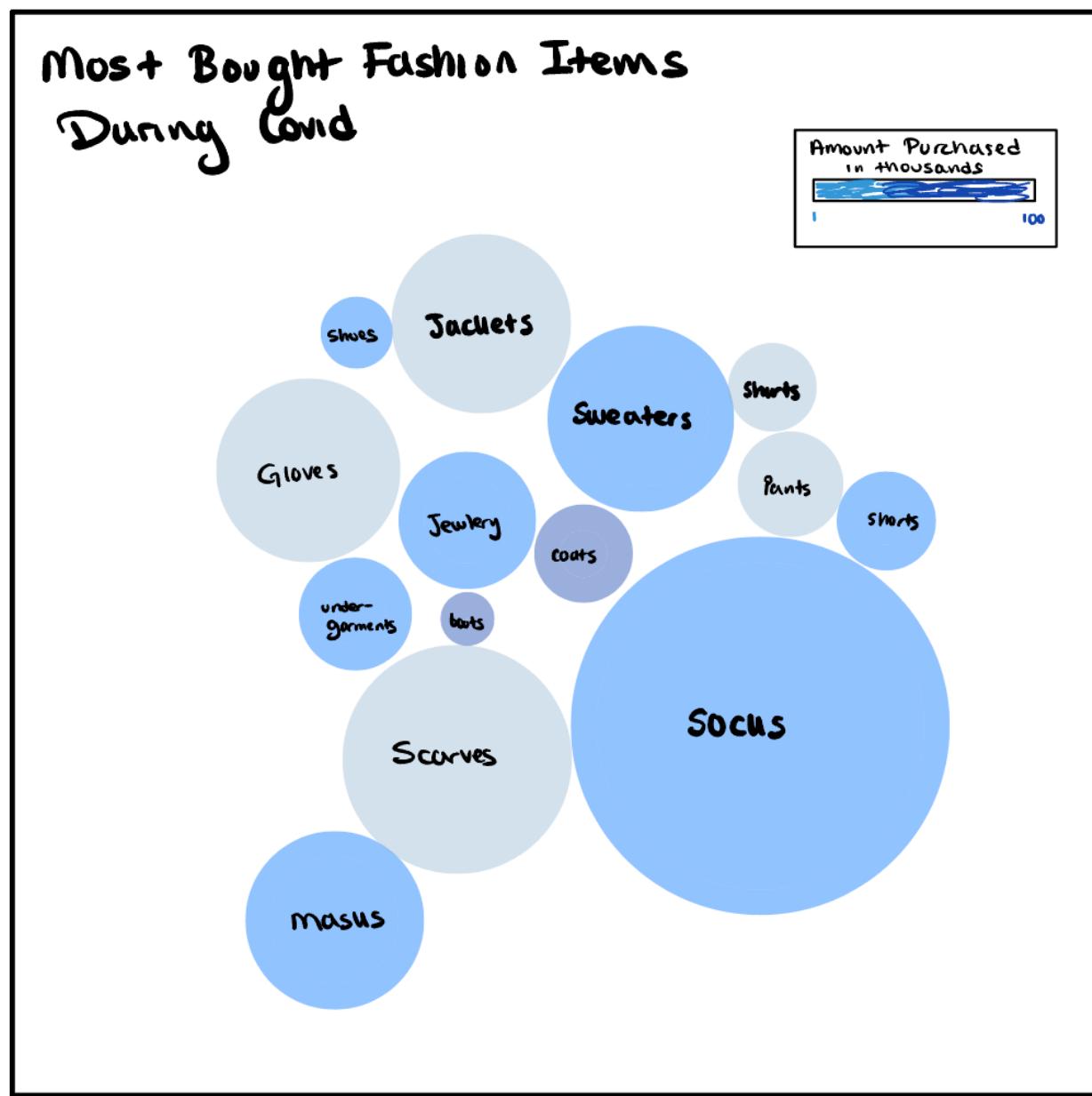


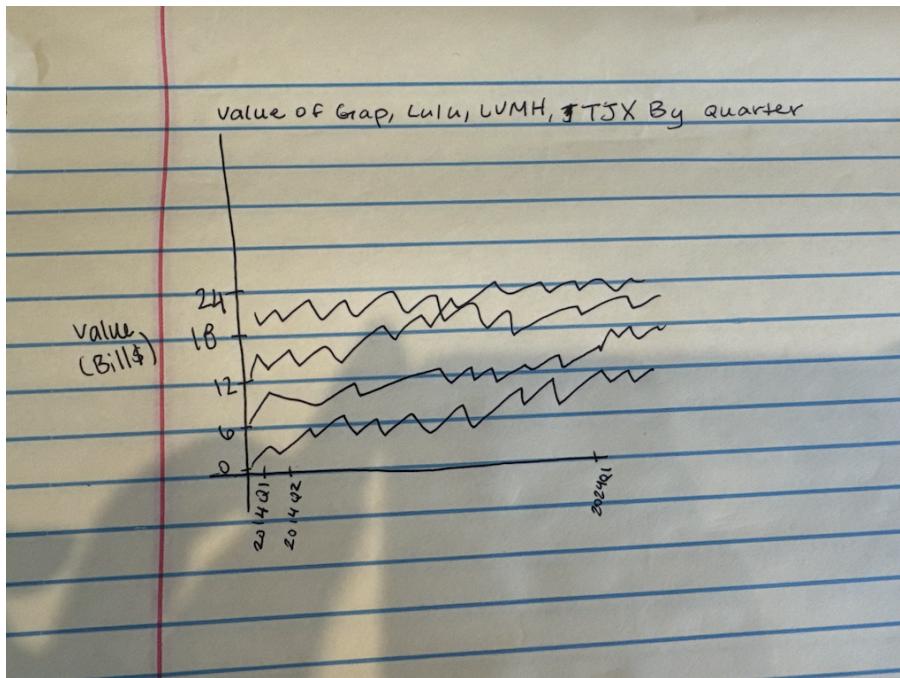


Popular Fashion Queries Over Time

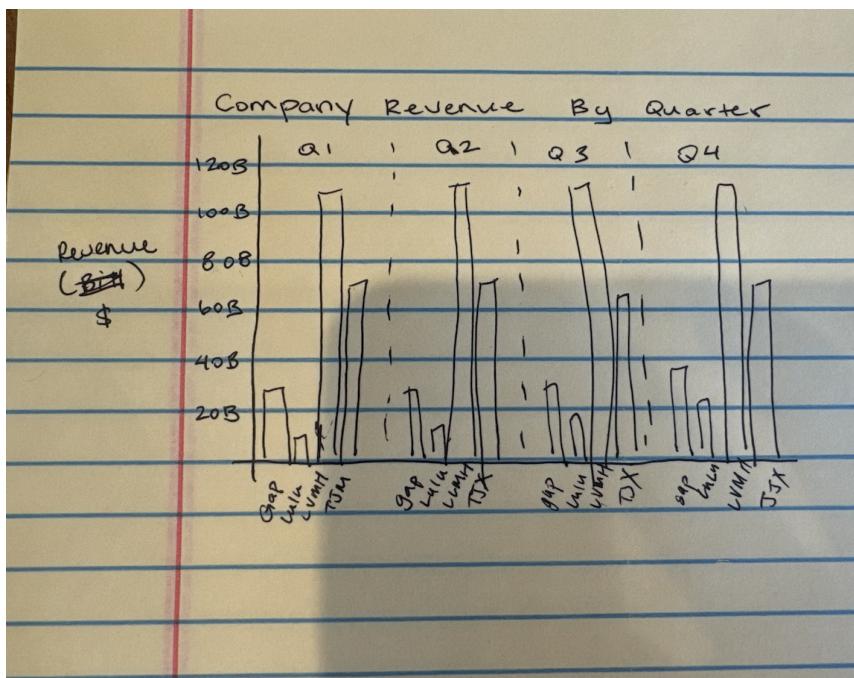




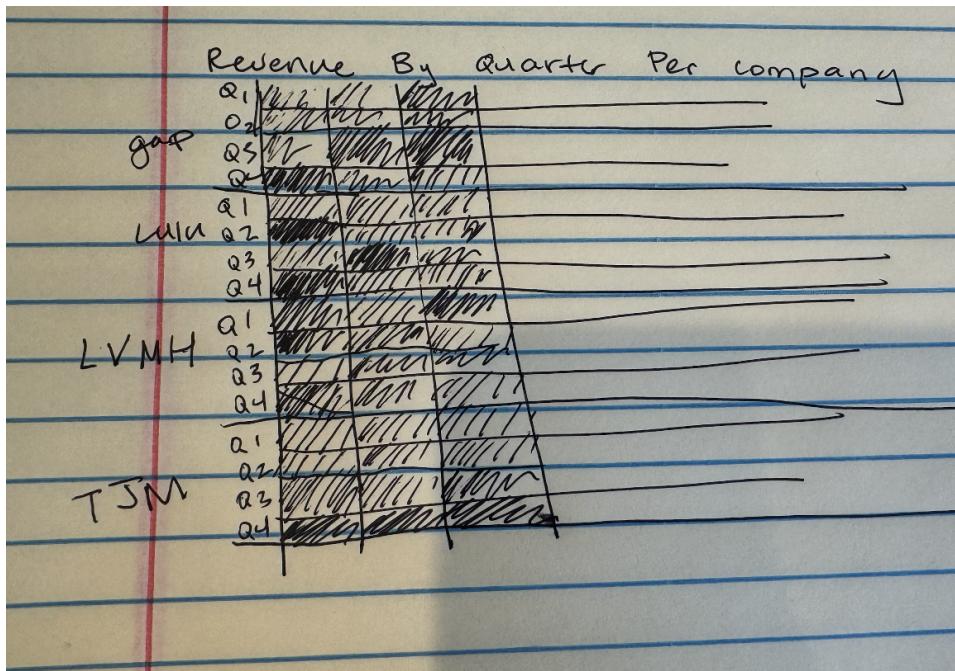




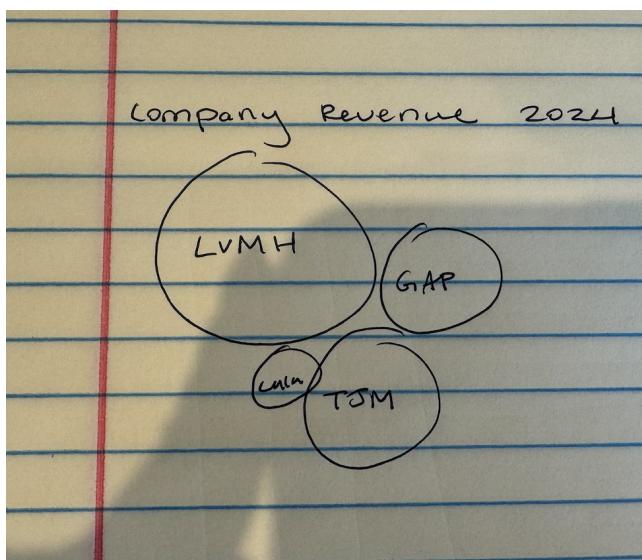
12



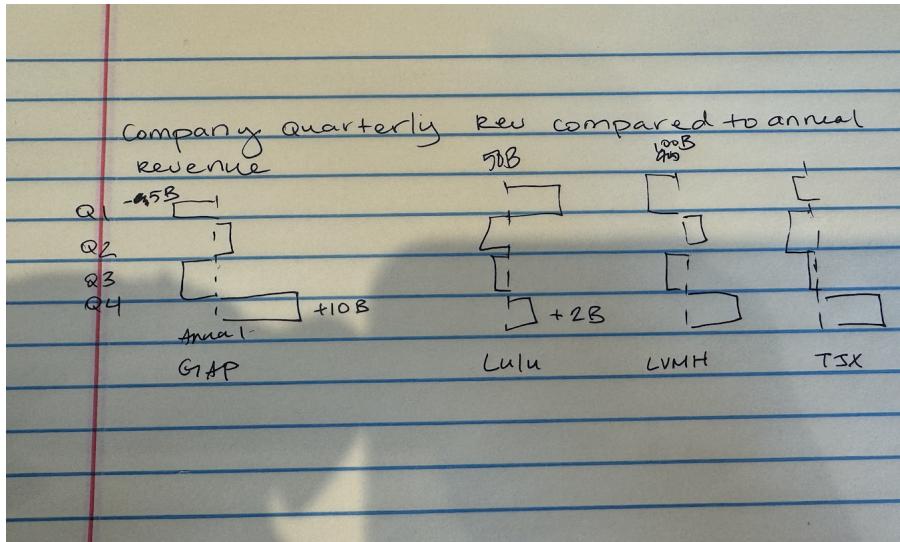
13



14



15

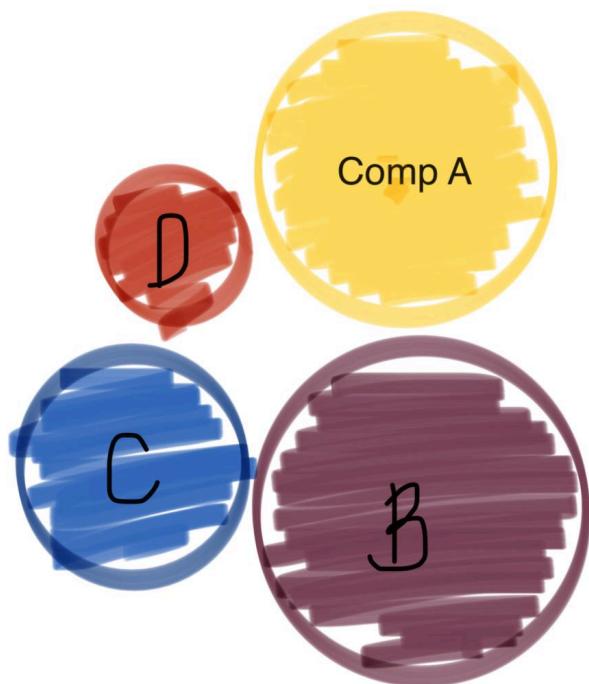


Trinh

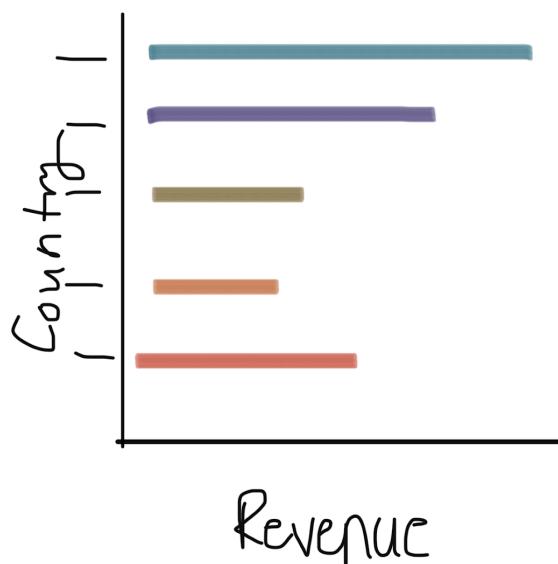
16

Note Title: Comparing Companies by Net Revenue [Edit](#)

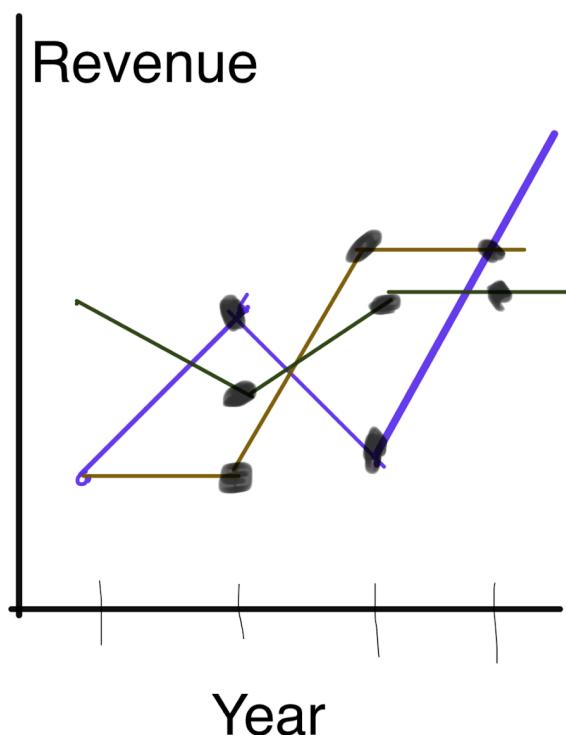
November 10, 2024 at 1:03 PM



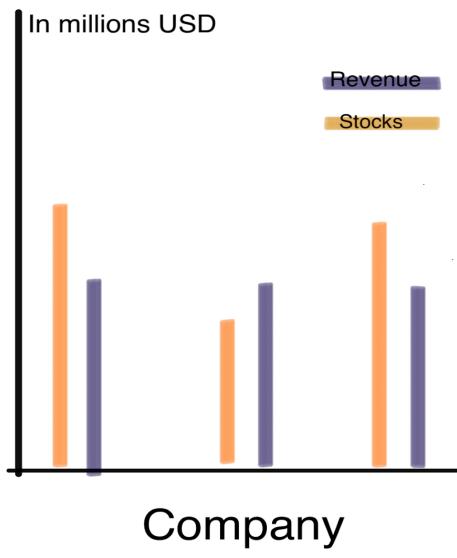
17



18



19



20



Are there any search queries that link the two? How does being the face of a brand affect brand reputation?

Decide Step

Question ID	Sketch ID	Author Initials
1	11,12,13,15	MO,MO,MO
2	8,1,4	SZ,IX,IX
3	2,3	IX,IX
4	14?, 16	MO, TN
5	9	SZ
6	9	SZ
7	20,1	TN,IX
8	18,2,3	TN,IX,IX
9	6	SZ
10	19	TN
11	7, 17	SZ, TN

Sketch ID	Votes
1	
2	
3	
4	3
5	
6	
7	4
8	
9	1
10	
11	4

12	3
13	
14	1
15	
16	2
17	
18	1
19	1
20	

We chose sketches 4, 7, 11, 12, and 16 because we all felt that they best answered and visualized the question that we are trying to answer. They also answer a variety of questions, ranging from the financial history of the company as well as the fashion trends that were relevant during the time. While there might not be a direct correlation, it can at least help to prompt users with some new interesting thoughts and ideas about the relationship between a company's financial growth and the contemporary fashion trends that are popular at that corresponding time period.

Storyboard

Pick your main message.

First, we encourage you to individually use Tableau to explore your dataset. Identify several insights (at least 2-3 per team member) that you think are important or interesting. Record these insights in your process book with each team member's name.

Team Member and Insights

Izzy	<ul style="list-style-type: none"> - Lululemon is growing faster, increasing revenue as a % of LVMH's revenue, while TJ Maxx and Gap have been falling behind as a % of LVMH's revenue overtime - All clothing brand (LULU, TJX, GAP, LVMH) sales growth slowed during 2020 (Covid-19) but seemed to normalize after 2020, with 2019 and 2021 revenue along the same trendline - While all clothing brand sales have grown overtime, Gap has been doing worse compared to the others as the only one between 2010-2013 with multiple consecutive years of negative growth rates
Sammi	<ul style="list-style-type: none"> - Many of the fashion queries are just names of popular models, actors, or

	<p>celebrities (like Zendaya or Stella McCartney). These celebrities are also known to be global ambassadors of famous brands that are also seen in the query. For example, Zendaya is the ambassador of Louis Vuitton (LVMH), which both appear on popular queries.</p> <ul style="list-style-type: none"> - Many of the queries are also high end luxury brands that are growing more popular towards the upper-middle class. Like, Louis Vuitton, Gucci, Michael Kors. - Overall, the queries show consumer sentiment based on different events (things that happened or celebrities that became popular), which can be mapped to sales of these brands
Megan	<ul style="list-style-type: none"> - Seems like the appetite for high-end athleisure has been growing with LULU growing the fastest - In 2021, after Covid-19 stabilized a bit, LVMH's revenue growth rate surpassed LULU's to be the highest, potentially signaling the release of pent-up consumer demand for luxury during Covid-19 - Fiscal quarter 4 has the highest sales for all the brands. Consumers likely spend more during holiday seasons
Trinh	<ul style="list-style-type: none"> - Many of the top-revenue apparel companies are incorporations that own many popular brands with different price points. For example, The Gap, Inc. owns Old Navy (more affordable) and also Banana Republic (more high end) - Nike and Adidas have been consistently in the Top 3 in top-revenue apparel companies, and they are brands that both have similar market audiences and products.

As a team, spend some time looking at the list and discussing the various insights. Pick one main insight that you think is most important or interesting to your audience. Formulate the insight as a message (“so what”) in one sentence. Record your main message and why your group chose it in your process book.

We can look at events that happen during a year or quarter to explain consumer sentiment changes, and we can then look at consumer sentiment changes to explain changes in fashion brand sales.

We chose this message because it encompasses and explains how our datasets can connect to each other. We think it is important to recognize how people can be influenced by trends—for better or for worse—and how brands can capitalize on people’s shifting preferences to make sales. With this insight that we will then build our visualizations around, we can identify specific examples and demonstrate both to the public how easily they can be convinced by trends and what they see around them, and to brands how it is essential to stay up-to-date on what is going on.

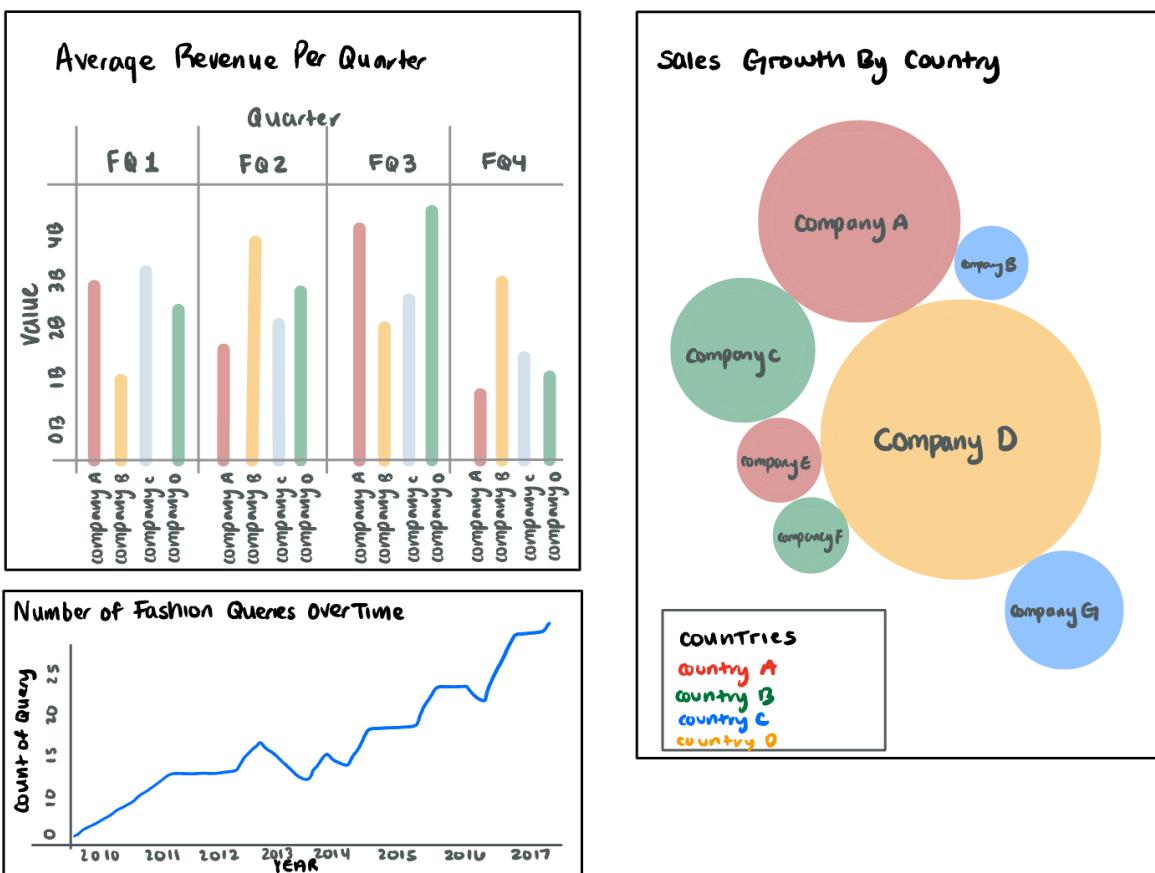
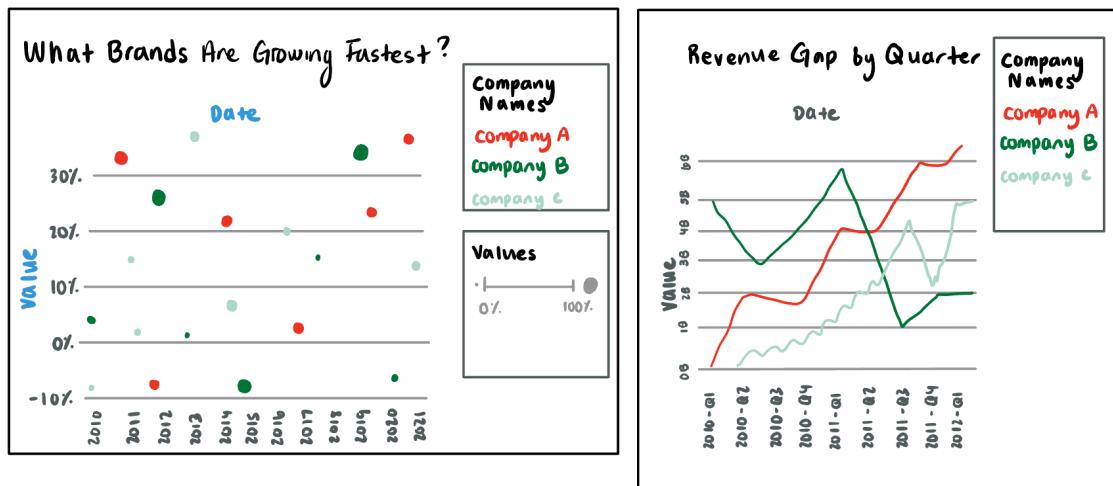
Sketch your data storyboard. Following the four steps, you will create a data storyboard to communicate your main message. Instead of physical sticky notes and pens (our preferred option if you meet in person).

Please make sure that your storyboard points are lined up with the four elements of a data story (hook, rising insights, main message, and solution).

Take a screenshot of the final data storyboard (or a photograph of your sticky notes, in case you meet in person) and put it in your process book.

- Hook: Can consumer queries predict the revenue growth of certain companies?
- Rising insights: There is a relationship between the types of most profitable companies and the current fashion trends
- Main message: We can look at events that happen during a year or quarter to explain consumer sentiment changes, and we can then look at consumer sentiment changes to explain changes in fashion brand sales.
- Solution: See draft dashboard visualization below
-
- The idea is that the webpages will host each of these visualizations and they can link and connect to each other. You can mouse over the images and see vistool tips that showcases more information.
-
- You can also click on the legends to see more information and have it link to other visualizations, of which we are currently still working on. Keypress and key word enter functionalities will also be allowed on the legend and the overall webapplication.
-
- We'll also allow for ease of data entry via sliding through the time range.

Tracing Trends : Visualizing the Top 10 Fashion Brands and Consumer Preferences Over the Last Decade



Prototype V1: Fashion Trends & Brand Analysis

Students: Sammi Zhu, Megan Ong, Trinh Nguyen, Isabel Xue

Project Overview

Our study provides an in-depth exploration of the global fashion industry, combining revenue metrics, Google search trends, and country-specific data to tell a comprehensive story of brand performance, and potentially consumer behavior.

Web Page Structure

First Page: Revenue Growth Analysis

Highlight which fashion brands are experiencing the fastest growth in terms of revenue per quarter.

- D3 Visualization 1: A bar graph showing the top fashion brands and their revenue growth over the past four quarters. Each bar represents a different quarter, showcasing trends and fluctuations.
 - Interactions: Tooltip on hover to show exact revenue numbers and percentage change.
 - Design Elements: Clean, minimalist style with brand logos accompanying each bar.
- Link to Second Page: A Call to Action (CTA) button that says “See How This Translates to Fashion Trends”

Second Page: Linking Revenue to Fashion Trends

Explain the correlation between brand revenue and trending fashion items, based on data from Google search trends.

- D3 Visualization 2: A line chart showing Google search volume for specific fashion items (“oversized blazers,” “chunky sneakers”) overlaid with the revenue performance of brands selling those items.
 - Interactions: Option to toggle on/off different fashion trends to compare with brand performance.
- Content:
 - An analysis of how revenue growth is linked to these trends.
 - Highlight a few brands that have capitalized on search trends to drive their success.
 - Placeholder for an image or infographic summarizing top trends.
- Drafts for Future Visualizations:
 - A heatmap of search volume for fashion items across different regions.
 - A scatter plot showing the correlation between brand marketing spend and search volume trends.
- D3 Visualization 3: Also, we decided to focus on four specific fashion brands and track their movements throughout years as they each represent a slightly different demographic. We looked at LVMH for luxury, high-end fashion, GAP for a full-price retailer for middle-class consumers, TJ Maxx for an off-price retailer offering fashion at a discount, and LULU for higher-end athletic wear. In our visualization, we tracked how their revenue growth rates changed annually for multiple years. We wanted to see which brands were growing the fastest as that would give us insight into consumer trends and

shopping behaviors of different demographics. So this visualization is a scatter plot with year on the x-axis and growth rate on the y-axis. Each dot represents a growth rate over a year between 2011-2023.

- Interactions: Tooltip where hovering over the dot provides more insight into what the revenue was the exact rate and revenue was that year compared to the prior year
- Design elements: Color represents the brand and size currently corresponds with the growth rate (larger = higher growth), though we might consider making the size instead correspond to the revenue that year. For that, we might have to make a different scale as the brands have significant revenue differences

Third Page: Global Dominance of Brands by Country

Identify countries leading the way in promoting and exporting major fashion brands.

- D3 Visualization 4: A world map with color-coded regions representing the dominance of different brands (Zara in Spain, Uniqlo in Japan, Gucci in Italy).
 - Interactions: Hover to see detailed data about the brand's market share in that country.
- Content: Discuss key factors contributing to brand dominance, such as marketing strategies, regional preferences, and economic conditions.
 - Placeholder for text explaining regional highlights and consumer preferences.
- Future Visualization Drafts:
 - A chord diagram showing the import/export relationships of fashion items between major countries.
 - A timeline of significant events that influenced brand performance (e.g., fashion week launches, new collection releases).

Storytelling Flow

Our dataset hopes to capture the audience's attention with the striking growth figures of top fashion brands. We then link these numbers to real-world fashion trends, illustrating the impact of consumer interest on brand performance. Finally, we wrap up the story with a global perspective, showing how different regions contribute to the rise and success of these brands.

Innovative View Design

Our first design focuses on creating an “Interactive Trend Comparison Dashboard,” where users can:

- Filter: Choose specific brands and see how they compare in terms of revenue and trending searches.
- Brushing: Highlight specific timeframes to see which fashion trends were most influential.
- Hover Effects: Display in-depth information for each data point to enhance user understanding.

Rough Webpage Design

- Header Section: Title, navigation links to different pages, and a brief introduction.
- Main Section: Placeholder for D3 visualizations with explanations.
- Sidebar: Filters for selecting brands, timeframes, and fashion trends.

- Footer: Credits to the students and a summary of the data sources used.

Think Aloud Study

For each think-aloud session, create a new copy of the feedback table below in your process book. During the session, one team member should carefully listen to the tester and document their observations and feedback in the "Notes" column. Ensure that all sections of the table are completed for each tester. If your group has 3 or more members, you must conduct at least two independent think-aloud sessions and document feedback for both.

	Notes (To be filled by project leads)
Tester Name	Paurakh Rijal
Describe any usability issues or confusion the tester encountered while using the prototype.	<ul style="list-style-type: none">Wasn't clear that there was a footer
Was the tester able to understand the main message of the data story? (e.g., Yes/No + why/why not?)	<ul style="list-style-type: none">Yes, Americans are spending more money on clothing and fashion, mainly on high-quality athletic
What parts of the interface or visualization did the tester find most engaging or effective?	<ul style="list-style-type: none">Like the slider on left of page 3Liked the style quiz dressing game at the end
What parts did the tester find confusing or less effective?	<ul style="list-style-type: none">Wasn't sure if the visualization on left of page 3 is dynamic
Did the tester encounter any inconsistencies in design, data, or narrative?	<ul style="list-style-type: none">Overall theme of the website is different from the last game → standardizing might be better
Were there any unexpected interactions or insights that emerged during the session?	<ul style="list-style-type: none">Expected that he clicked on a button on right side of page 2, it should update the learn more section → hard to see what trends hes on"Am i dressing her up? Is that what she is?"
What specific improvements or changes did the tester suggest for the prototype?	<ul style="list-style-type: none">Tooltips with more info can be helpful for bottom visualization on page 4Maybe add another genderReordering such that the test is at the endChanging the learn more header to be relevant to what is being clicked onVisualizations can be a bit bigger
Did the tester suggest any additional insights or visualizations to include?	<ul style="list-style-type: none">Thinks the amount of visualization is fineFlip on arrow key rather than requiring the user to flip themselves
General observations or comments from the tester.	<ul style="list-style-type: none">Doesn't know where his attention is supposed to go to first

- Industry Keiger and worth should be linked to the market size visualization on right side of page 3
- Not obvious that left of page 4 was a test

Tester #2:

	Notes (To be filled by project leads)
Tester Name	Mario Fares
Describe any usability issues or confusion the tester encountered while using the prototype.	<ul style="list-style-type: none"> Did not understand to click at bottom to move to next page at first Don't know what Industry CAGR is → didn't scroll through data slider for industry facts at first → figured it out later, thought slider would be linked to other page, but wasn't
Was the tester able to understand the main message of the data story? (e.g., Yes/No + why/why not?)	<ul style="list-style-type: none"> Main message: saw fashion industry has grown, see how certain trends impacted it → could articulate specific trends existing in fashion industry but didn't seem that main message was present We need to explicitly state main message and clearly emphasize the most influential trends in fashion
What parts of the interface or visualization did the tester find most engaging or effective?	<ul style="list-style-type: none"> Liked quiz Liked fashion but make it trendy font
What parts did the tester find confusing or less effective?	<ul style="list-style-type: none"> Don't know anything about fashion, so want to have representative sample of someone wearing the trend when click button Didn't know when the visualization was done •
Did the tester encounter any inconsistencies in design, data, or narrative?	<ul style="list-style-type: none"> •
Were there any unexpected interactions or insights that emerged during the session?	<ul style="list-style-type: none"> Out of all the brand LULU has been growing the fastest text already there → need to delete Not clear that the legend is for both brand growth and revenue visualizations
What specific improvements or changes did the tester suggest for the prototype?	<ul style="list-style-type: none"> Assumed queries from Google → make this more obvious Want to know why number of queries has gone down Clicked fashion industry size data and saw that it updated → maybe at start, have one of them red so know if clicked something will change When click submit for quiz, just make the ones that are wrong highlighted Would like to have data for other brands

	<ul style="list-style-type: none"> • Demographics not the right word for quiz • For revenue visualization, would like to select quarters • Revenue visualization just do billions on axis • For growth overtime visualization, think it would be better as a line plot and easier to follow • Have more things linked for how events have influenced sales in past 10 years • Match page layout on fashion game • On fashion game, add text at the top that shows instructions • Didn't read through that it was fashion magazine, Fashion industry and brand pages feel less like a magazine → would like to do a page flip animation, maybe look more like a binding, make the first page look like a magazine cover
Did the tester suggest any additional insights or visualizations to include?	<ul style="list-style-type: none"> • Add another section about what do we think about what will happen in the future on main takeaway page
General observations or comments from the tester.	<ul style="list-style-type: none"> • Understood button on first page

Improvements:

- Make it more clear that the framework follows that of a fashion magazine
 - Can consider researching into various fashion magazines to match the CSS styles
- Graph visualizations take away from the aesthetic of what we want to achieve
- Not clear when certain things can be clicked and even when they are clicked it messes with the visualization of surrounding boxes (flex css?)
 - Need to make it more clear what is interactive and what is not
- No insights attached to a lot of the information that we currently have
 - Do we even need the Number of Fashion Queries visualization if its not even a helpful insight?
- Some testers have mentioned that it would be better to have more information on other types of brand but perhaps we can just discuss our choice for that in the last page (currently marked as Trinh's visualization) to make it clear that those four brands were chosen for the sake of being a representative of different fashion trends
- Change left side of fifth page into a timeline so that its not repetitive with what is currently on right side of second page.
 - Learn more title should tie in with the content that is being clicked on by the user
- Add in a guy for the dress up style quiz game but also change it to match the overall style
 - Include instructions for the dress up game as well
- Make first page match the theme so that its clear that this is a magazine

Actionables: everyone keep working on their own pages but try to have the CSS match the left side of the first page

Overall:

- Have a set CSS palate, text font, size
- Having a user-specific box or font that makes it clear you can interact with this on each page
- Highlighting the main take-aways
- Missing innovative view → Sammi will handle this
- Makes more sense to keep it as a book format rather than just scrolling story telling format

Front Cover:

- Make clear how to navigate website

Page 2:

- Left:
 - Bug on the button → if you keep clicking on the button, it will keep showing the “tape” until it fills up the page
- Right:
 - Have the colors match the palette

Page 3:

- Left:
 - Industry CAGR and Worth doesn't make sense
 - innovative view: popular fashion queries overtime could become an innovative view. An innovative view would be something that isn't extremely standard. A new type of visualization
- Right:
 - Remove text box as that usually implies user input

Page 4:

- Right:
 - Put the bar back in the middle page to make it clear that left and right are not related
 - Visualizations need to have some background behind the bigger text to help with readability and also more clear how to interact with the visualizations. Also make the visualizations the same size since its covering the same time period
 - Consider adding more text to make it clear what the visualizations are for

Page 5:

- “Know your data” might make more sense in the beginning, maybe move after the brand knowledge page
- Add in something to inform about game on next page