



My Target Mobile Application

Joy Zhihui Liu . Njmeh Mirzaie . Carol Lora

Prof. Felix . SCAD . Spring 2013

Application Description

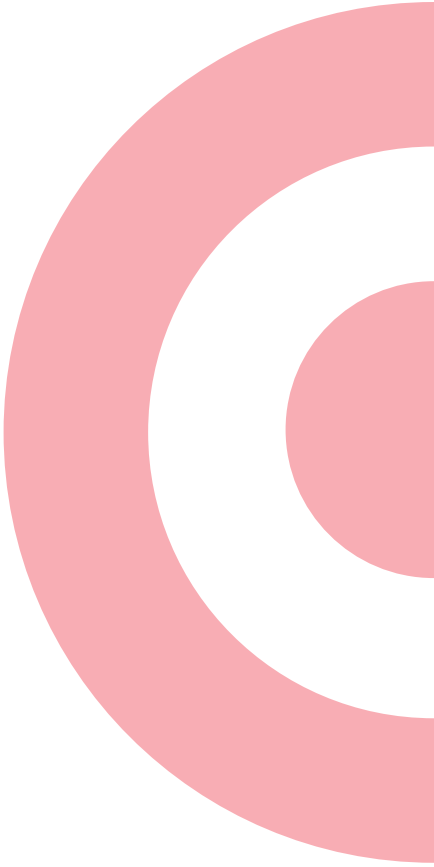
Expanding Target’s personalized in store shopping services – My target mobile app will help shoppers to have more desirable experiences in the store and create the opportunity of sharing experiences with others at the same time. Based on our primary and secondary researches the following needs were discovered for a potential shopper:

No. Need

- 1 Access to the record of previous shopping
- 2 Convenient way finding of different items at a store
- 3 Create different online shopping lists
- 4 Explore a product in context
- 5 Have suggestions based on her desired tasks
- 6 Immediate access to price, peer and professional ratings, suggestions, and comments

Key Areas

- In store and personalization
- In store
- In store and personalization
- Education and in store
- In store and personalization
- Social and in store



FINAL CONCEPT

MyTARGET allows users to not only manage their products and shopping routines; it also provides an additional platform to communicate directly with their friends and families.

Explore:

- A shopper starts her journey in Target store with sign in feature.
- In the homepage, she has access to her special profile to add personal information, billing address, delivery address, and etc.
- Also, in the homepage she can manage her shopping experience through following seven features: find, scan, theme, deals and coupons, lists, shopping cart, and targeting.
- For finding a special item a shopper have multiple options:
 1. **Find:** A shopper can browse or use the available categories such as women, men, and etc.
 2. **Consultancy:** In this feature, user can review suggestions from Target consultants based on her desired task and price such as ingredients for a special food or items for decorating her house in spring.
 3. **Theme:** Theme will help a shopper to be a part of Target community and has access to popular categories among Target shoppers such as wedding, beach, and barbeque.

Personalization:

Locate it: After finding a special item the user can locate it in the store through locate it feature that will save her shopping time in a store.

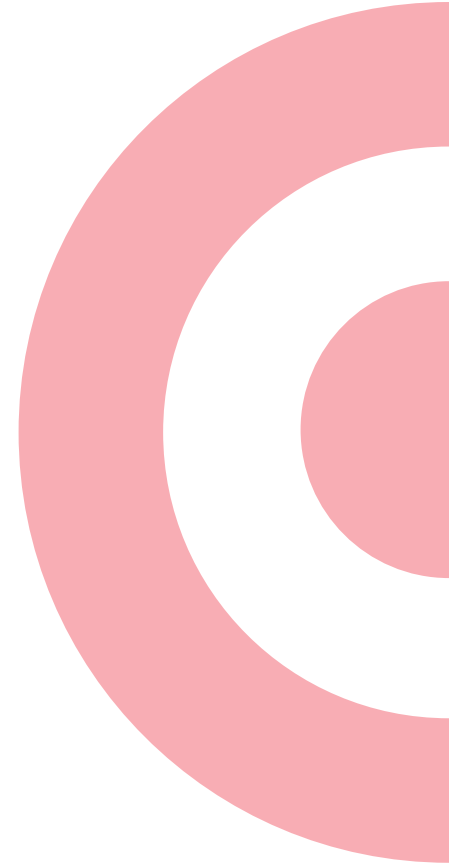
Scan: Scanning feature enables users to share the scanned item, add it to different lists or a shopping cart, and explore it in context.

List: This option empowers a shopper to organize her shopping list such as regular shopping or a special event. So, after finding an item she can add it to her different lists. This option also, helps shoppers to create a common list for their parties, tag their friends, and delegate tasks and items.

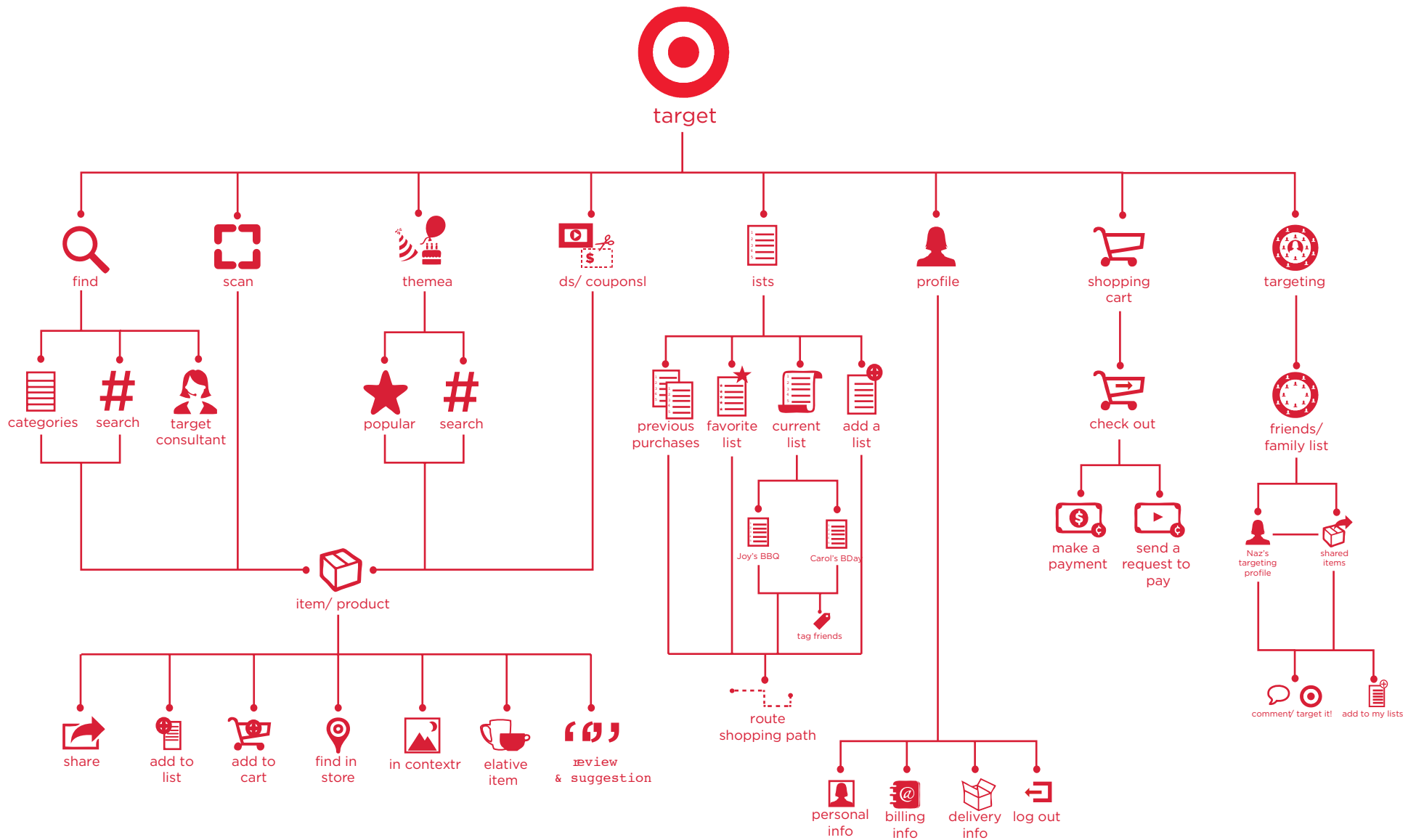
Targeting: is the heart of communication tasks in the proposed app. A shopper can create a list of her friends and family and share different items with them. Also, a shopper can review her friend desired shopping list, give them suggestions, or even surprise them by purchasing their desired product for their birthdays!

Purchasing & Payment:

After finding her desired items and making decisions based on the provided peer suggestions and professional reviews, the shopper can add the item to her online cart or physically purchase it in store. She can pay it herself, divide the amount between groups, or send a request of payment to different Target members.



Application Workflow



Application Mockups and Screenshots

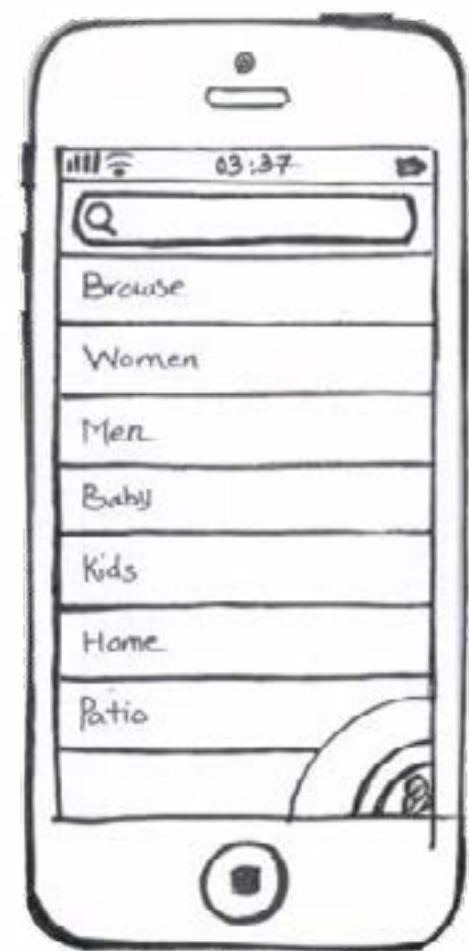


Log in Screen



Home Screen

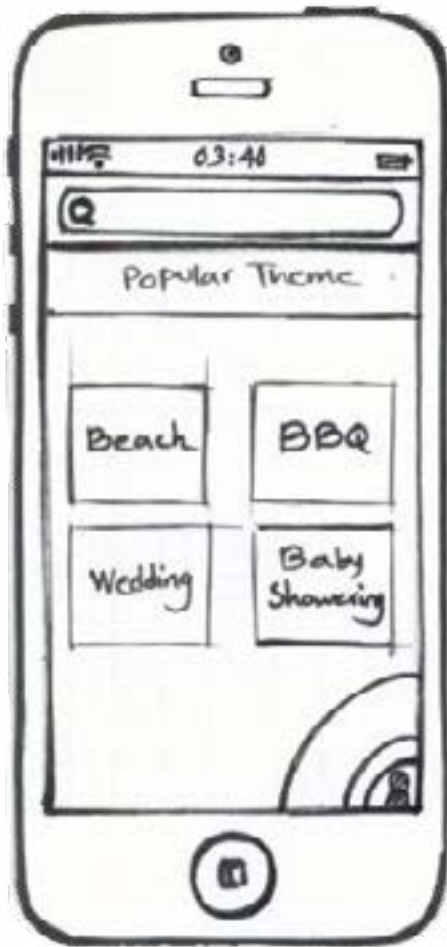
Using the target structure as navigator bar.
Roll the wheel to find the option you want.



Find Item

By either search the key words or follow the
current catagories.

Application Mockups and Screenshots



Theme

Get a series of items by defining the theme. Search or choose the popular themes that are provided by Target.



List

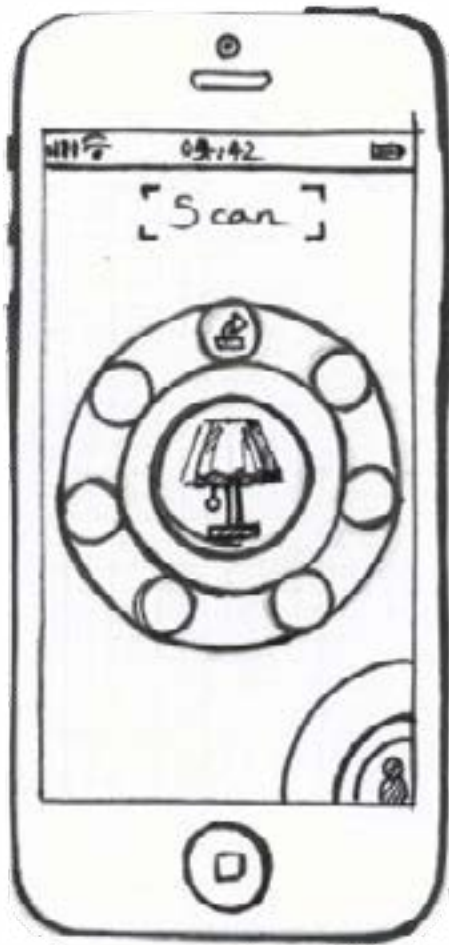
Create your personalized list and store your previous shopping lists by scan the receipts.



Shopping Path

Create the best shopping path according to your list and based on the local store. Swipe the item away when you get it.

Application Mockups and Screenshots



Scan

Scan the bar code and go to the item page with 7 options which are listed in flow chart.



Item in Content

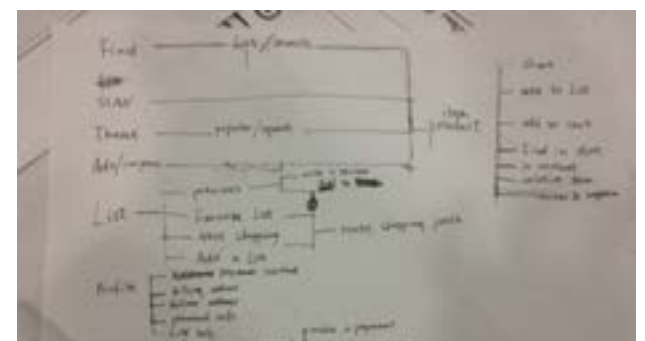
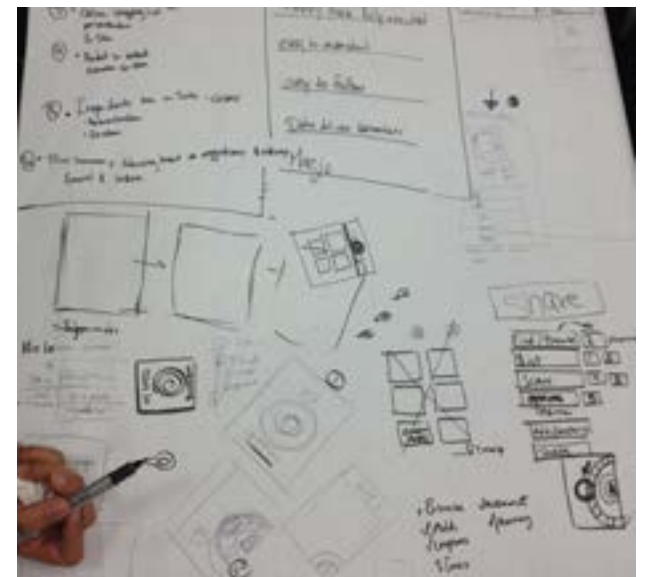
Show how does the item work in content.



Targeting

This is a society where you social with your family and friends. The Magic Taget society.

Working Process





A Better Shopping Experience at Target