matisse

Giving students
a chance to create.

Creating a chance
for guests to give.

Co.Labs & Target Retail Accelerator
Education | Project "Matisse"

The Challenge
Students who study art are four times more likely to be recognized for academic achievement and three times more likely to be awarded for school attendance.* However, art programs are often the first to be cut from school budgets and curriculum.
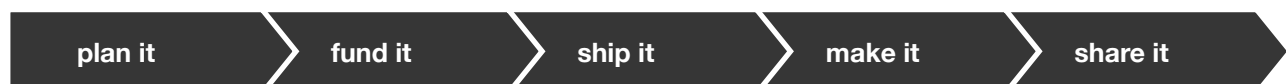
Our Objective
To develop an app that makes supporting art education as simple as shopping for supplies by connecting local classroom art projects to Target guests and the community at large.

Why This App Makes Sense for Target
Target is a design-driven organization known for its unique collaborations with world-class designers and emerging artists. The brand makes fashion, product and interior design accessible to everyone. The company is also recognized for its deep commitment to community and education.

The UX (How It All Works)

plan it	fund it	ship it	make it	share it

Teachers	Supporters	Target	Students	Teachers
• register through the mobile app and select their schools • propose a class art project • browse Target's site and choose the items necessary to do their project • receive a project link to share via email and social networks	• receive the project link via email or social networks • browse and purchase supplies from the project registry • receive a 'thank you' from the class and share it via their social networks	• ships the project supplies from distribution centers upon successful project funding	• make the art project • learn a new skill or technique • express themselves creatively	• share pictures of the final artwork and send 'thank yous' to all project patrons • add their projects to the 'success stories' collection • download new project ideas from other teachers

Technical Considerations
• school listings are not currently in the API, but can be accessed through REDcard® service
• teachers can scan product barcodes in-store or search through companion tablet app at home
• guests learn about the app and featured art projects from in-store promotions and signage
• donations can be anonymous and incremental/collective
• basic analytics will help teachers and Target understand the characteristics of a successful project

*Sources: Education Fund, NYSAFLT