The main purpose of the app is to keep people healthy and to teach good shopping habits all while keeping customers happy and getting them to return to Target.

There are three main functions of the App creating shopping lists, shopping healthier, and saving money.

SHOPPING LISTS:
Add as many as you would like for any occasion.
Add items by typing them in or scanning bar codes.
You can even use an old receipt as a shopping list with just a scan.

SHOPPING HEATHIER:
Allows user to scan barcodes for heathy alternatives to products they love or need.
Allows user to rate and share Items.
Allows user to find alternative products by cost.
Allows user to add any alternative item to there selected list.

SAVING MONEY: *Each user is given a Target Id once the sign in to the app
By scanning receipts the user adds information to their Id. This is used to make things cheaper
    for repeat customers by making the things they buy regularly less expensive.
Get bonus deals by sharing liking and tweeting from the App.
Allows user to save time and money during tax season with organized receipts

IT'S A SIMPLE NUMBER USED ON CHECK OUT

SO HOW EASY IS IT TO MAKE?

THE BARCODE SCANNER: exists and is open source
THE SOCIAL ELEMENT: exists and is open source
CODE GENERATION FOR ID: exists and is open source
CLOUD SOURCE DATA BANKS: exists and is open source

Social: *Users are able to share products and are incentivised to tweet and like products. This leads to more interest in the store and ultimately more customers.*

Education: *Obesity is a growing problem in America as well as a floundering economy this App Gives the user the ability to shop smarter and teach heathy buying habits leading to a healthier America.*

In-store: *Keeps organized list and allows you to shop more effectively with a click.*

Personalization: *With the Id feature and receipt scan users are able to stay organized and save money getting deals only available to them.*