

Target Showroom

**Contestant**

Team Discoverful (LOCQL, Inc.)

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**Concept**

Target Showroom app uses augmented reality technology on mobile devices to give customers much better sense about whether or not the products will fit in their own environment.

By simply pointing your iPhone to your room, you can visually pick and see how furniture, lamp, home décor, etc. looks like in your room. It’s also a great tool for you to image how your room might look like and collect feedback from family and friends.

Target store and web site has many home furnishing and decoration products with quality photos. But finding the right sofa or lamp for a room is still a challenging task because customers have to imagine how they will look like after being placed at specific locations inside the room. Target Showroom app is a right solution to solve this problem.

**Features**

1. The first version of the app will pull product information from Target API in the home decoration and furniture categories.
2. User will be able to select one or more products to be “placed” in a room.
3. The app will either have a live view of the room (using the camera), or show a picture from photo album. (when they are in the store)
4. The selected products are overlaid onto the live view or picture, so the customer can “see” how the product will look like in the room.
5. The app will be implemented as native iPhone/iPad app. The features can easily be integrated into the official Target app.
6. User can save their designs and share them with family, friends via email, SMS or social networks. When they save the design, all selected items and information will also be saved, so they can very easily find the products used in the design.
7. The future versions can support other product categories such as patio, garden and bedding.
8. It's also possible to apply the same technology to clothing and build a “virtual fitting room” app.

**About Team Discoverful**

We are an experienced mobile development team capable of building high quality, beautiful mobile applications.

Here are the two iPhone apps we developed in the past few months. Both are beautiful, easy to use and were rated near 5 stars by our users.

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|  | **Discoverful**    <https://itunes.apple.com/app/id491629649>  An iPhone app to help you visually discover interesting places near, far or en route by searching shared photos. |
|  | **Photos Pro**    <https://itunes.apple.com/app/id607929309>  An iPhone and iPad app to help you browse, search and share photos like a pro. A much better replacement for iOS’s native Photos app. |