**\* Plan of action**

Going to all workshops, at least one workshop of each class(iOS,UX,IXD) per week.

Practicing and working outside of working hours.

**iOS**- Working on and developing technical skills through these 4 weeks.

**UX and IXD**- Working on design of the application, discussing ideas and improving the design and ideas through 4 weeks of workshops.

**\* Idea**

The main idea is an application that will help our target audience to search for nearest popular designer outlets and that they can calculate discount prices easier and faster, so they can easily get fastest direction to a specific outlet they chose. Also there is an idea that will show some details about a specific outlet they select, for example: last sales, new collection in stores etc.

**\* Idea in a Design Challenge**

We want to design an interactive application with multiple functionality, calculator for discounts and also list of outlets and shopping malls per country.

*Target audience*= young adults, adults and seniors

*Main goal*= app that is going to be easy to manipulate for any user age and enabling our users to reach, know and discover shopping outlets near them with their phone.

**\*User Description**

Basically, our target audience is wide range of age, it can be for young adults who love shopping, mostly female group, but it is also for seniors and adults who are financially more stable and often visit shopping malls and outlets. Of course, there is also possible that older people use the application, that’s why we will make it user friendly and easy to use for everybody.