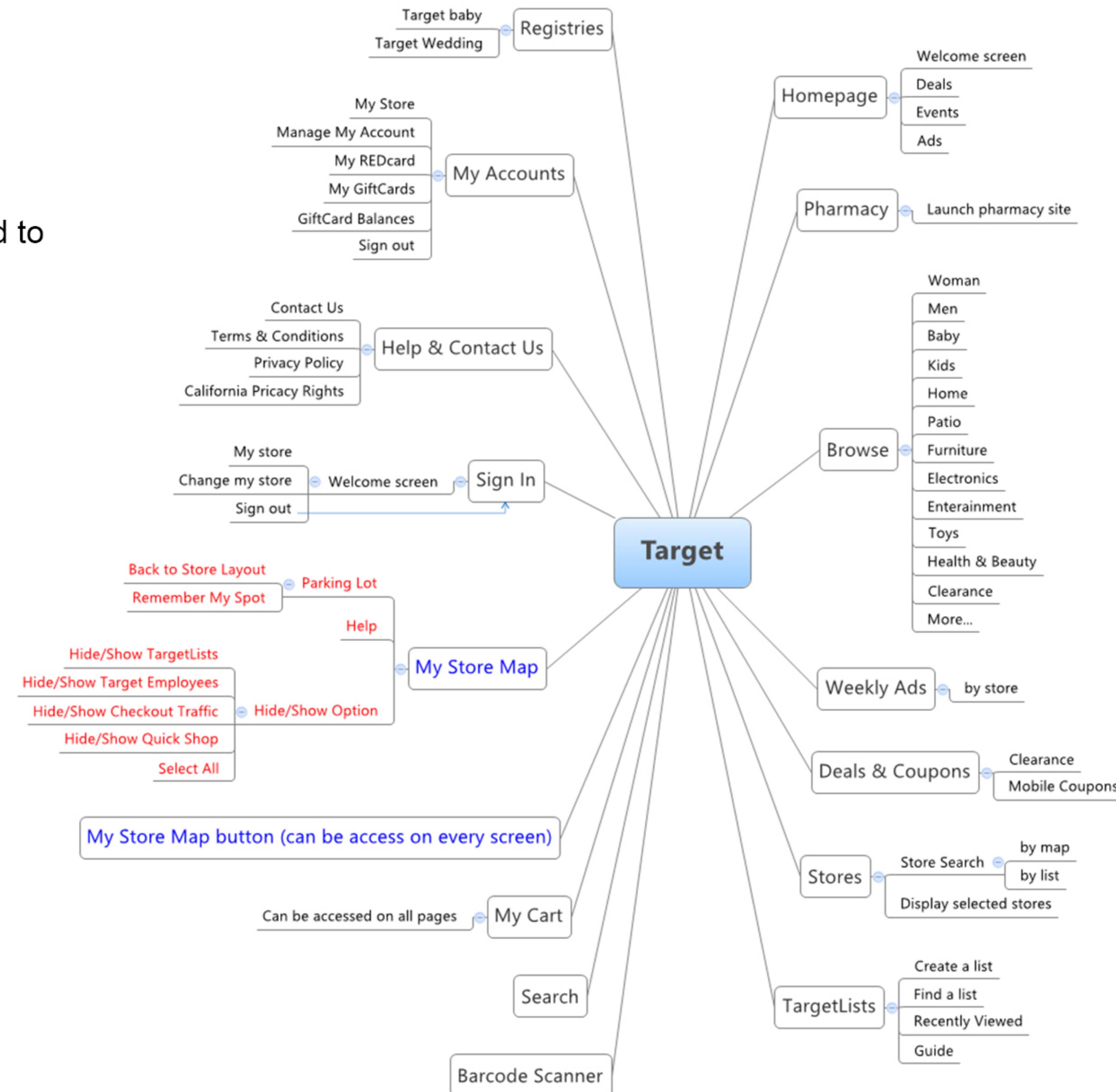
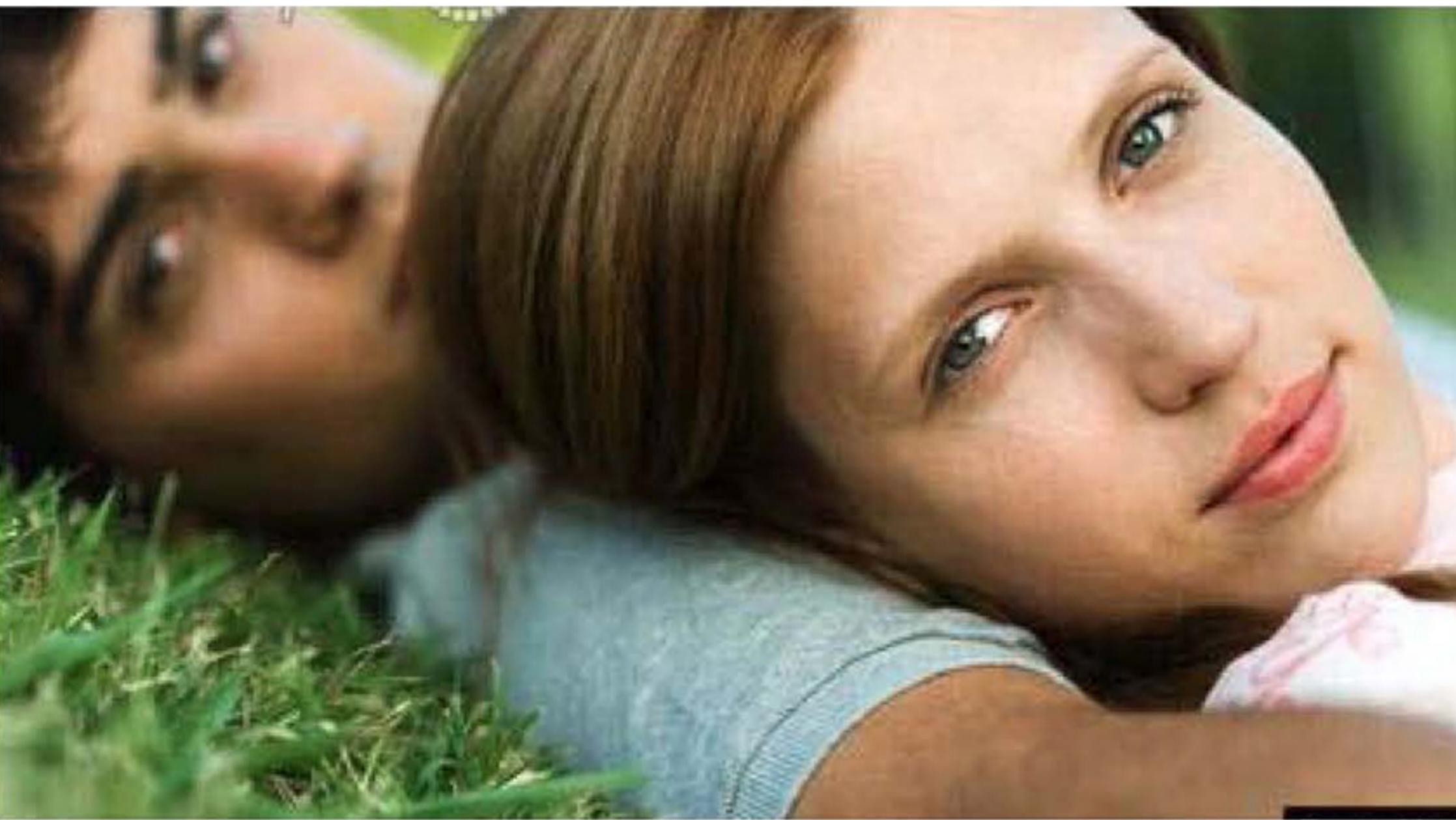


Mind Mapping

Blue and Red parts are what I added to existing Target App.



Persona



Elizabeth Bailey
28 years old
newlywed



Elizabeth is a newlywed wife adjusting to being a new homeowner. In her career as a nurse, Elizabeth is constantly on the go, trying to find time to spend with her husband and always looking for ways to make their new home cozier. She is very task oriented and needs everything to be efficient.

Purchasing Behavior

- Creates a shopping list.
- Does not use coupons.
- Goes to Target weekly.
- Spends 30mins-1 hour shopping.
- Shops as needed.
- Purchases items she needs.
- Likes to shop quickly.
- Usually adheres to the list.

Departments of Interest

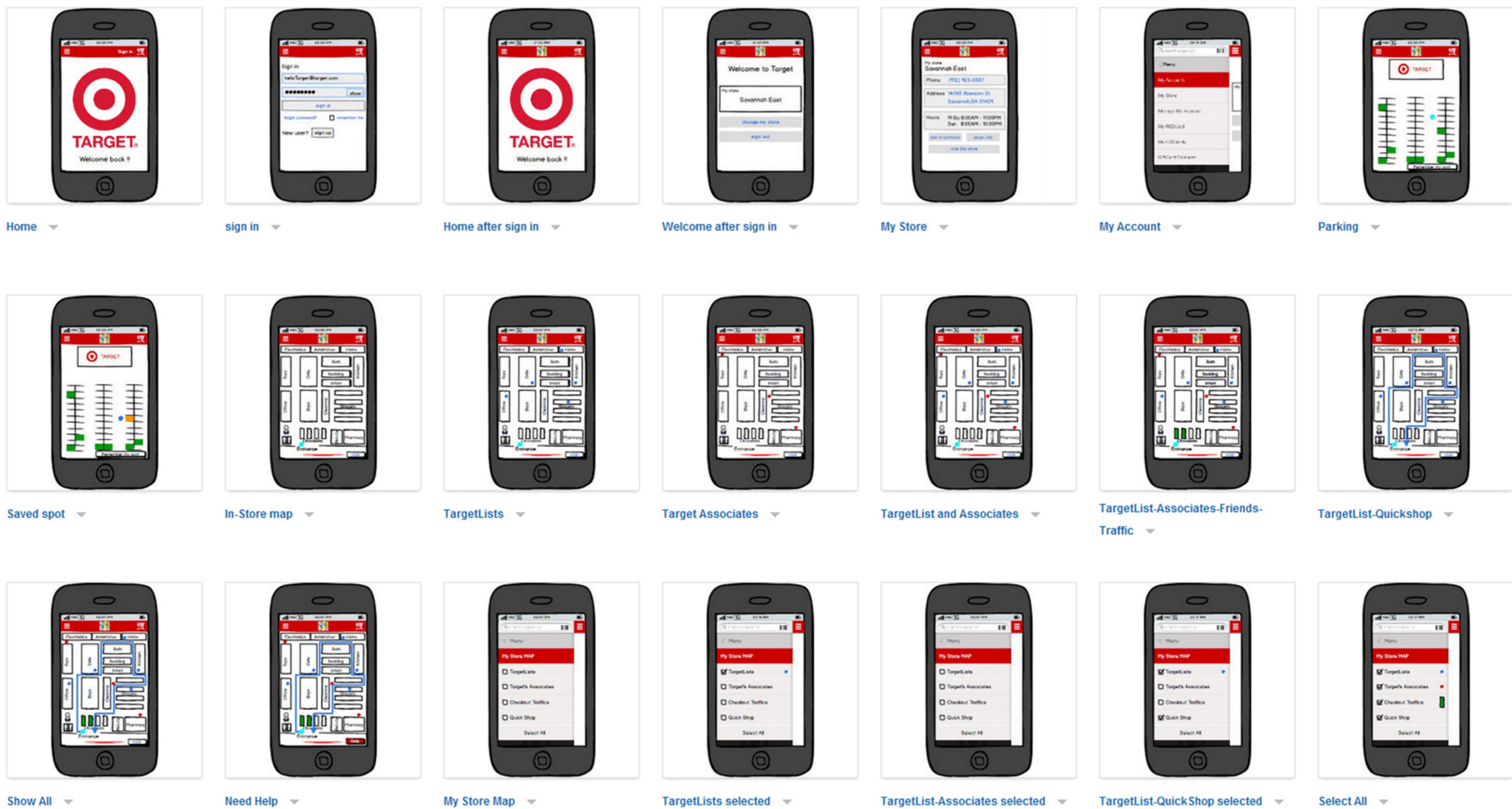
- | | |
|--------------------|---------------------|
| ● Kitchenware | ● Cleaning supplies |
| ● Electronics | ● Cosmetics |
| ● Women's Clothing | ● Seasonal/ Patio |
| ● Storage | ● Home Decor |
| ● Bedroom | ● Bathroom |

Typical Shopping Experience

Elizabeth finishes a long shift at Saint Joseph Candler Hospital and decides to spend the next few days off purchasing items for her new home. She sits down with her husband and creates a list of items that they need to help them decorate their living room, as well as update their kitchen. The following day, Elizabeth double-checks their list before leaving to drive to Target. Up until recently, she did not go to Target as often, but with their limited income, location in a small town and purchase of a new home, she has been making more frequent trips. Once she arrives at Target, she quickly pulls out her list, not wanting to spend too much time wandering around the store. She grabs a basket and pushes through the small crowd of young families crowding the One Spot near the entrance to head down the main aisle towards the kitchenware department. She methodically grabs the items from the list then quickly looks over the list to find the few items needed in the home decor items. She heads back up the aisle to the home decor department to pick out a few items that blend her personal taste with her husband's requests for "nothing frilly, nothing pink, preferably something blue." As the more organized of the two, Elizabeth often makes these trips alone to minimize time wasted shopping and not go over budget. As her husband always has a tendency to wander about the store and get distracted by all the product offerings at Target and typically spends well over the allotted amount for home renovations. Once Elizabeth has everything on her list, she heads to the express check-out. On her way out, Elizabeth stops at Starbucks to pick up a cappuccino to give her a boost of energy for the rest of the tasks for her day.

Balsamiq Mockup

SMART SHOP

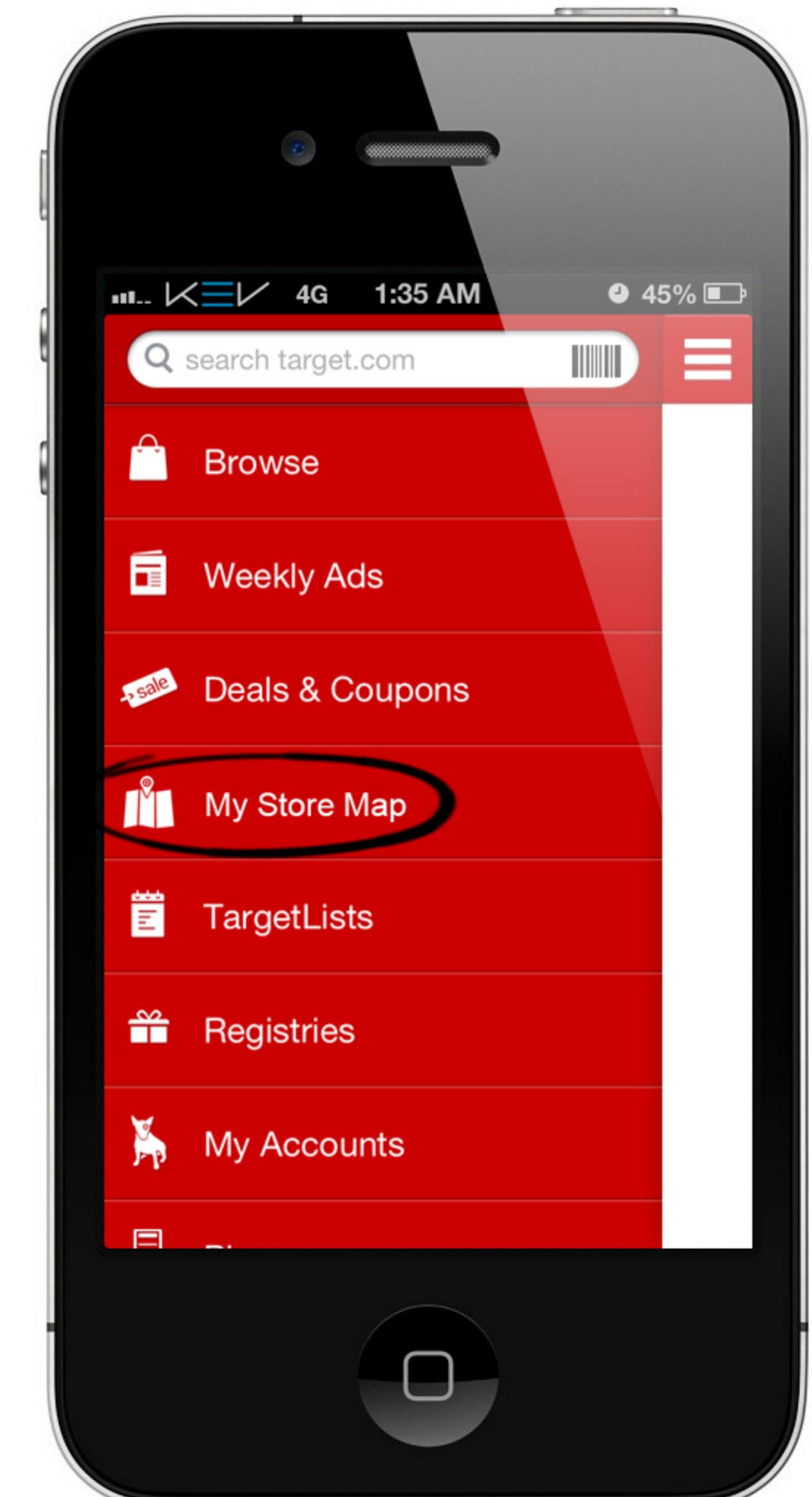


SMART SHOP

The new smart shop features can be accessed in 2 ways:

#1 Through the map button at the top of the screen on every screen of the app.

#2 Through My Store Map in the main menu.



Store Layout

Once you clicked the map button, the screen will show you the store layout of your selected “My Store.”

The icon ● show your current location.

Once you arrive at your Target store, you can click Parking Lot/Red Triangle button to access Target’s parking lot map.



Parking Lot

Green areas show you available parking spaces.

Once you parked, click on “Remember my spot” button to let the app save your parking location.

Once the spot is saved, it will turn red.

When you ready to shop at Target, just click the big target building (button) to go back to store layout page.



My Store Map Menu

On store layout screen, if you click at 

it will lead you to the menu.

In this menu you can select what you would want to see on the map.

For example, if you have previously saved item in your TargetLists or shopping lists in the app, clicking at “TargetList” button will show the locations of your saved items within your “My store” with this icon .

This will help you easily and quickly find what you’re looking for in the store.

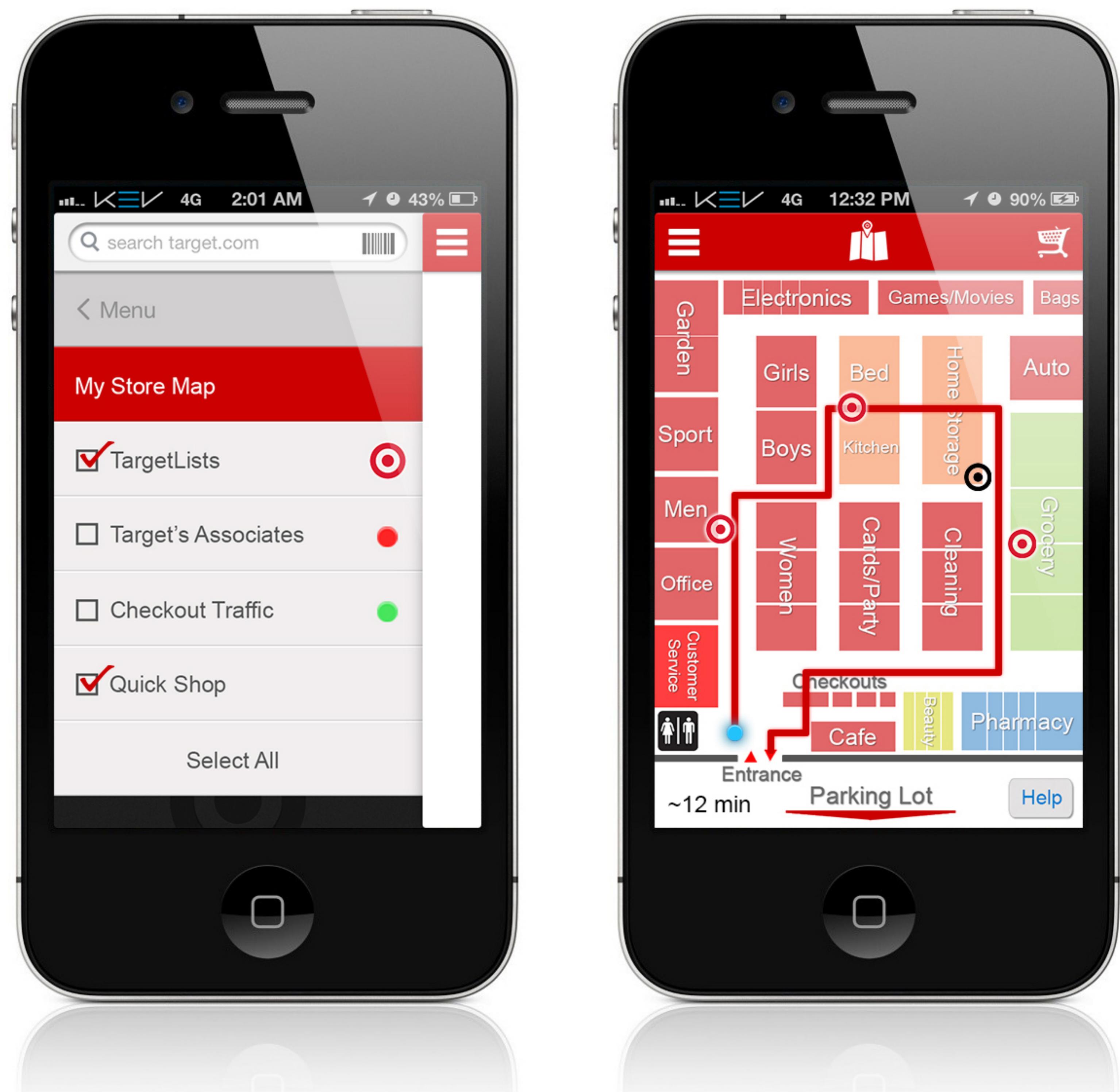
When you click at  in the map, it will show your item at that location, and its name and price.



Quick Shop

If you select “Quick shop,” this intelligent app will help you navigate through the store with the fastest route, and show you the approximate shopping time at the bottom left of the screen.

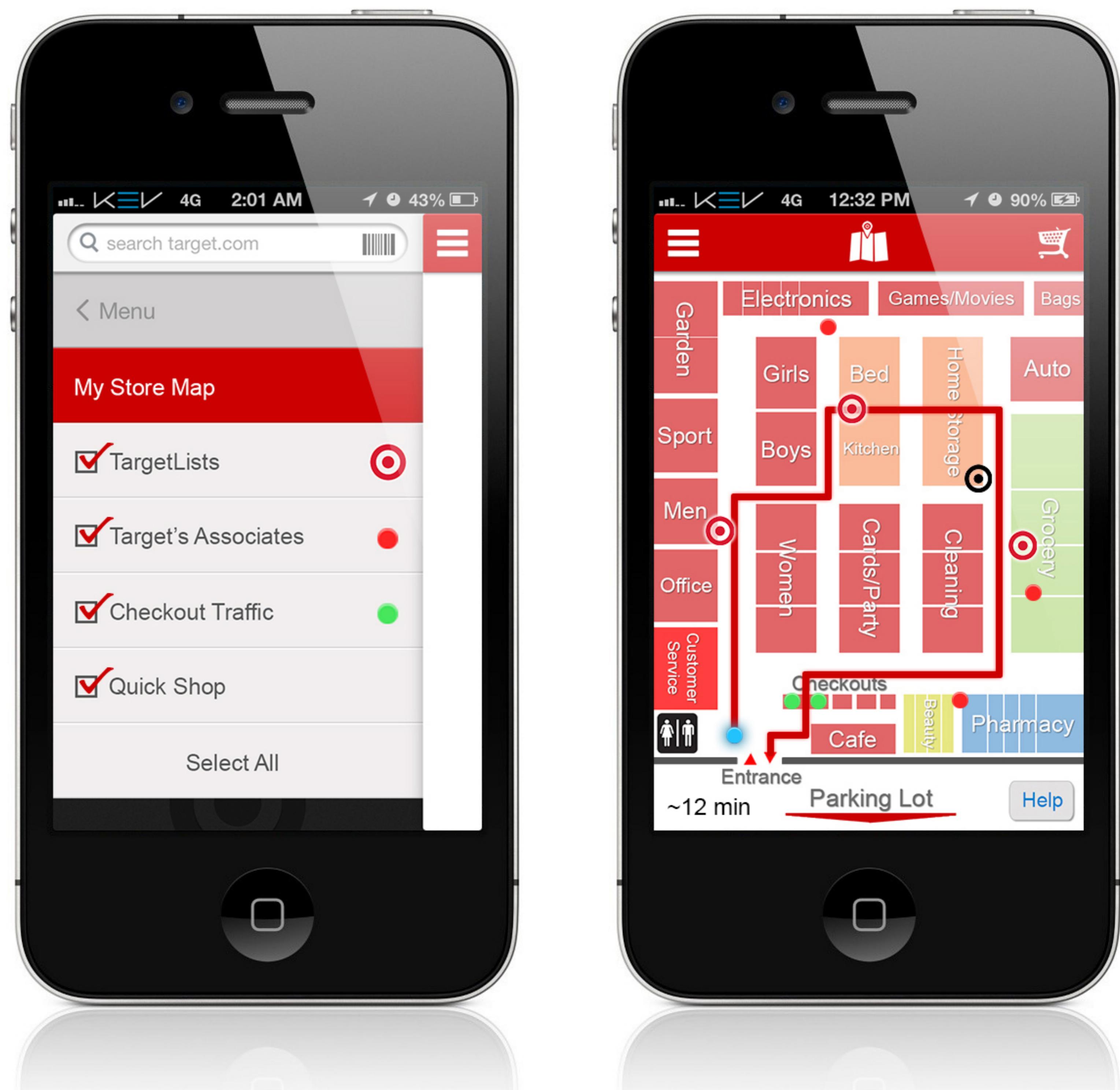
If your item is currently out of stock, the app will show you  to help you find similar items at the location.



All Features

If you choose “Select All,” you will see every feature on the map.

- show you available checkout spot, which you don't have to wait in line.
- show you target's associates, if you need any help.



Need Help?

Whenever you need help within Target store, just press “help” button at the bottom right corner.

The button will turn red, and alert the nearby Target's associates to assist you.

