Summary:

The "School Assistant" app is designed to be a utility to help teachers, parents, and students communicate the required supplies for a K-12 school year, as well as encourage sales of those supplies at Target stores through a combination of social mechanisms and in-store incentives. The app has a high emphasis on simplicity, so the friction for parents in particular to adopt up and use the app from discovery to purchase is extremely low.

App Description:

The "School Assistant" experience has two components.

1. Web interface (**Teachers**)
   o Managing school supply lists
2. Mobile interface (optional - Teachers)
   o Implement 1 in the same fashion as Target's Wedding Registry app.
3. Mobile interface (**Parents/Students**)
   o In-store shopping lists
   o Incentives

The **web interface** will allow teachers to register the class they teach, create lists of supplies needed for success in the class, and email notifications to their students that a School Assistant group has been created. The email will have a link to the app (either app-store or mobile website) to help adoption of the app to parents and students of the class.

The **mobile interface** will allow parents and students to pick a class (as picked from a proximity based listed based on geo-location), view and mark-off items from that list, and generate a QR code that will be scanned at the register for applicable incentives (discounts/%proceeds to school etc). An optional feature is to provide the ability to donate additional money to be earmarked for additional school supplies for the class.

Philosophy:

The app is designed to use a mix of social and incentives to get teachers to use the app (perhaps store credit depending on sales) who will then forward the app to their students and parents, who then have incentives to purchase through Target through other discounts or proceeds to their schools. In both cases, sales will be driven toward Target stores. Focusing on a minimalist approach to the mobile component I believe will help both adoption and app retention, as a complex mobile experience in-store will quickly drive customers away.

Core Use-Cases:

1. Web
   - Teacher registers an account with name, school, class, etc…
   - Teacher browses Target's catalog and selects supplies required for school.
   - Teacher fills out a list of their students/parents and their email addresses
   - Teacher sends a notification email, with a link to use the School Assistant app.
2. Mobile (Teacher – optional)
   - Implement a mobile-scanning school supply list creator similar to that of the Target wedding registry app.

3. Mobile
   - Parent/Student launch the app
   - Geo-location narrows school results to those local to them
   - Select school and class
   - Browse a list of supplies required for the class
   - Swipe to check off items picked up as needed
   - "Checkout" to retrieve the checkout QR code
   - (optional) give the option of donating to the school
   - Scan QR code at register to apply promotions to those items on the school list supplied by the teacher.