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Introduction:

Targeter is a social network based shopping app. The core idea of this app is bridging all the customers by sharing reviews, tips, deal information and nice pictures. During this communication process, this App not only help customers to find the products they like, but also get discount or referral reward.

User experience research:



In store observation:

I did several observations in Target. I found these fun facts:

1. Customers usually do not talk to other customers.
2. When customers have questions, they will ask Target employees.
3. I bought a pack of ribs. When I checking out the cashier asked me how I want to cook it. Meanwhile, another female jumped into our conversation about cooking ribs.

Summary: Customers and store employees' communication dominate in-store shopping context. In order to create more interpersonal communication, customers need an icebreaker.



Online shopping:

1. User cannot really see and test the products through Internet, so that user reviews play a very important role in online shopping.
2. When I look at amazon, under each review there also a lot of comments and questions from others.
3. All the product pictures on shopping website are very descriptive.

Summary: online shopping can let strangers virtually communicate by posting and replying reviews. Product photos as a major part of online shopping, should not only display the product, but also bring aesthetic amusements and background story to customers.

Based on the research, I designed *Targeter*, a brand new shopping app.

Social: By using GPS signal, you can know the proximity of other *Targeter* users and see what they are posting. You can send instant message to others to ask questions or meet face to face in store. By posting users reviews and pictures, *Targeter* can help people to create more communicate based on the same interest.

Education: people can share their life tips on *Targeter*. Such as they can share how to cook fish and list the ingredients. For this point, sharing tips, reviews and pictures mean sharing everyone's intelligent. People will learn a lot in this process.

In-store: *Targeter* will generate shopping list for you and navigate you to find the items you want in store quickly. When you checking out, you will get discount for reading the reviews. At the same time, the person who wrote the review will also get referral rewards. This will motivates people to use the app in Target to not only be more engaged into sharing, but also make shopping more joyful.