

Roomr

The app from
Target® that's got
everyone talking.

Our Aim

Here's the thing about shopping at Target: It's completely different than shopping anywhere else. It's part careful design of its stores, sure; and that your eyes learned how to drool thanks to one of their displays certainly has something to do with it.

But what is truly remarkable about the Target shopping experience, is how you can go from standing in front of a shelf, to envisioning the role a product will play in your life. Like whether that chaise lounge is a living room piece, or if it might look better in your bedroom. Or how that yellow-and-blue watercolor print might not really go with your all-red room at all. At Target, you can even confirm your suspicions that those polka dot pumps were in fact made for that little black dress you've got tucked away at home.

We wanted to bring the whole Target experience—how it inspires your inner designer, the way product is complement to life, and even the simple joy of shopping with friends—to life.

That's why we created Roomr.

The social inspiration and design app from Target.

Make it Work

With Roomr, we've made it ridiculously easy to get inspired, and to use these inspirations to begin curating your home and wardrobe.

- **Step 1** Open the app. Browse perfectly picked rooms and outfits. Marvel at how everyone you follow is an absolute design genius. Realize you are probably just as good or better, and make it a personal goal to snap your fingers sassily the moment you make your first post.
- **Step 2** Select what kind of room you're going to be taking a picture of, then snap a picture of said room. Or select from one of Target's templates.
- **Step 3** Select from items you have previously liked, or receive suggestions based on the type of room you have selected.



the whynauts

Jeph Burton
jandrewburton@gmail.com

YiRan Carroll
yiran.carroll@gmail.com

Brian Cheung
brianspeaksnow@hotmail.com

Rebecca Clayton
rebeccamrc@gmail.com

Connor Franklin
connorbfranklin@gmail.com

Martha Garvey
martha.garvey@gmail.com

Madeline Malachowski
normilem@gmail.com

Adam Pflantzer
apflantzer@gmail.com

- **Step 4** Place furniture. Play with your palette. Wonder why you don't have a show on HGTV.
- **Step 5** Share your genius to Roomr and beyond. Stare at your phone waiting for others to wonder, too, why you don't have your own show on HGTV.
- **Step 6** Realize you are the best person ever, and purchase everything you placed. Fantasize about the next party you're going to have, and how you're going to blow everyone's minds.
- **Step 7** (if you're lucky) Receive a gift with a personal note: "You should have your own show on HGTV!" Smile to yourself knowingly.

Potential Limitations

- Users' ability to accurately scale and skew items placed in rooms. This can be addressed by labeling camera guides to include baseboard and 8/10/12-foot ceiling markers.
- Getting Target product images would be an undertaking. This app would need to be updated much like the weekly ad and weekly magazines; new content should be pushed regularly, with photos featuring multiple angles.
- Users can only work on one room at a time; no split-screen view due to mobile screen size constraints.
- No ability to add non-target products.
- Users cannot delete furniture that is photographed in their room. Try as we might, we are not, after all, wizards.

