

Target/Fast Co. Labs

iphone app submittal

Goal

To provide a crowd-sourced, all-in-one, resource with kid-focused educational projects for parents and educators. The goal is for this app to make it easy for the end user to find, collaborate and interact with educational projects while also making it easy to purchase (via Target) all the materials needed for each project.

User Workflow

For this workflow, user is Claudia, mother of 7 year-old child.

1. It's Saturday and Claudia decides she would like to do some kind of educational project with her child.
2. Claudia opens up Target EduCreations DIY app. Automatically loaded on first screen Claudia sees are the most popular projects (projects with the most "faves") to date.
3. Claudia decides to click on the menu icon to browse through other DIY categories and settles on 'Garden'.
4. Garden projects are populated in ascending order by most popular.
5. Claudia (and her 7 year-old child) like the photo for 'Recycled Bird Feeder' project and decide they want to look at the project details and instructions.
6. The project page for the 'Recycled Bird Feeder' project let's Claudia and her child know that the project is deemed Easy and will take approximately 1 hr.
7. Claudia can also view and shop for all the items needed for this project, view the step-by-step detailed instructions with images, view comments made by other users, as well as view project photos from other users.
8. Claudia clicks on 'Items you will need' and views all items needed for this project.
9. Claudia decides she would like to purchase The Wooden Spoon Set and the Paint Pens and adds them to her shopping list. She has all of the other items already.
10. Claudia makes a trip to her nearest Target to purchase her project items.
11. Once back home with her Target purchases and all other remaining project items, Claudia and her child proceed to create the Recycled Bird Feeder, using the instructions in the project page.
12. Claudia and her child are so pleased with how their bird feeder turned out, they decide they want to upload a photo of their bird feeder.

Team Members

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