



The Concept:

Get togethers, parties, and celebrations bring people and smiles together. We came up with a concept to leverage Target's API in a new, disruptive and social way. Frequently when going to a party people are asked to contribute certain items be it chips, chairs, beverages, etc. We want to make a visual map of people who are going to a party and what they are bringing. This will eliminate confusion and prevent 10 bags of chips forming an unclimbable mountain on the side table. It will also engage both the person setting up the event and the people attending by allowing them to interact and check off what they are bringing in a fun visual manner.

The Experience:



A user can download the app and login through Facebook to connect with friends and events.



If a user joins an existing event they'll see their avatar in the Home stream or 2D map (TBD), with other people attending the gathering and what they are bringing.



When creating an event with the app the admin(s) of the event customize the "Essential List" - items you wish your party to bring (Essential List items appear next to the Target logo). The user will see a list of outstanding items that still need to be brought (Item thumbnails at full opacity).

Already purchased Essential items appear at half opacity with a green check over the thumbnail. ✓

Users can take a photo/scan/input the item they wish to purchase and it will show up next to their avatar. +



Recommended products from the Target API are under “Deals”.



Toggle between upcoming events, or search for a new event.



User profile. Dollar summary of their trip. Previous shopped items.

We appreciate your time and thank you for looking over this app concept. We believe that this concept will leverage Target’s API while providing a fun and useful service for customers.

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