



Roomr

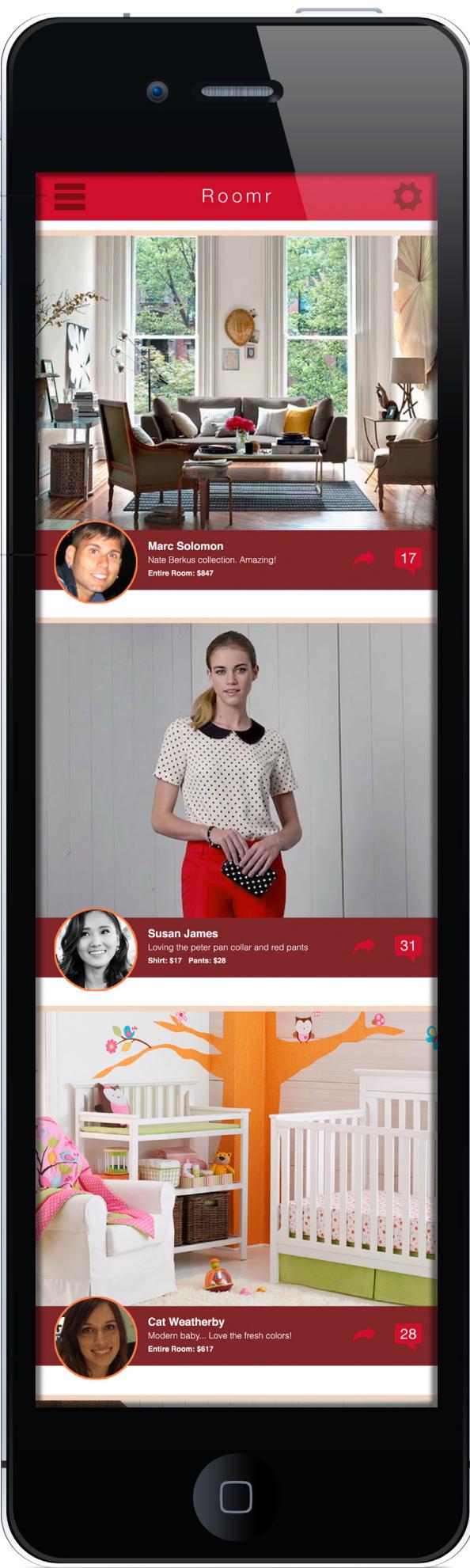
The app from Target® that's got everyone talking.

Submission by the whynauts

Launch Screens

To inspiration...
and beyond!

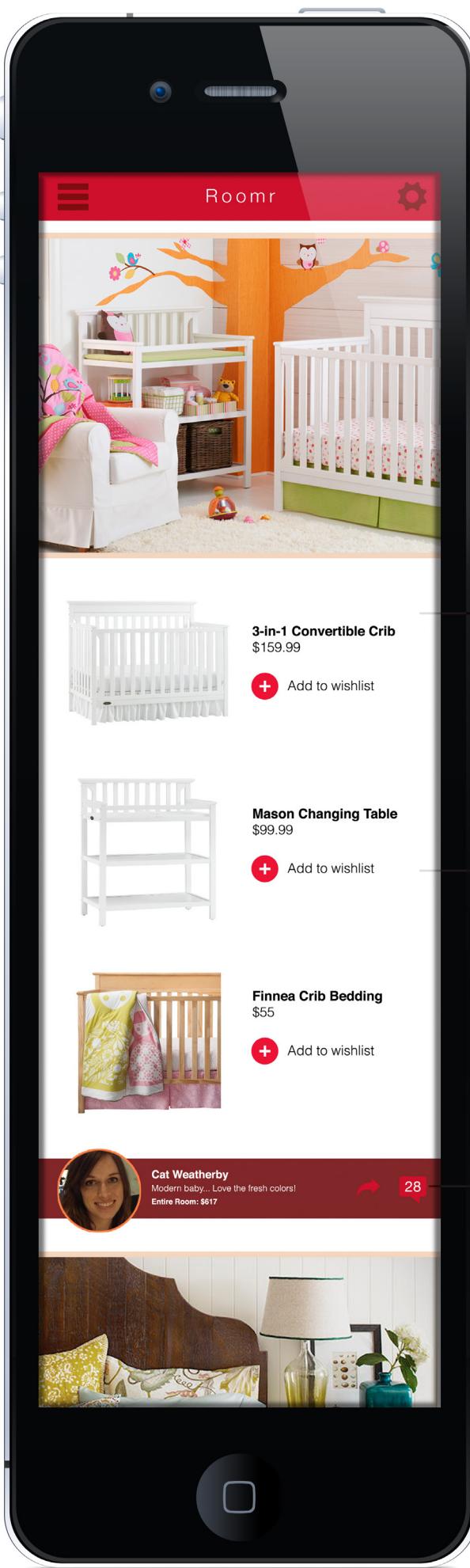
LAUNCH SCREEN



Main Menu

Post your stuff, see others' stuff. This is your feed, where the designs of your friends meet the work of your favorite celebrities.

EXPANDED VIEW



3-in-1 Convertible Crib
\$159.99

+ Add to wishlist

Mason Changing Table
\$99.99

+ Add to wishlist

Finnea Crib Bedding
\$55

+ Add to wishlist

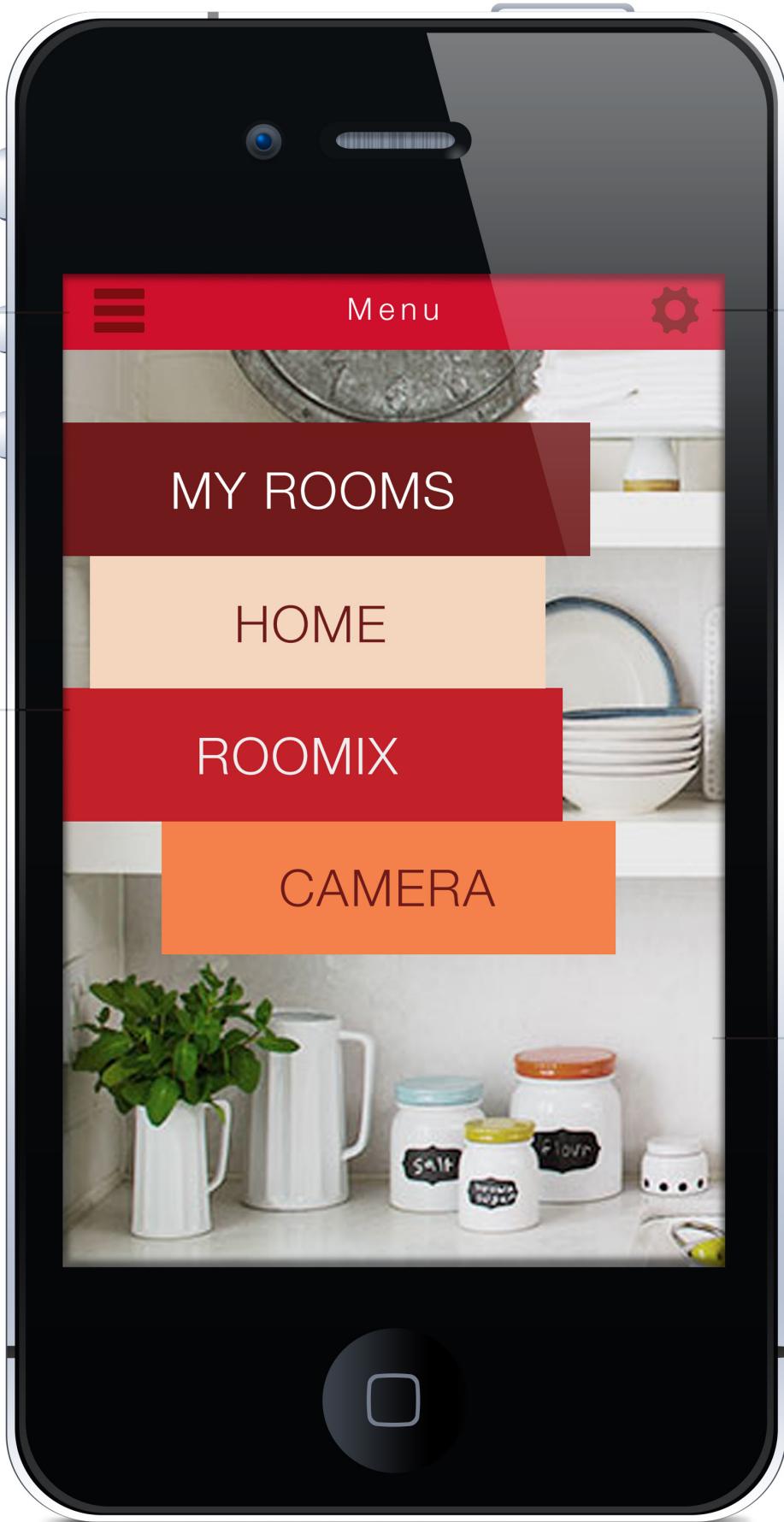
See something (everything) you like?
Tap the picture, and a drop-down menu
appears, showcasing all the pictured items.

Add any (all) of them to your
wishlist with a tap.

Let folks know you love their style,
recommend new items, and share this
inspiration with a friend.

Main Menu

Because your tools
need a home too.



Tap here to go to the menu. It's persistent,
so no matter where you are in the app, you
can always find your way back.

Instantly connect with the app's main functions.
Prepare to showcase your genius.

Menu



Manage your profile & settings.

MY ROOMS

HOME

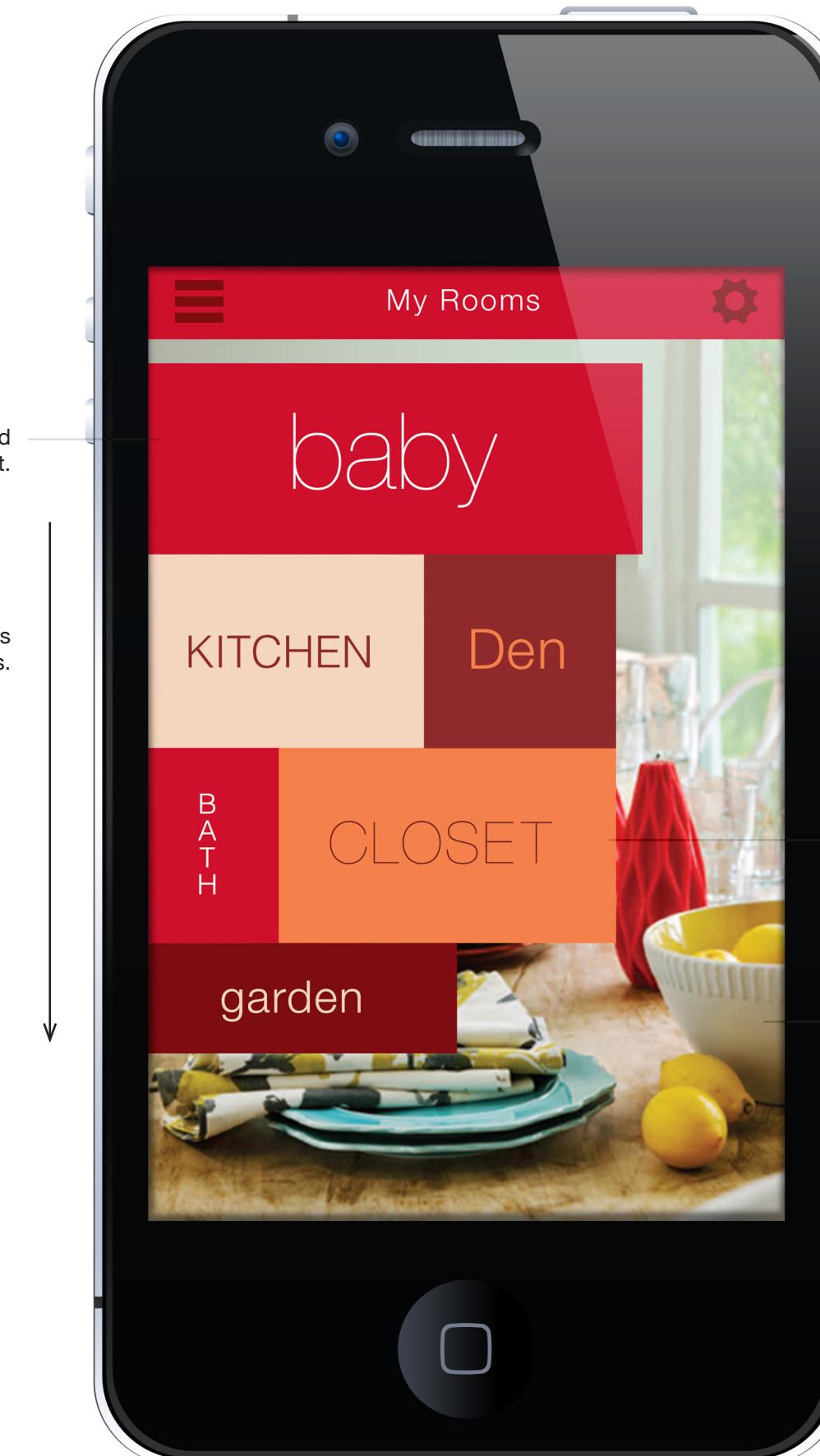
ROOMIX

CAMERA

The background image is pushed
from Target and changes based on a
promotional or seasonal focus. This is
going to look *rad* on Halloween.

My Rooms Menu

Every room you make
has its place.



The most frequently visited
rooms are listed first.

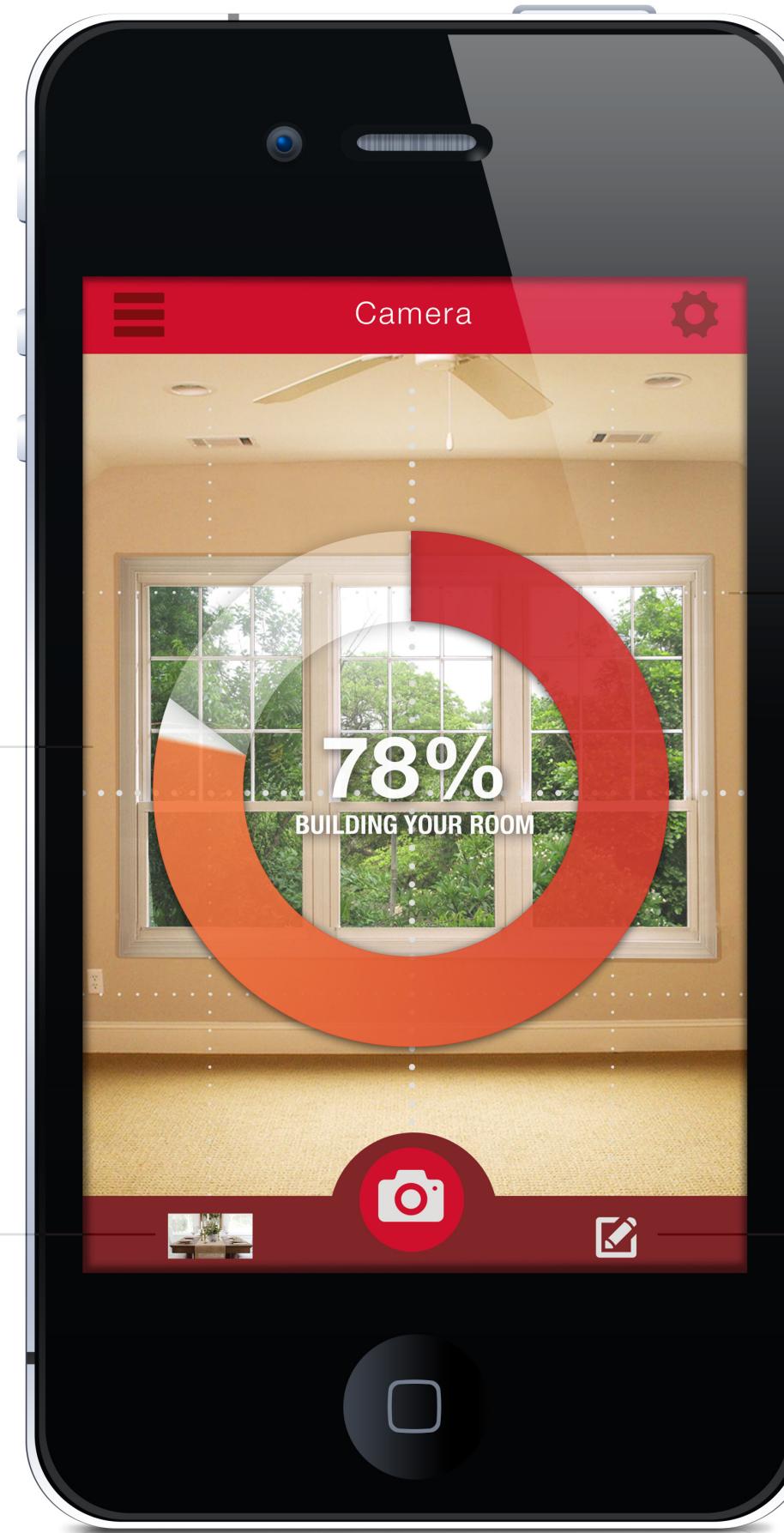
Your menu grows as
you add rooms.

Even fashion and apparel items get
a place in your digital closet.

This background image can be set by the
user or changed by Target—just like the
Main Menu's background.

Camera

Lights and action included.



Take a photo of a room in
your house...

...or use one of Target's to get
you started.

Grid lines help we dimensionally challenged
people keep our world in order.

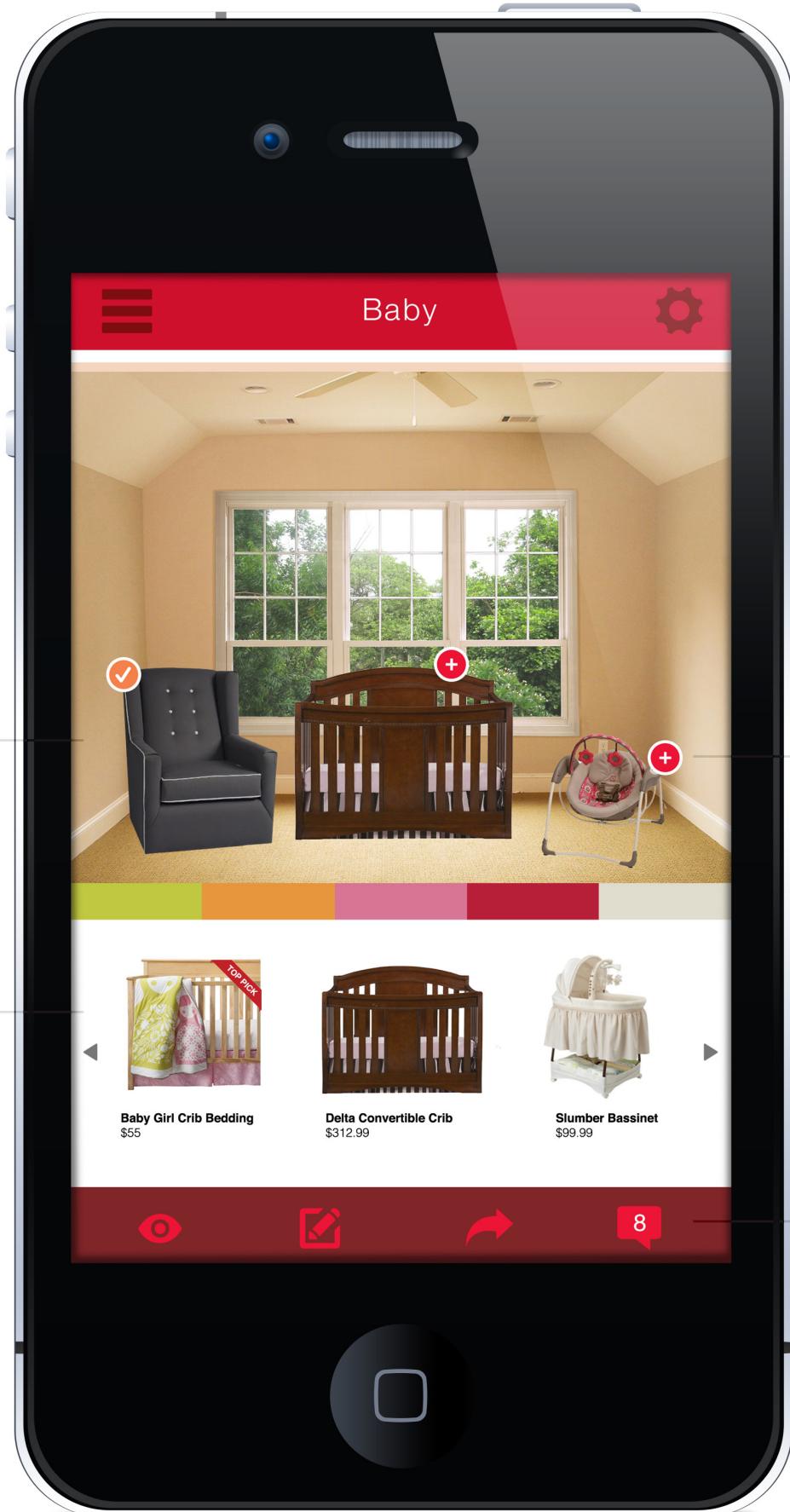
Edit, crop and rotate to get your
image just right.

Baby's Room

...is bigger
than my room.

Drag and drop items from your wishlist to see
how they'd look in your space.

Here's your wishlist; it includes anything you've
added from the inspirational Launch page.



Items with the plus are things you'd like to buy. Anything with a check is something you already have, or have already purchased.

Footer icons include (in order):

Roomix (Wait a page! We'll explain this one.)

Edit (Scale, move, add/delete, etc.)

Share (There's a slide on this as well!)

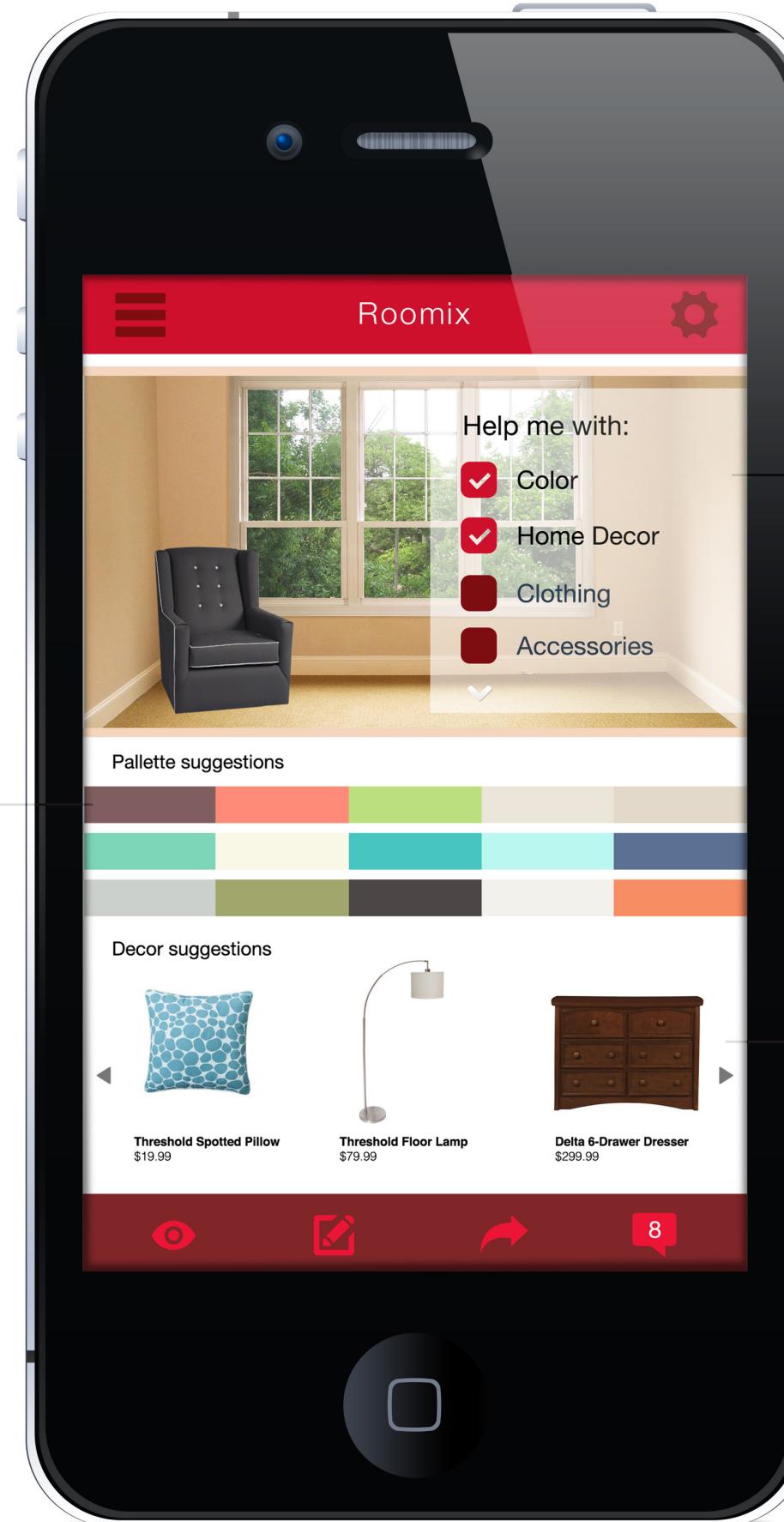
Comments (From you and your friends)

Roomix

When in doubt,
have a robot do it!

Stuck? Need a little inspiration?
Let Roomix lend a hand (or pixel).

Like getting your own personal hyper-curated rainbow, Roomix helps you make the most of your color palette.



Tell Roomix what you'd like help with.

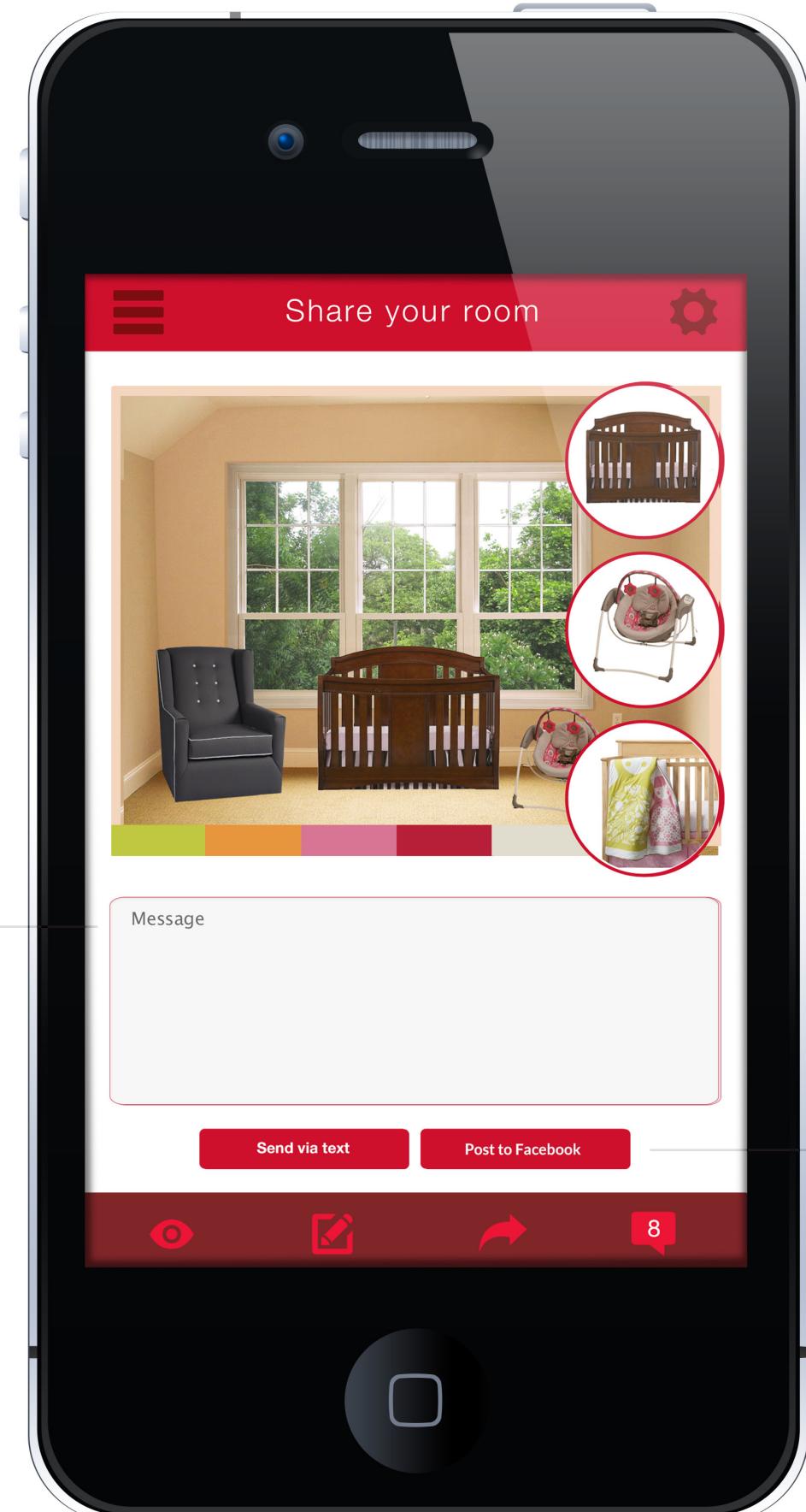
Select the perfect piece from item suggestions and complete the look.

Share

Because seriously,
that place looks
awesome.

OK, you're a design genius. But you know if you don't consult your mother before you buy, you'll never hear the end of it.

Share this room view and item list with her via text and stay one step ahead of Mom.



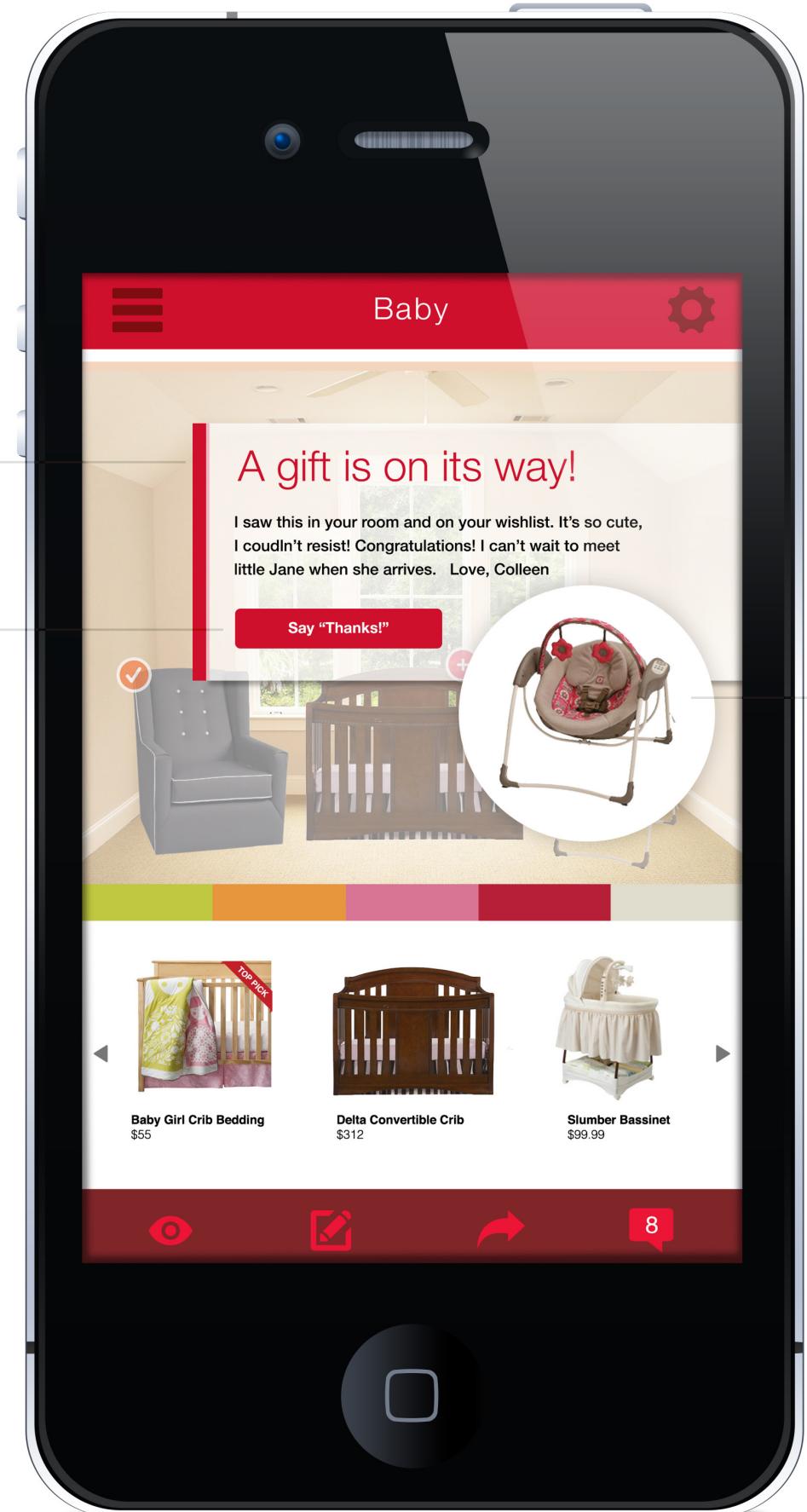
Or crowd-source your room via Facebook.

Woohoo!

Woohoo!

Hayyyyy, is that a pop-up notification, or is Roomr just happy to see you? Looks like one of your followers bought you a gift.

Don't forget to send a Thank You.
(You're more likely to get more stuff if you're polite.)



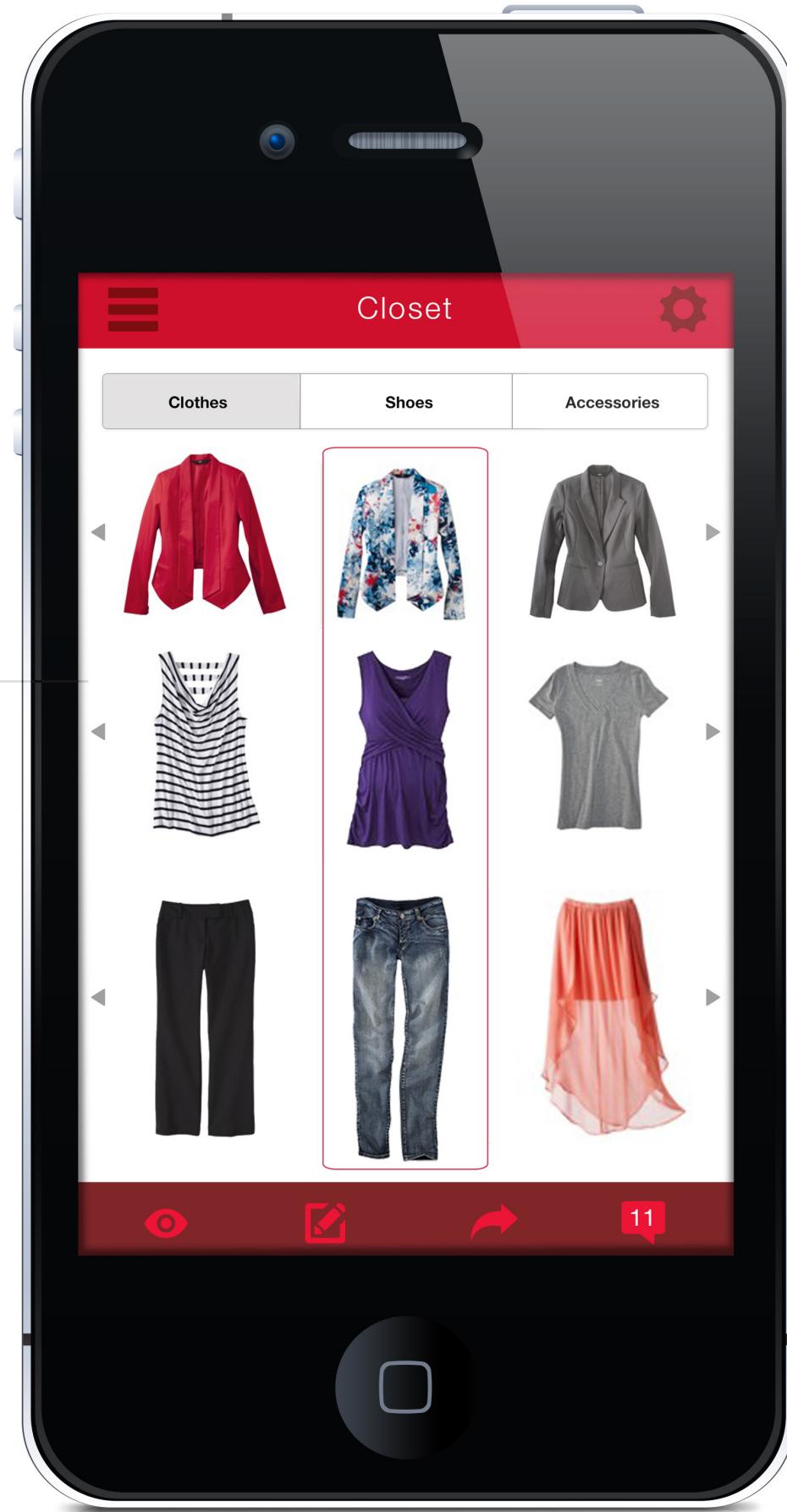
Yay for this thing!

Closet,
kitchen,
and any
other
room
your heart
desires.

It's your place,
and your items
on Target—all
just a tap away.

Closets count as rooms too.
Check out how you can arrange your wardrobe.

Not exactly a fashionista? Not a problem. You can
arrange your closet for the perfect look—or ask your
friends how they'd take it up a notch.



Not only is this a fun way to shop, but it's a
perfect way to catalog what you have—and
the items that you want and need.



Thank you.