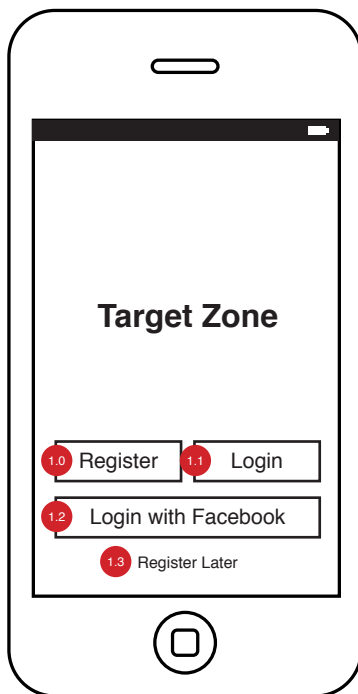


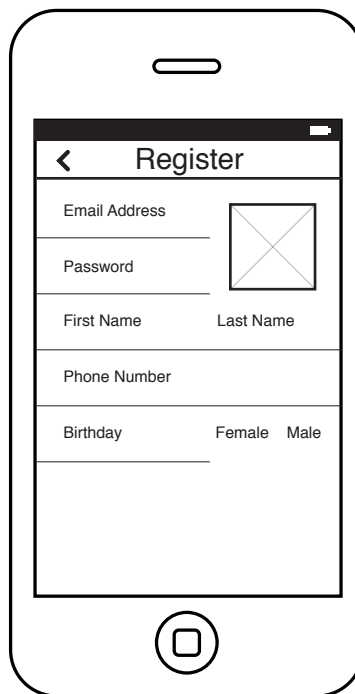
Target Zone App Wireframe

Register

Splashscreen Page



Register



1.0 Register

If the user has an existing Target account, they can use that for this app as well. If they've registered solely with this app, their login information will be transferable to the main Target app as well

1.2 Login

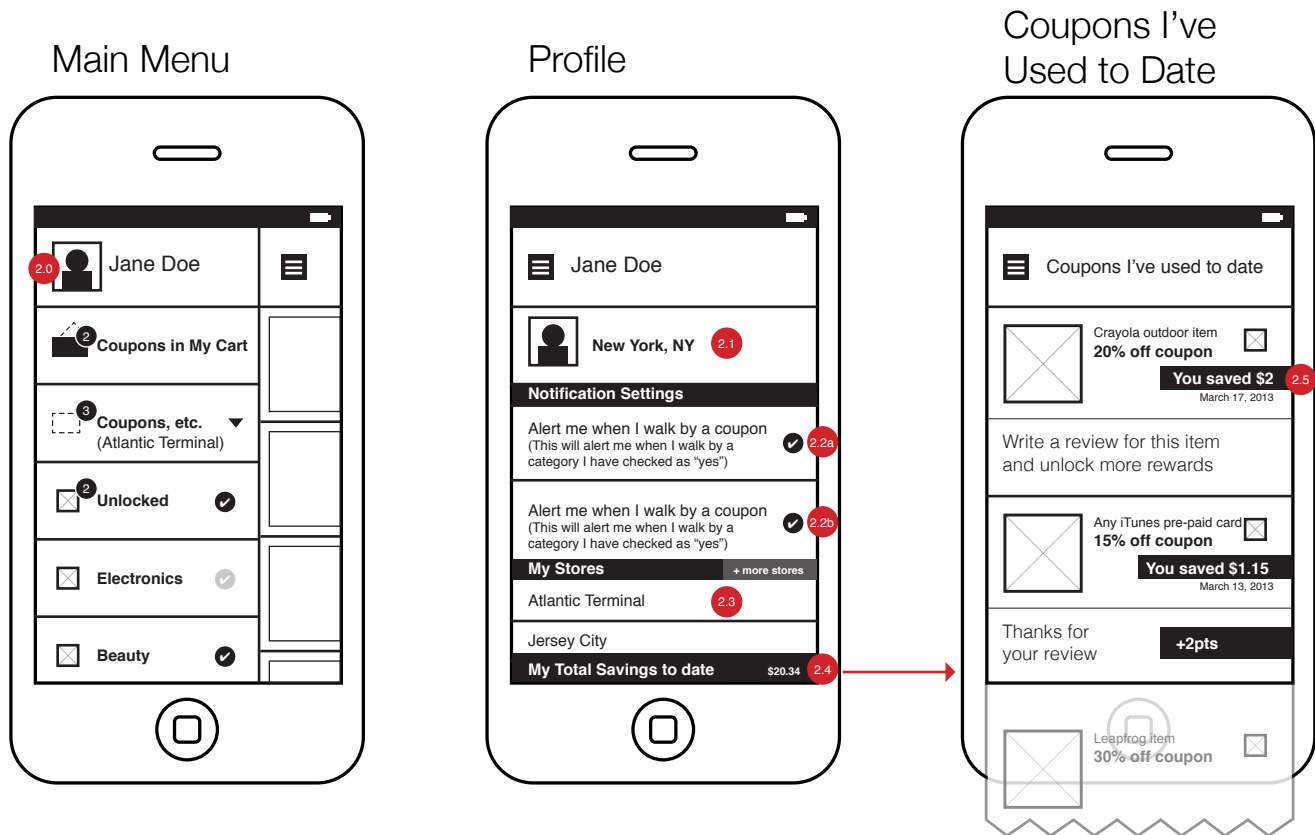
1.3 Login with Facebook

If the user logs in with Facebook, their profile will partially be filled out with whatever FB provides to Target through their API. The rest of that information can be added by the user. The info can always be edited by the user within the app.

1.4 Register Later

The user is free to view the app without registering so that the barrier of entry is lower. However, as they use the app, they will see incentive to be a registered user so that they acquire things like rewards points, unlocked coupons and unlocked items throughout the store (only available to users who have logged into the app!)

Account



2.0 User Profile

When this section is pressed, the screen will slide back from left to right and display the user profile section

2.1 User Personal Info

If the user clicks on this section, it will take them to a new page where they can edit their personal information. They can also link/unlink social networking accounts in this section

2.2 Notifications

- a. Alert me when I walk by a coupon: This allows the user to get alerted each time they walk by one of the coupons that has the check in the "on" mode (see main menu for reference).
- b. Alert me when I walk by a saved coupon: This allows the user to get alerted each time they walk by one of their saved coupons. If 2.1a is unchecked but this 2.1b is checked, there will still be an alert if they walk by this saved coupon.

2.3 Swipe to Delete

Common practice in iOS, user would swipe left to right to delete this store from their saved stores

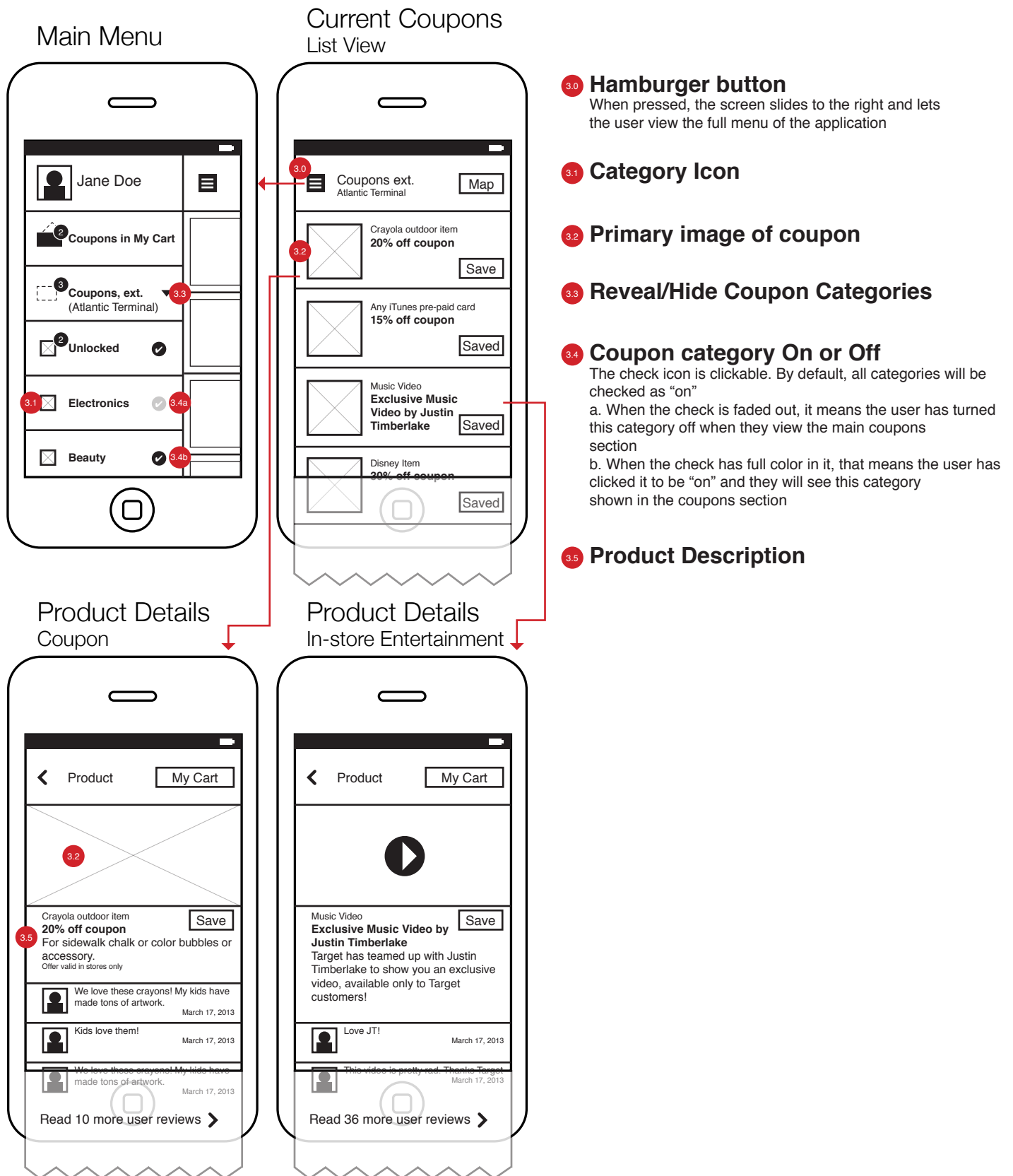
2.4 My Total Savings to Date

This segment will remain fixed to the bottom of this section's screen. So if the user scrolls down, you will always see this information. If it is clicked, the screen will slide to the left and reveal the user's history of coupons they have used in the past.

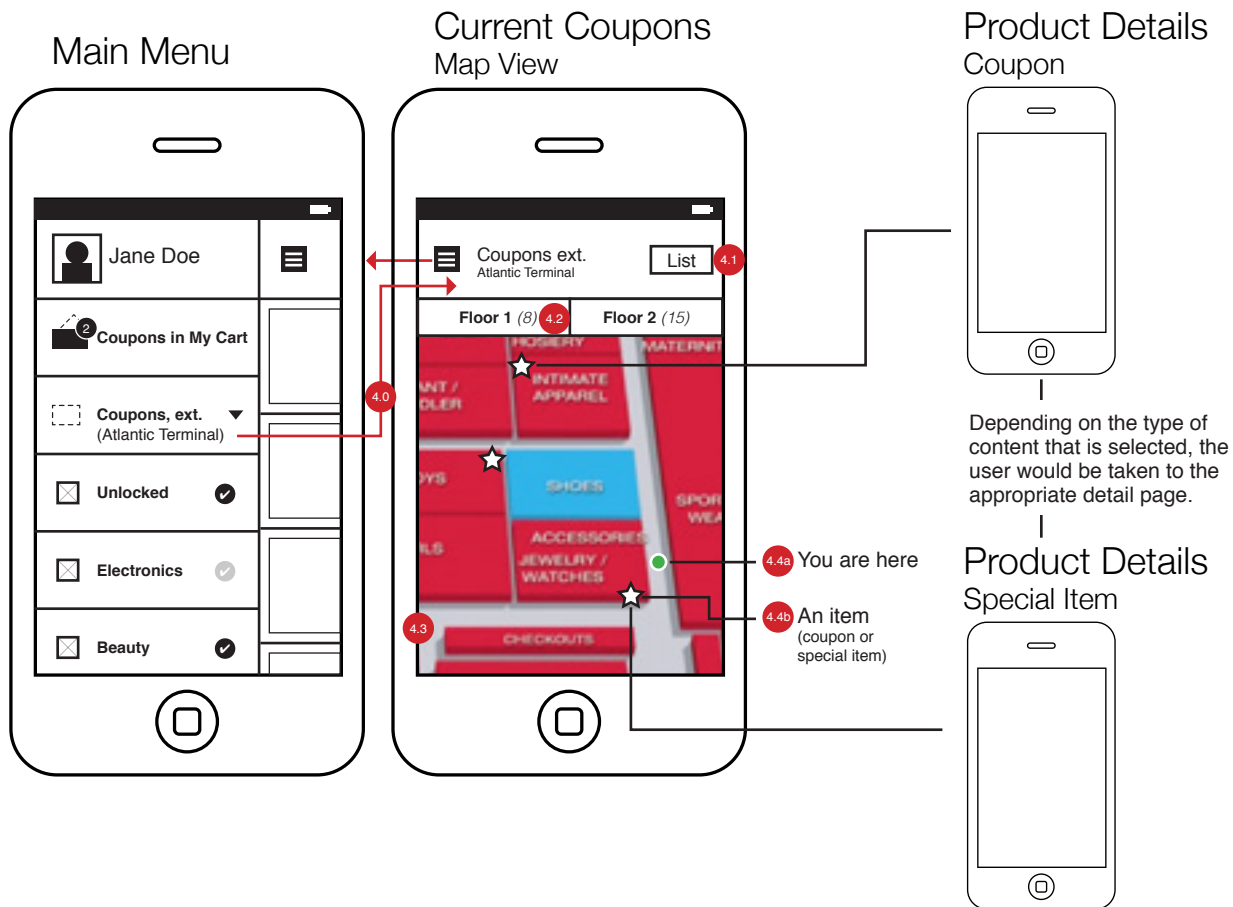
2.5 Detail View of User's Savings

The user can see a breakdown of the money they saved on each item they have used within the app.

Current Coupons, ext. (list view)

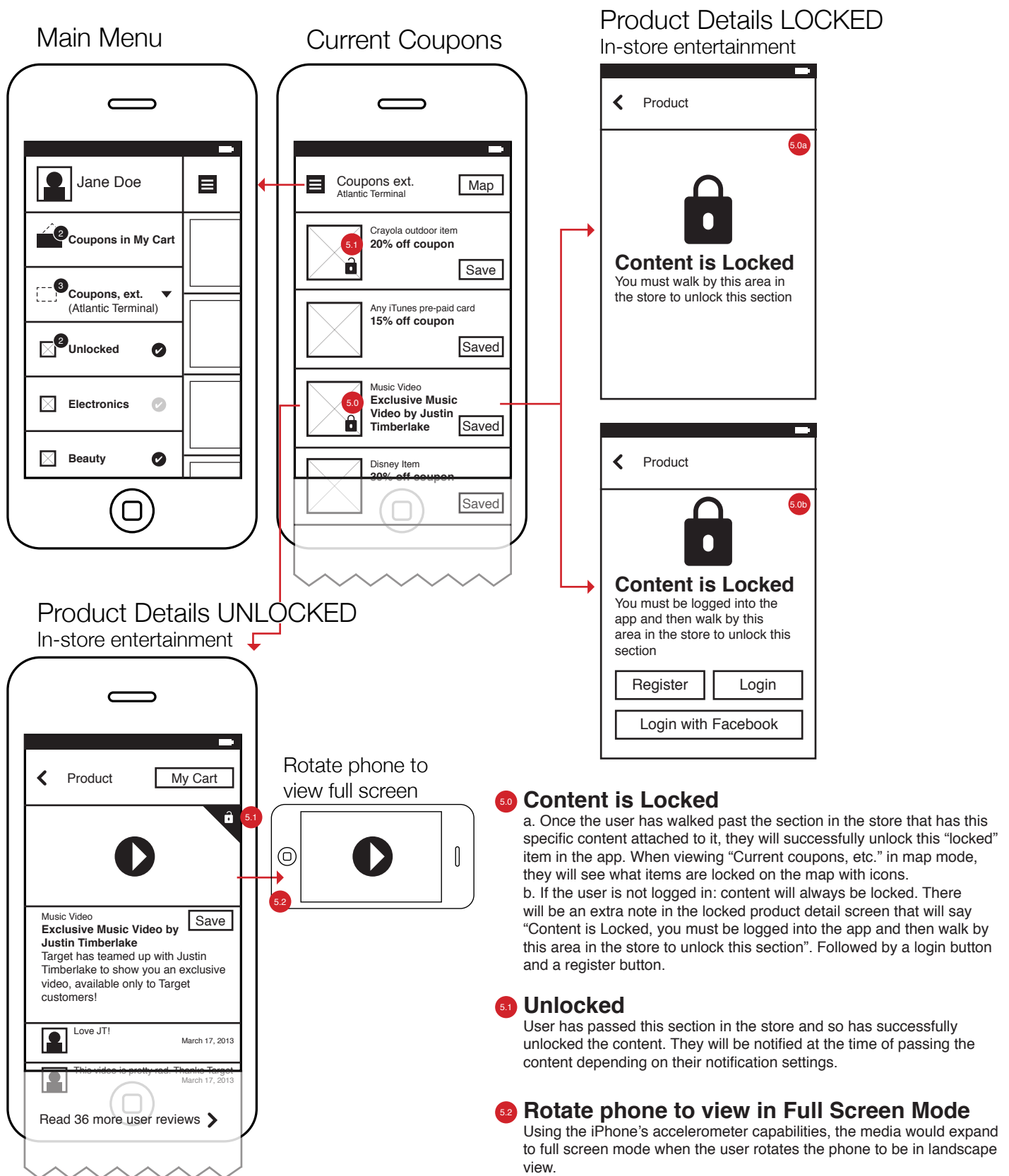


Current Coupons, ext. (map view)



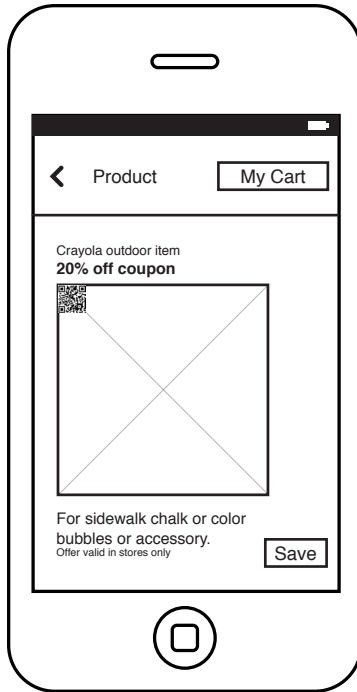
- 4.0 Showing the store that the user has chosen from the Main Menu**
Depending on which store the user has chosen to view, the store layout will be different. The user can view a store that they are not currently in however, they will just not see their location (4.2a).
- 4.1 Toggle between List and Map mode**
When this button is pressed, the view goes to the list mode.
- 4.2 Number which indicates how many items are on the**
- 4.3 The Map**
The user can pinch in to zoom into the map and pinch to zoom out (same as a google map or iOS map would work).
- 4.4 Location of items and the User within the Store**
 - a. Shows where the user is if they are located in that store on that level within that scaled view.
 - b. Shows where an item is located in the store. The items will be shown as their category icon. If the item is locked, a lock icon will be displayed by it. If the item is pressed, they will be taken to that item's detail page.

Current Coupons, ext: Video



Coupon Added to Cart

Product Details



Coupons in my cart



6.0 Successfully Added

When the user adds a coupon to their coupons cart, they will see a confirmation animation that will disappear after a second. This is just to re-confirm that the item made it into their coupons cart.

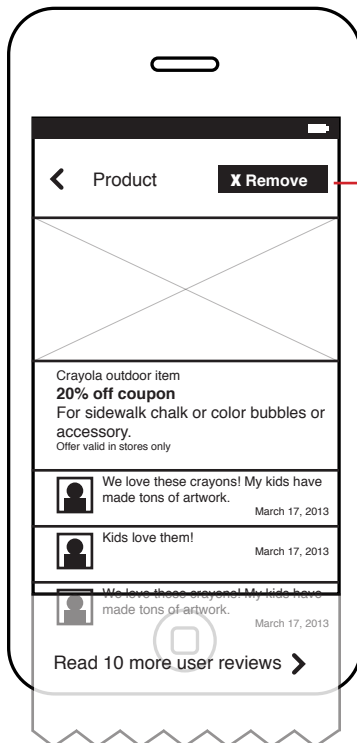
6.1 Remove coupon from My Coupons Cart

When the user presses the "x", it will animate out and reveal the word "remove". If the user presses it again, the coupon will be removed from their coupons cart.

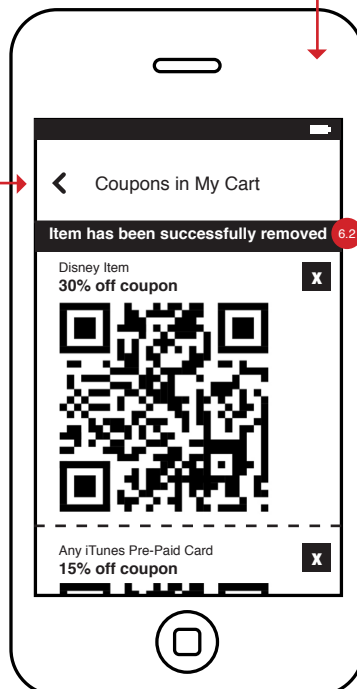
6.2 Notification that item has been removed with the option to undo

This notification bar will remain on the screen for 15 seconds and then it will disappear. If the user presses "undo", the item will be added back into the user's coupons cart

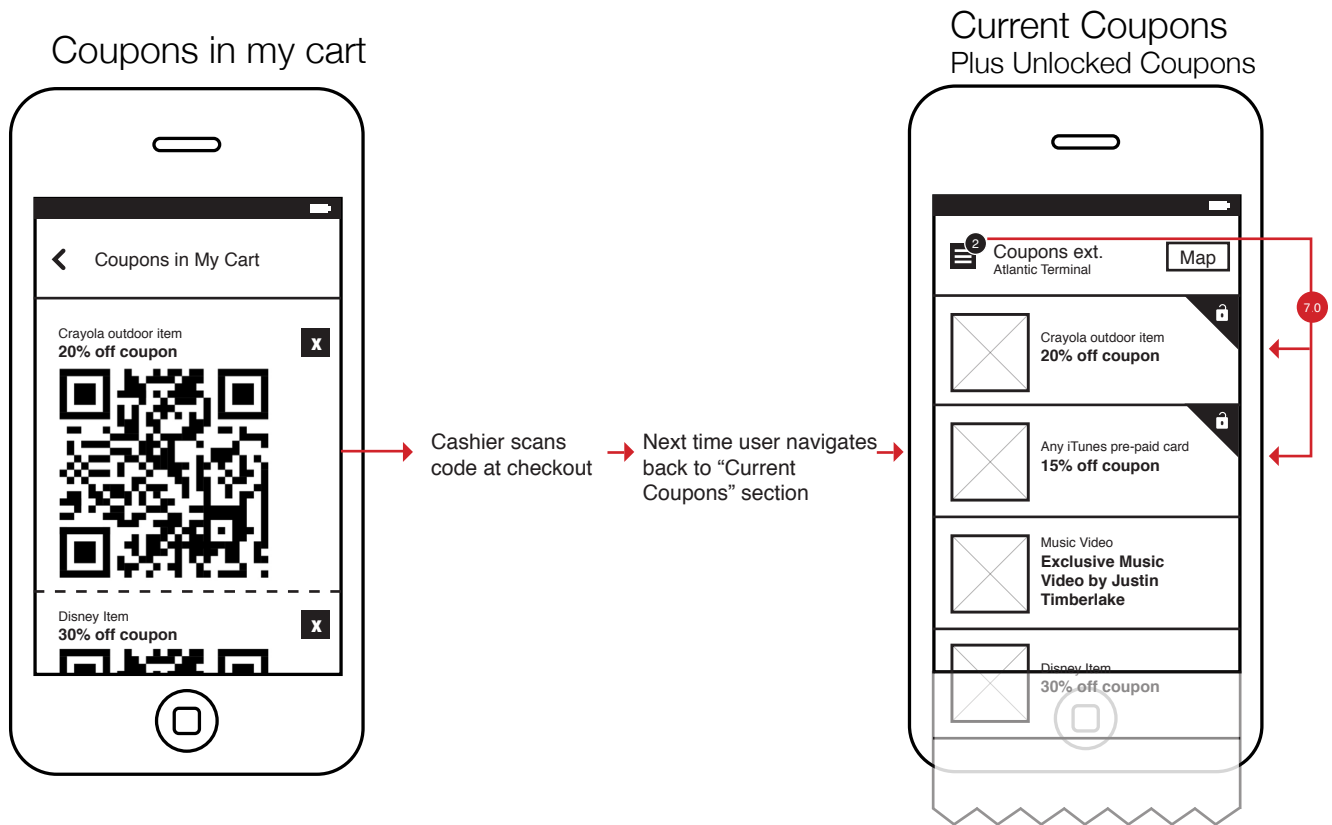
Product Details



Coupons in my cart
Removed Item



Item Bought and Unlocked Coupons



7.0 Badges

When a badge is displayed on the hamburger button, it means that there is some new relevant content that has been added that the user has not yet viewed yet. In this case, the new content added is the 2 unlocked coupons added to the "current coupons" page after the user completed their checkout.

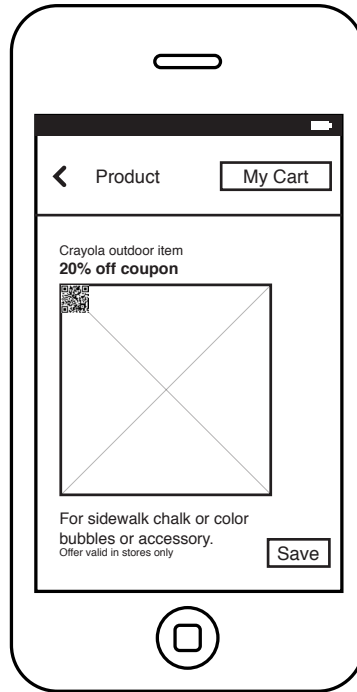
User Passes an Active Coupon

Phone is in Sleep Mode
And user passes an active coupon



Customer is passing by an active coupon in the store which she has allowed to receive notification on


Product Details





8.0 iOS Push Notification Alert

If the user is right next to a coupon and they have allowed the app to notify them if they are next to this type of coupon/item, they will receive a push notification.

Sample Screens

 **Crayola Crayons**

My Cart 




Crayola Outdoor Item


20% Off coupon

For sidewalk chalk or color bubbles or accessories.

Offer valid in-store only.




Product Reviews





"Veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."


April 08, 2013



"Veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex"

 **Crayola Crayons**

My Cart 






Music Video

Black Eyed Peas


Target Commercial

The Black Eyed Peas in a new Target commercial! DELXE version of THE E.N.D. available only at Target.

Share



All Comments



"Veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex commodo consequat. Duis aute irure dolor in reprehenderit in"