

# **Oeuvre**

Live a designed life

by Libin Pan & Potsie Rivera

# Oeuvre

Live a designed life

## App Proposal

Oeuvre helps users create and visualize the life they want

What is missing from our day-to-day shopping experience is context. Without context we overlook the value of the simple things we buy. Oeuvre changes this context-less experience by helping the user develop how each item fits in their life. Life doesn't just simply happen it's designed the way we want.

## Key Features

- Emphasizes limitless shopping (When you're designing what you want there are no limits)
- Provides an in-store & online experience
- Users are heavily engaged with products
- New and constant opportunities to talk to customers
- Share features focuses on bringing user's friends inside the store
- Creates a personal experience with brand
- Designed for different app users equally: Creators (those that make the app data) and Consumers (those that want to browse app data).

## Use Case

Influenced by the beautiful sunsets and beginning of summer, Potsie decided to cook BBQ tonight. She doesn't own many items to make a BBQ but wants a gas grill. She figures the best place to go is Target because they have everything. While in-store she uses the app to look what other users' BBQ looks like. She then decides to use the app to design what her perfect BBQ. Happy with the result, she shares what she created with her friends. Brenda, her best friend, see her post on Pinterest. Brenda really likes the grill Potsie selected and buys it from Target online.

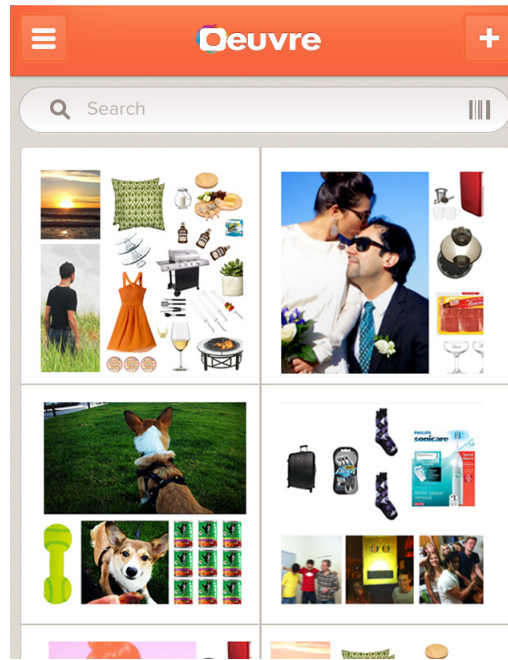
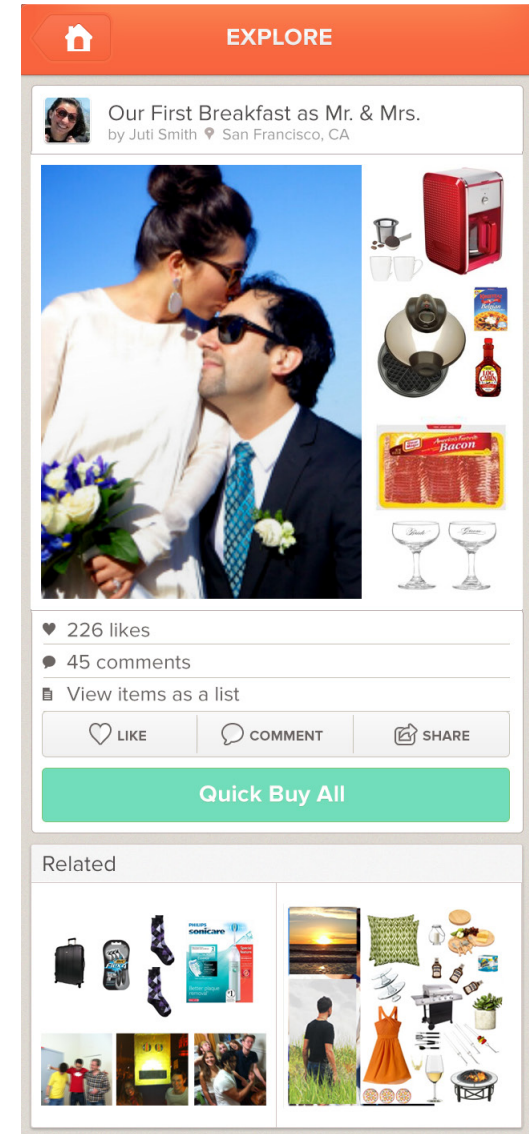


Image Above

1. User browses through designs made by others that have the app.
2. User can search through by scanning an item or searching
3. Click the add button to create their own
4. User clicks image

Image to the Right

1. User can look at items in detail.
2. Images can be clicked to display comments and price
3. Users can view items as a list to save or purchase individually
4. Images can be clicked to display comments and price



5. Users can view items as a list to save or purchase individually

6. User can purchase all items on this page with one click

7. Users can see related designs

8. Swipes to the left or right to see more designs

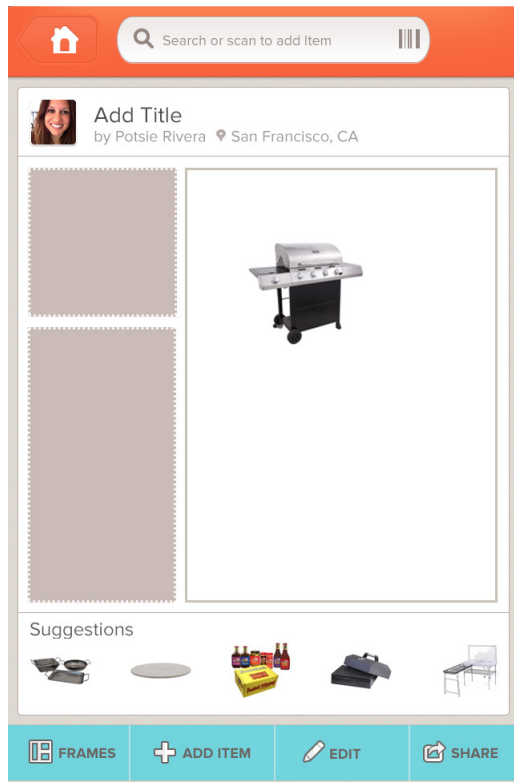


Image Above

1. User creates design
2. In-store User scans BBQ
3. User moves image around by touch, making the picture bigger or smaller
4. Immediately Target populates the bottom of page with suggestions

vv

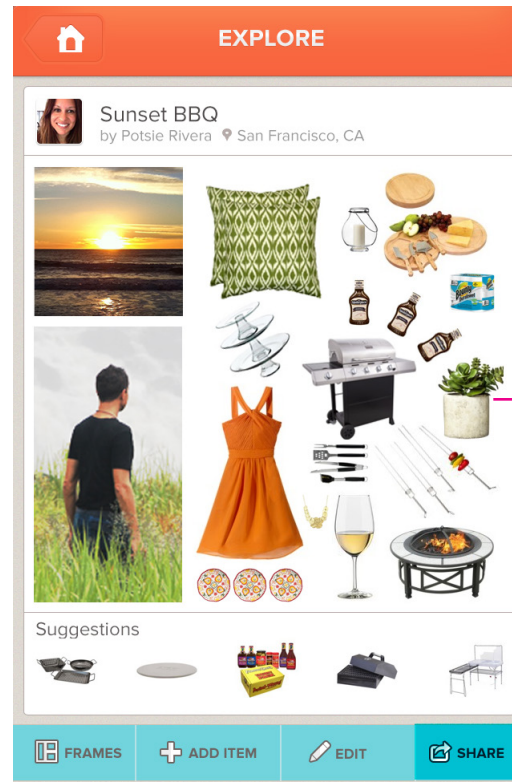
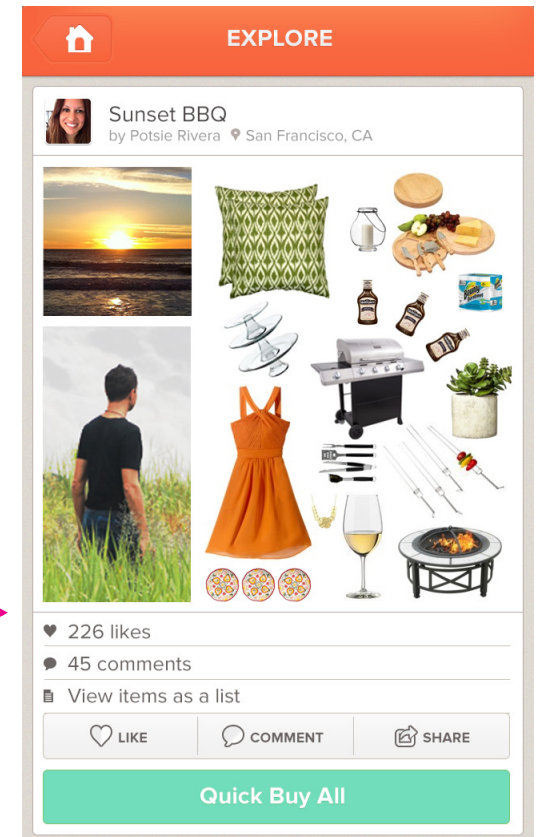
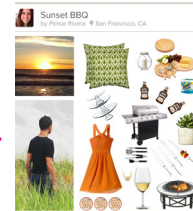


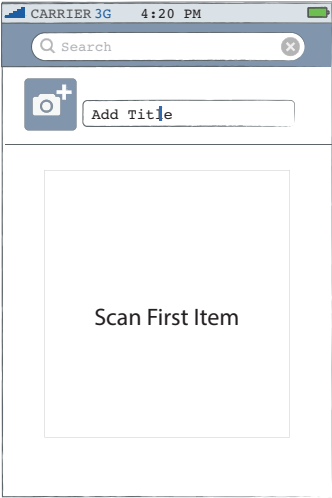
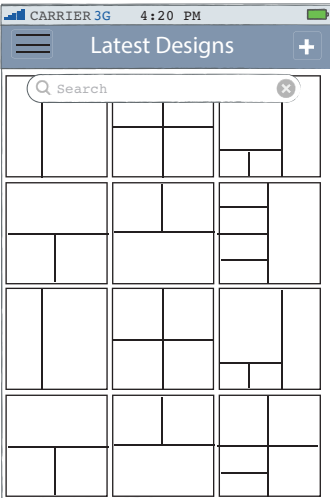
Image Above:

1. User continues to add items to complete what her perfect BBQ looks like.
2. There is no limit to the amount of items a user can add
3. User shares Image to her social Network

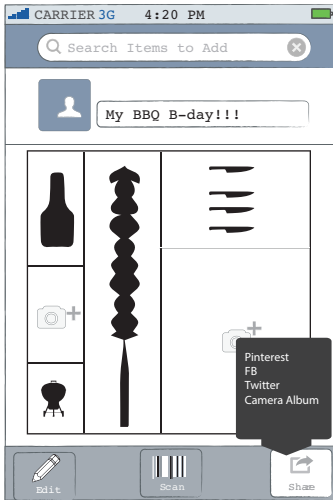
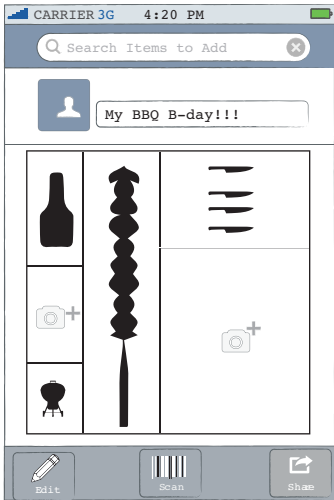
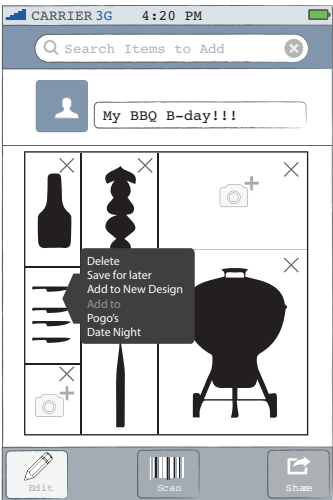


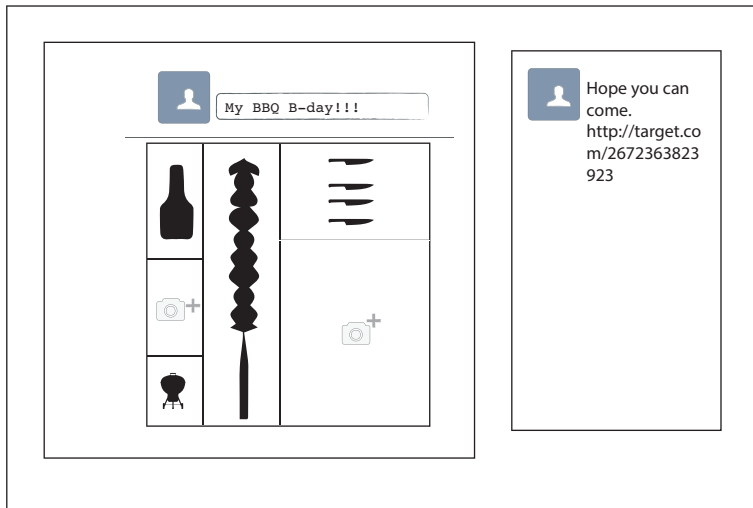
User is buys BBQ

Wireframes

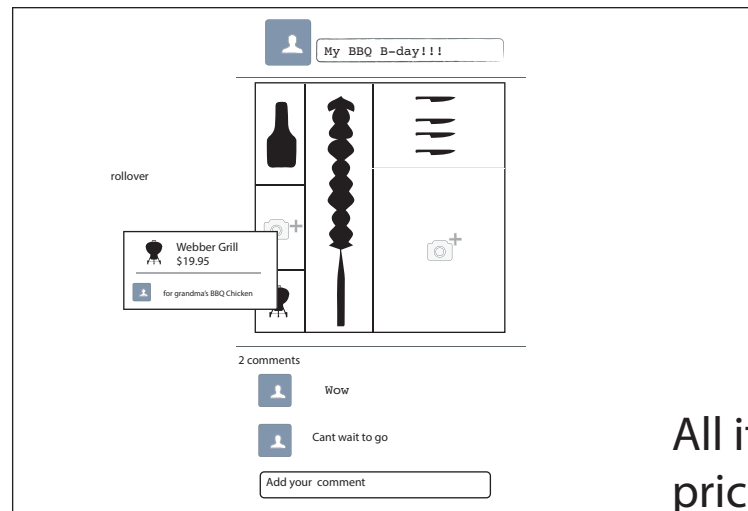


Really demonstrate power of Suggestion. Perhaps grid like





FACEBOOK PHOTO POST




Target Web Page


Show this page  
mobile


All items i this cart with  
price




Purchase these items





EXPLORE





Sunset BBQ  
by Potsie Rivera  San Francisco, CA





 226 likes

 45 comments

 View items as a list

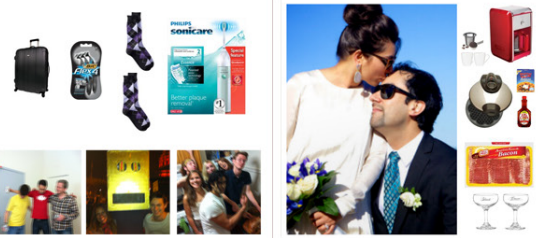
 LIKE


 COMMENT


 SHARE


Quick Buy All




Related




EXPLORE





Sunset BBQ  
by Potsie Rivera  San Francisco, CA





Suggestions



 FRAMES

 ADD ITEM

 EDIT

 SHARE