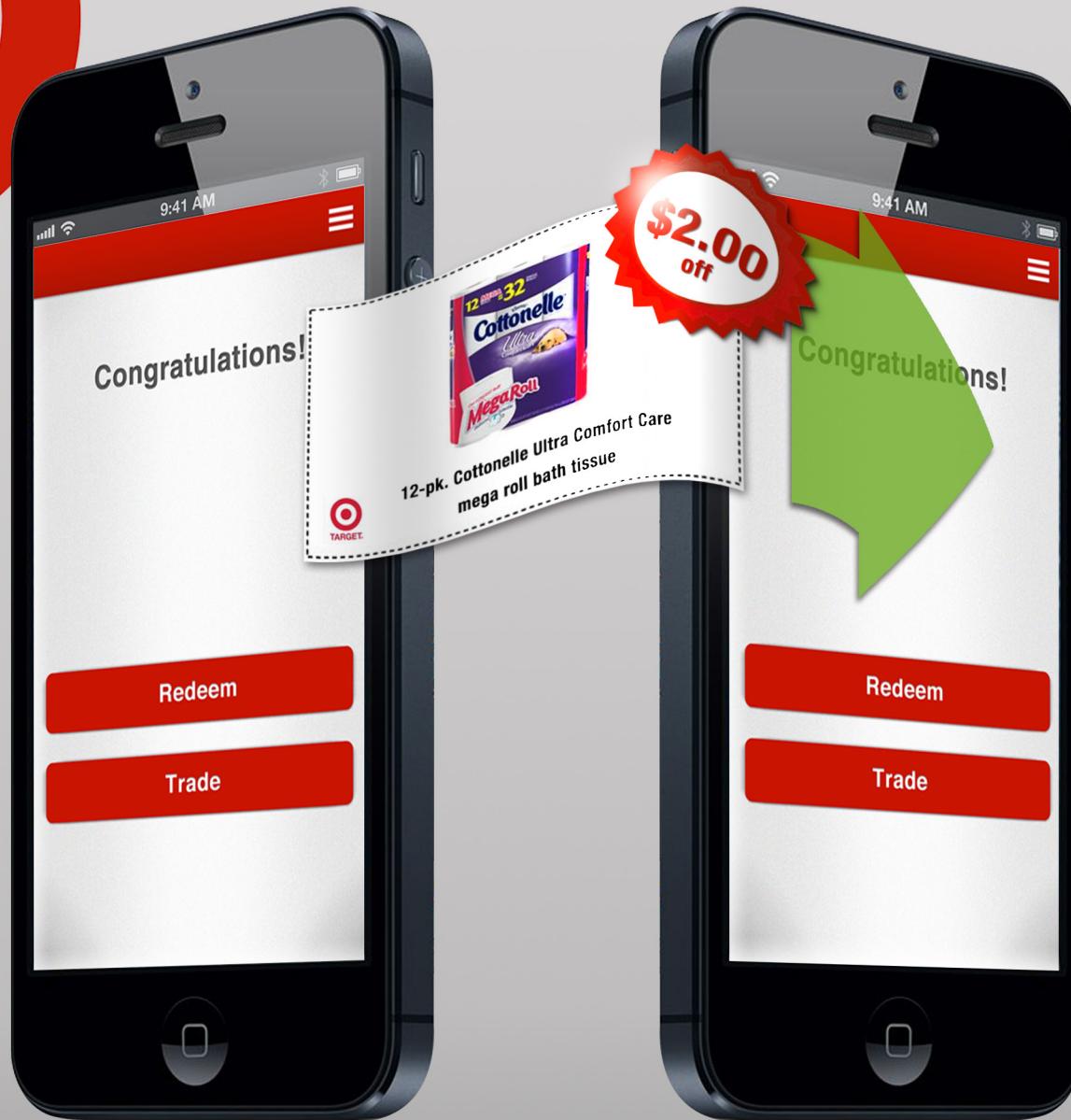




Trade It!



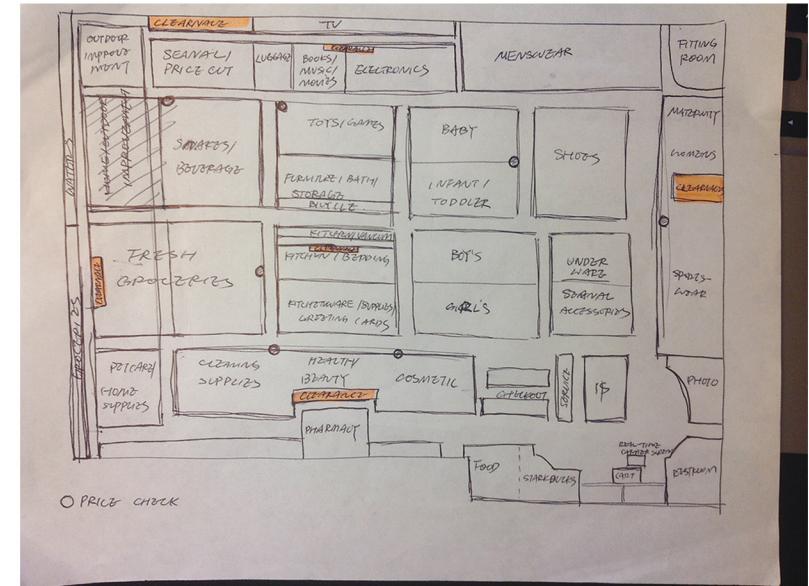
Research

Me and the other two students selected different areas in which to do research. We did secondary research, competitive analysis, interviews, and in-store contextual research.

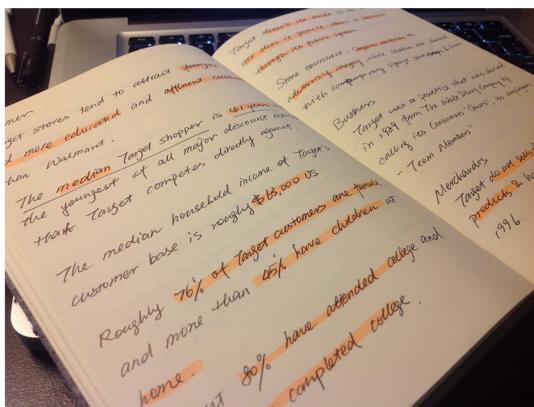
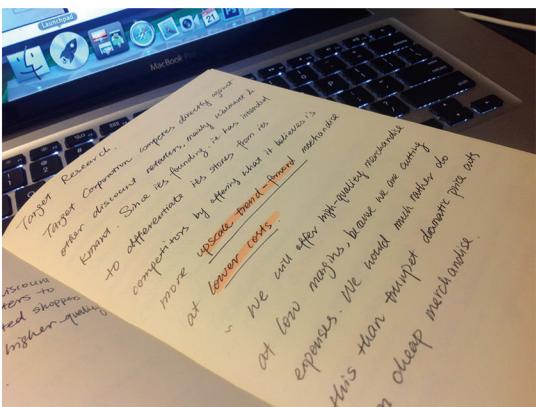
Our Wall



Target Map



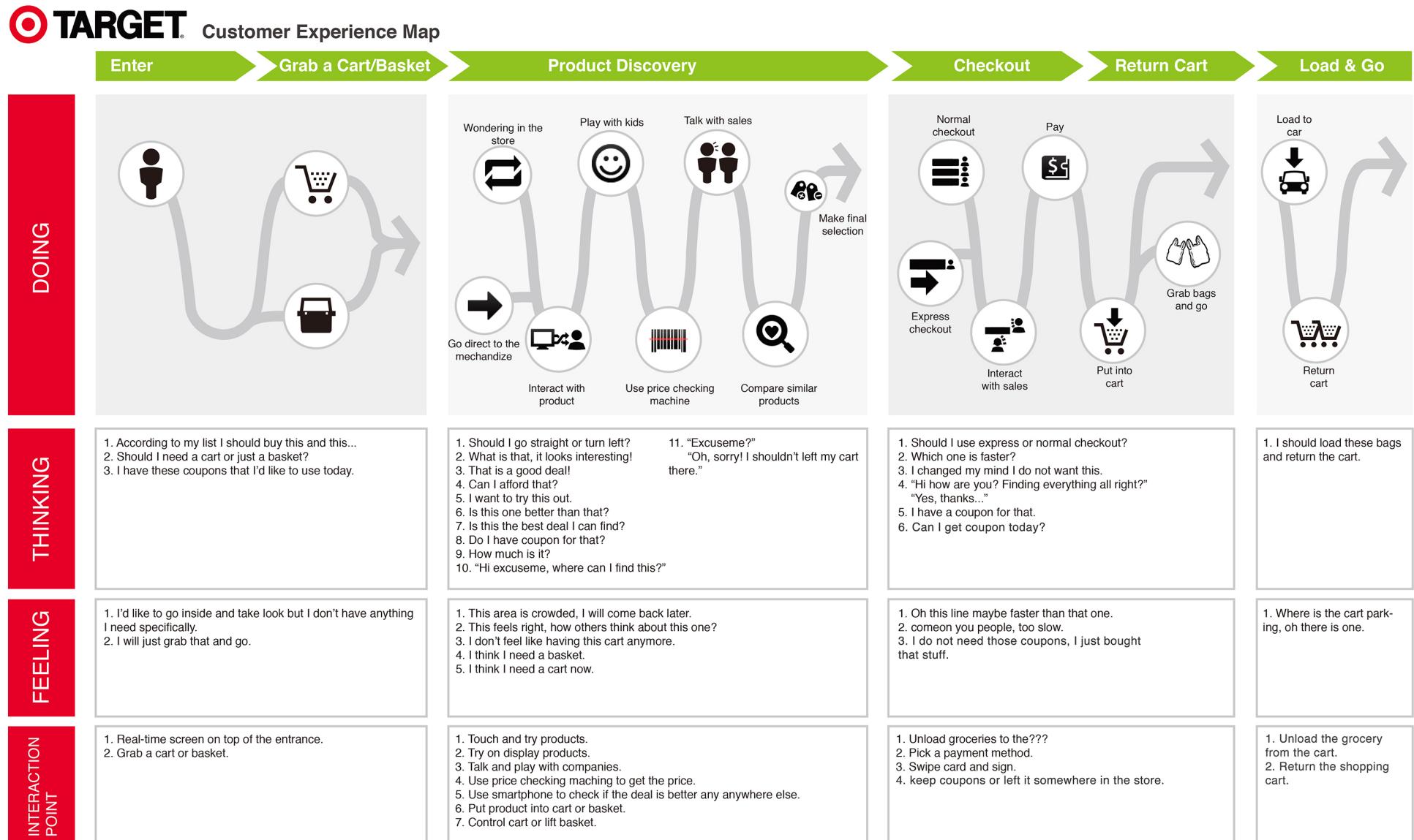
Notes from Website Information



We condensed all the information together and threw them on the wall to analyze. Our research shows that Target is a more high end retail store and the major customers in Target are women around 40 years old. However, according to our observation those people are not in store smart device frequent users.

Research

From there I created a Target Customer Experience Map to show the flow and every interaction happened in Target.



Research

According to our research I made two personas and an engagement map to show their engagement through out the shopping experience. From this map I found that the secondary persona has higher engagement in store and she is in the age range which Target was trying to attract more. So I made a decision to design for the secondary persona.

Persona



Primary Persona

Name: Erin Cookson
Age: 40
Degree: Bachelor Degree
Household Income: \$100,000

Erin is a stay at home mom, she has two kids. One is 5 the other one is 3. She is an early adopter of smart device, and she shops at Target very often.

Everytime before she goes to Target she will read weekly ad from target.com and write down some good deals on her shopping list, and she will print coupons from there. Sometimes she goes to Target alone, and sometimes she will bring her kids with her. When she brings her kids to Target, she will usually play with them at the toy section. Her kids are always really curious about the price scanner, and they will always trying to scan the price.

She likes to shop at Target because it is never too crowd , she can take her time to choose products. The other reason she likes Target is she knows that every 1 percent of her purchase will be donated to the communities and education, she likes to be a giver. She likes to buy upscale merchandise for her family and the price at Target are always very competitive. She can find almost everything she needs at Target. However, sometimes she needs to visit other stores for more fresh groceries. She can find almost everything she needs at Target, so she never needs help from the sales.

Sometimes she will use her smartphone at Target because she wants to use her google shopper app to see if the price Target offers is the best one and also to read the reviews if she never purchased it before. Other than that her smartphone stays in her purse. She uses target Redcard to checkout because it saves 5 percent of her purchase everytime. She also knows that if she purchases a 99 cent reusable bag than she will save 5 cent everytime she uses it, but the bag is just too small for her.

Erin's Goal:

1. Upscal merchandise: Erin prefer healthy organic food for her family.
2. Welcome environment: Erin likes to have her own space when she shops, she dose not like any where too crowded. She also likes the healthy educated enviroment for her kids
3. Save money: Erin's likes to use coupons to save money.



Secondary Persona

Name: Sarah White
Age: 23
Degree: College Senior Student
Income: \$5,000

Sarah is a college student, she has a part time job. She is a smart device lover and she shops at Target few times a month. Sometimes she goes to Target alone sometimes with her friends.

She reads target weekly ad when she remembers, when she sees some good deal then she will go to Target in the weekend. She likes to shop cloth at Target, because sometimes Target carries designer and name-brands cloths. She always checkout the clearance area when she goes to Target, sometimes she can find some good deal from there. When she finds something from there she will always use Price Scanner to make sure the price is equal to the marked one.

She never goes to Target with a list, because fresh groceries are the things she needs most every week, but Target only has limited collections of those. She will just go and see what Target offers.

She likes Target because it is more of a place for relax and experiment. She will always spend sometime to try the on display products or just wondering in the store to explore things.

She uses the google shopper app in store a lot, because she always wants to see if she can find a more competitive price. Sometimes she will take a photo of something she thinks interesting and post it to Twitter and Facebook for her friends to see.

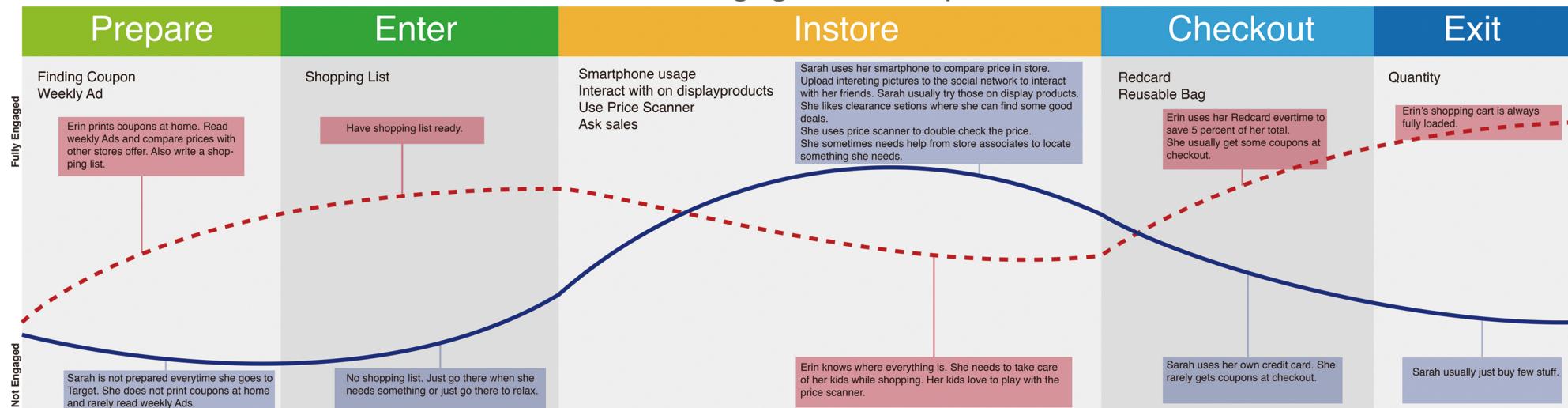
She knows the Resuable bag deal, but she do not plan to buy it, because she think she will probably forget to bring it sometimes.

Sarah's Goal:

1. Designer brand: She likes the affordable designers brand cloth Target offers.
2. Explore: She likes to try products in Target and explore what Target has.
3. Save money: She like to compare price Target offers with other stores to get the best offer.
4. Social: She likes to interact with her friends about something she thinks interesting.
5. Relax: She likes wandering around in Target to just take some rest from school work.

Erin
Sarah

Engagement Map



Concept Development

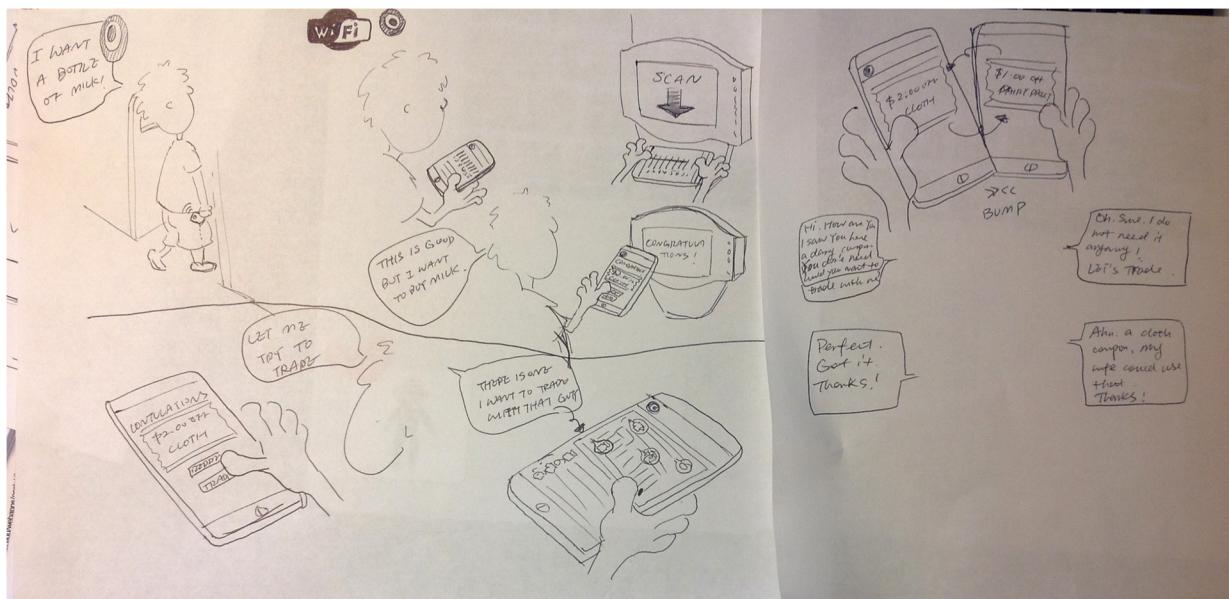
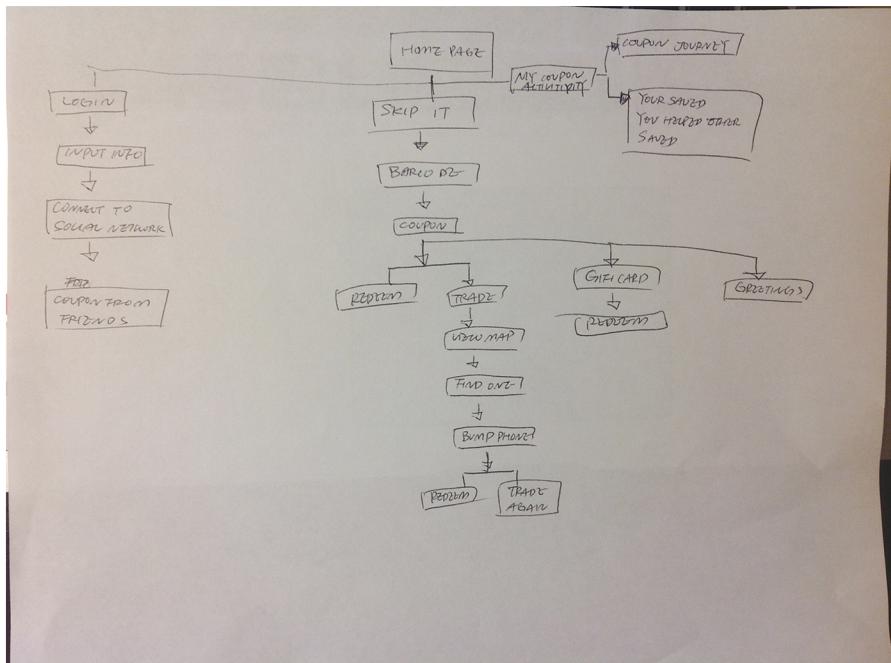
After we knew who we want to focus and their needs we started to sketch concept. We later ranged our concepts on a paper and placed them according to the criterias and feasibility.



Then I chose three of my most favorite and feasible ideas from the map. The app will offer in store coupon and allow customers to trade in order to increase interaction between strangers and friends on social network and real life.

Sketches

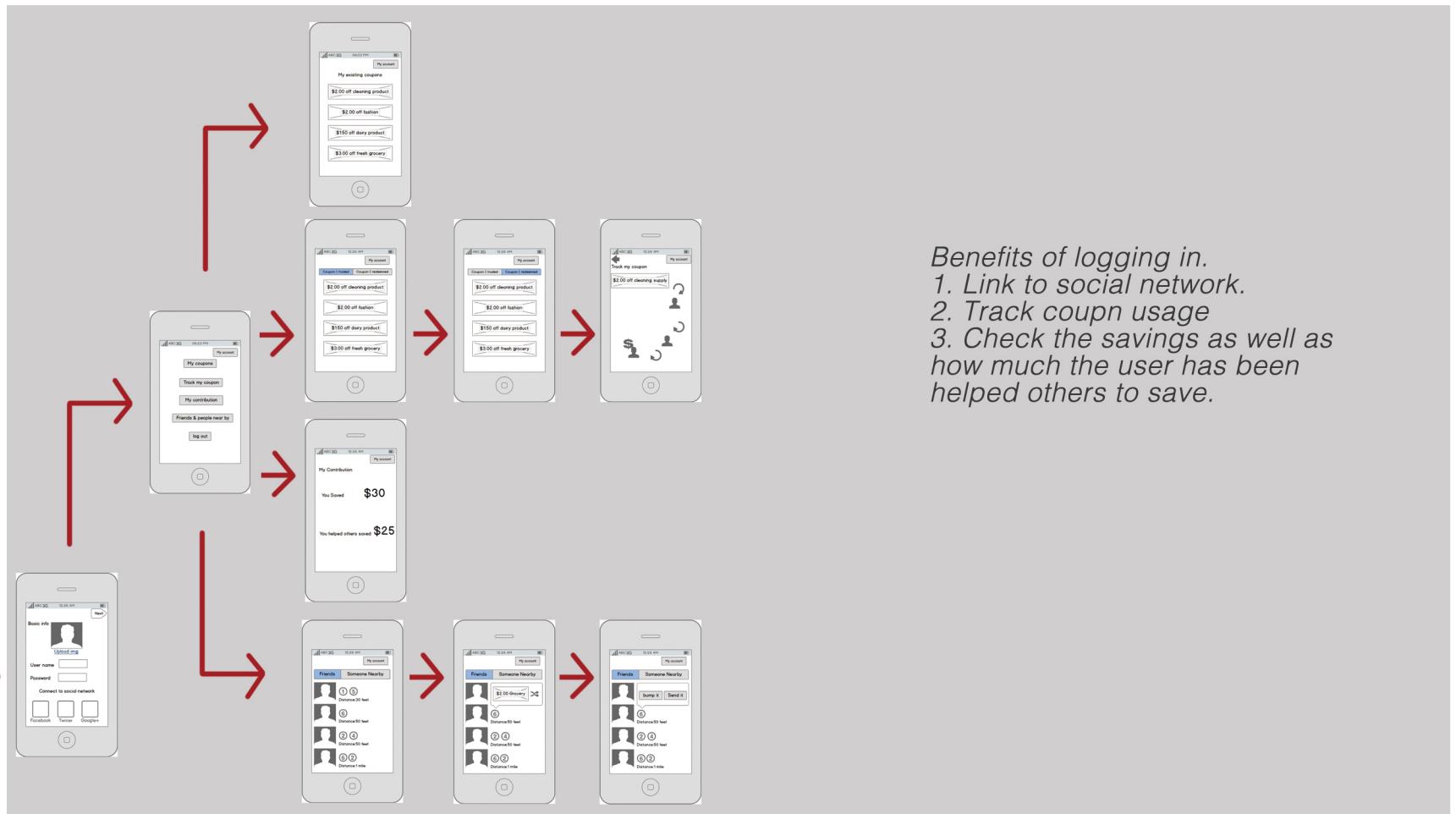
Sitemap, wireframe, and storyboard.



I did sitemap to figure out the flow and then created a wireframe. I also drew a storyboard to figure out the whole experience.

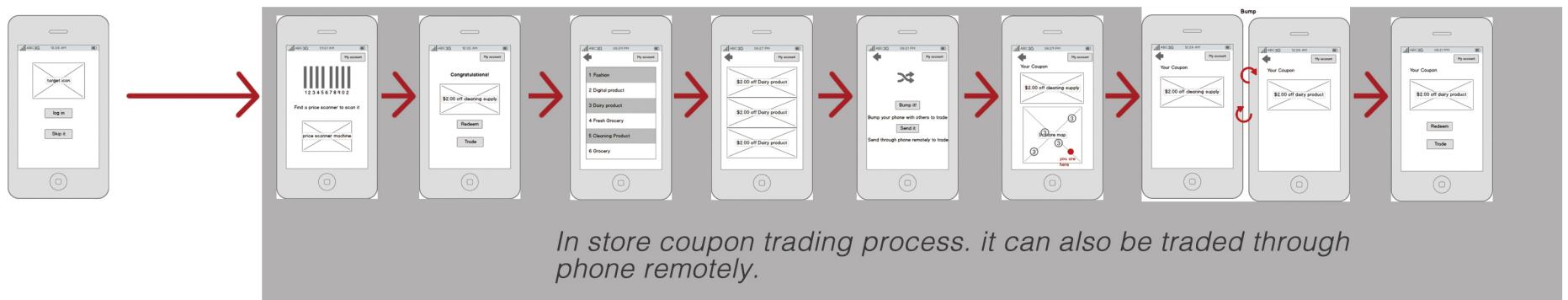
Digital Wireframe

I digitized the wireframe and did user test. Then I changed the wireframe several times based on the feedbacks.



Benefits of logging in.

1. Link to social network.
2. Track coupn usage
3. Check the savings as well as how much the user has been helped others to save.



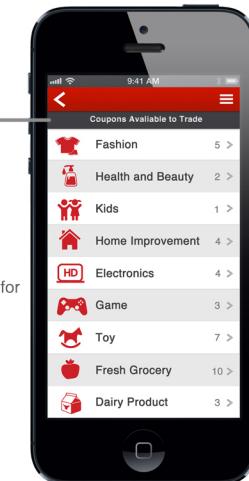
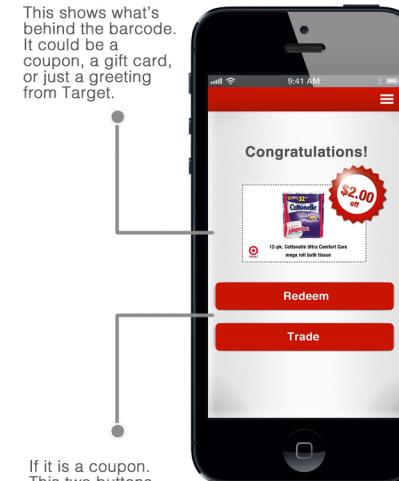
Final Design

Final high fidelity prototype.



Instruction

Detail instruction for the most important pages.



Once the user finds the other one then click the button to trade.



This page shows friends who are using this app and their available coupons for trade as well as their distance, it will also show the same information with strangers who either registered the app or under the same wifi network.

