

Greetings Fast Co. and Target,

I'm an iOS Developer currently living in Savannah, GA. I've spent some time with the current Target app, and have redesigned the app to better suit the Target customer's needs. My aim in this redesign was threefold: to better manage the Target customer's relationship with Target, to connect customers with each other, and to serve as a point of contact between the customer and their community. Details on how the app functions are below.

Manage the customer's relationship with Target.

My design aims to enhance the current Target Apps personalised content. Target customers will have easier access to customizable shopping lists. Additionally, customers can share these shopping lists with family members or living partners to manage their Target trips together. The coupon features of the current app have been enhanced. Now customer's can browse targeted coupons and save them to a coupon book. When checking out, customers select the coupons they want to use and scan a QR code at the point of sale. This not only redeems discounts, but updates the inventory in the app, allowing Target more insight into the user's purchasing history.

Enhance customer to customer connection.

The app aims to connect Target customers with each other both directly and through the app. Shared shopping lists allow users to plan their trips to Target in unison. These lists will be updated in real time allowing customers the ability to delegate on their shopping. The group feature allows customers to link up with each other to save money. Certain discounts will only be available in bulk purchases. Instead of one customer having to purchase in bulk the app will allow users to work together to make bulk purchases. When the group meets the discount requirement, each member is granted access to that discount.

Enhance Target's relationship to the local community

Through the Target Reach section of the app, Target will facilitate the customer's relationship to their local community. School districts and charitable organizations can create registries of products they are in need of. Shoppers can browse these causes via the app and add items they are willing to purchase to their shopping list. Additional usage could be extended to fund and support individual projects and/or local families in need.

Thank you for your consideration in this competition. If you have any questions my contact information is listed below.

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