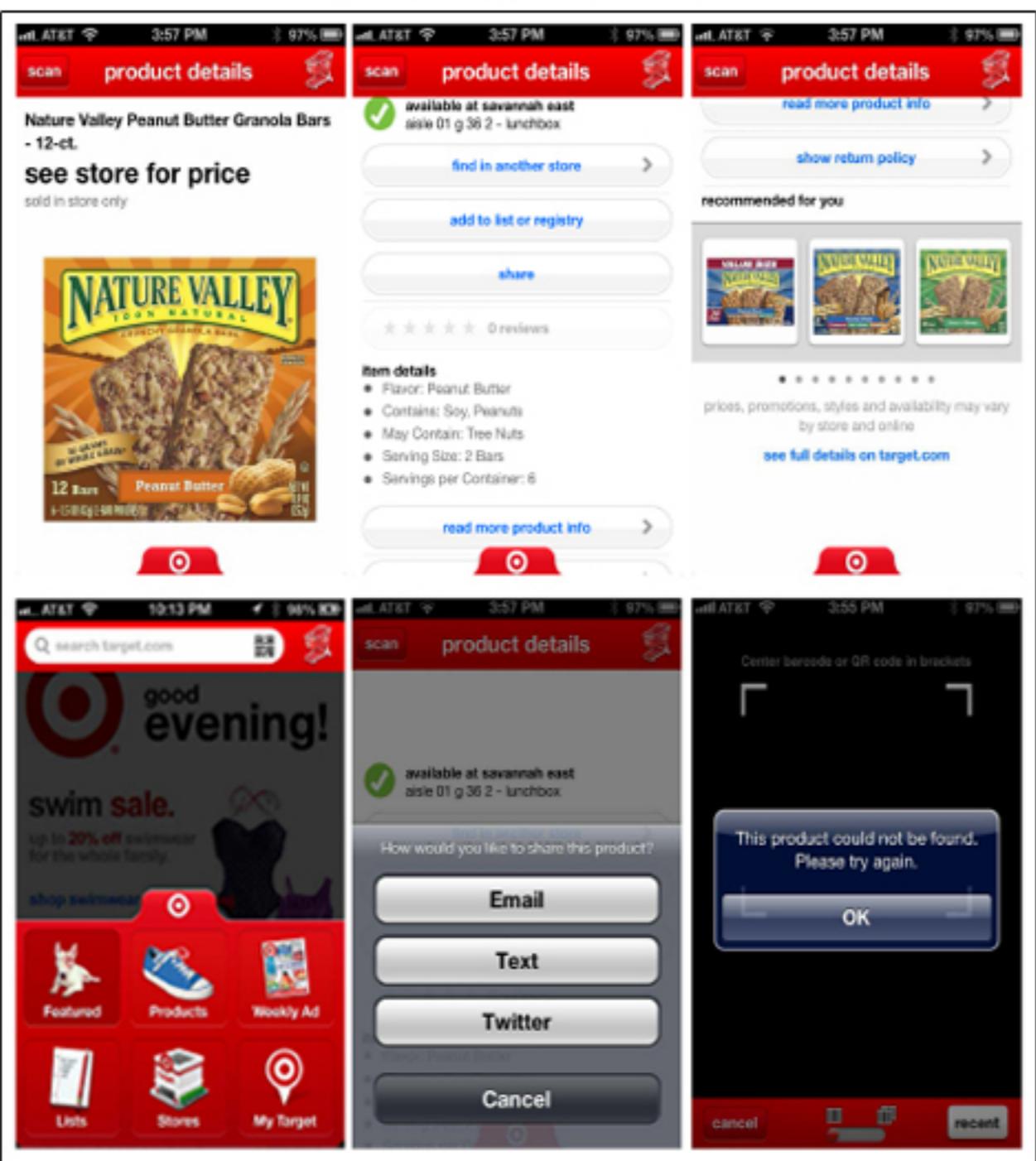


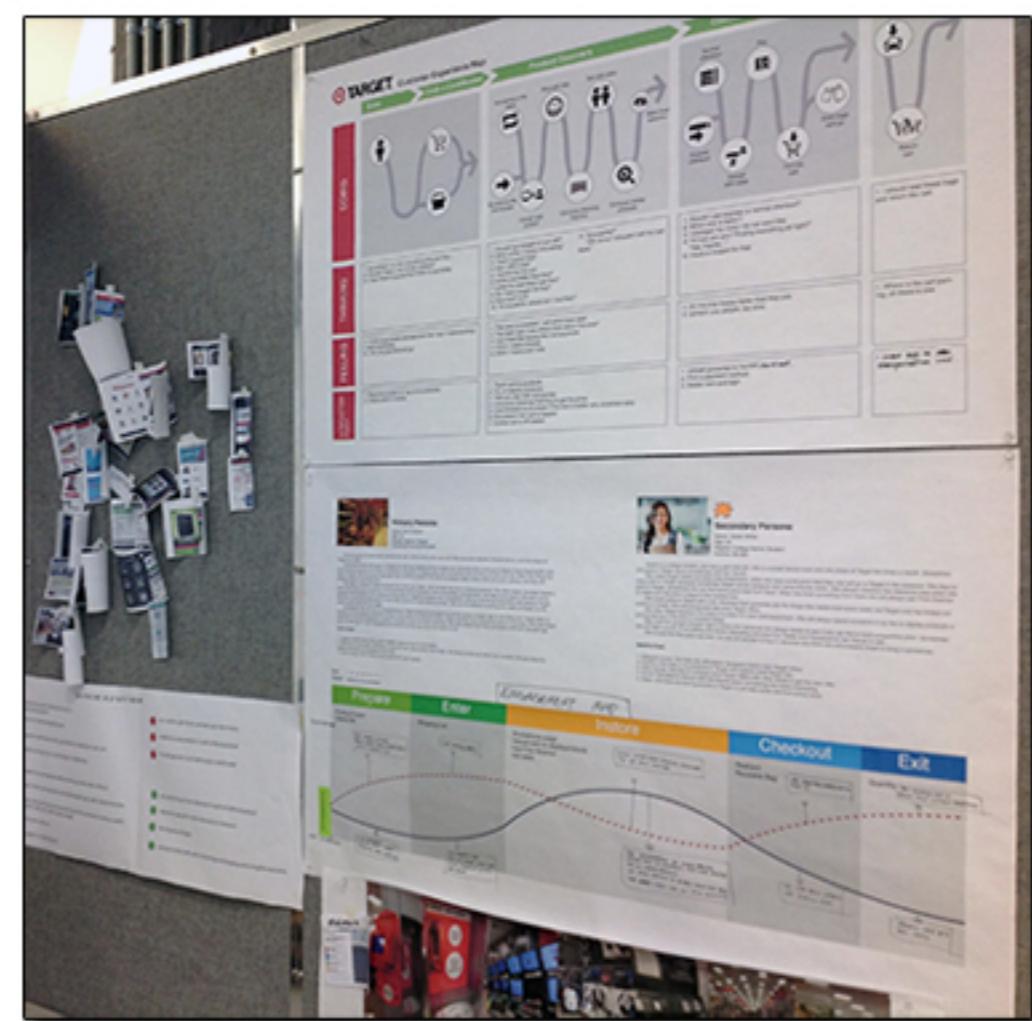


Research Interview, Data Mapping & Affinity Map

Current App Exploring



Data Mapping



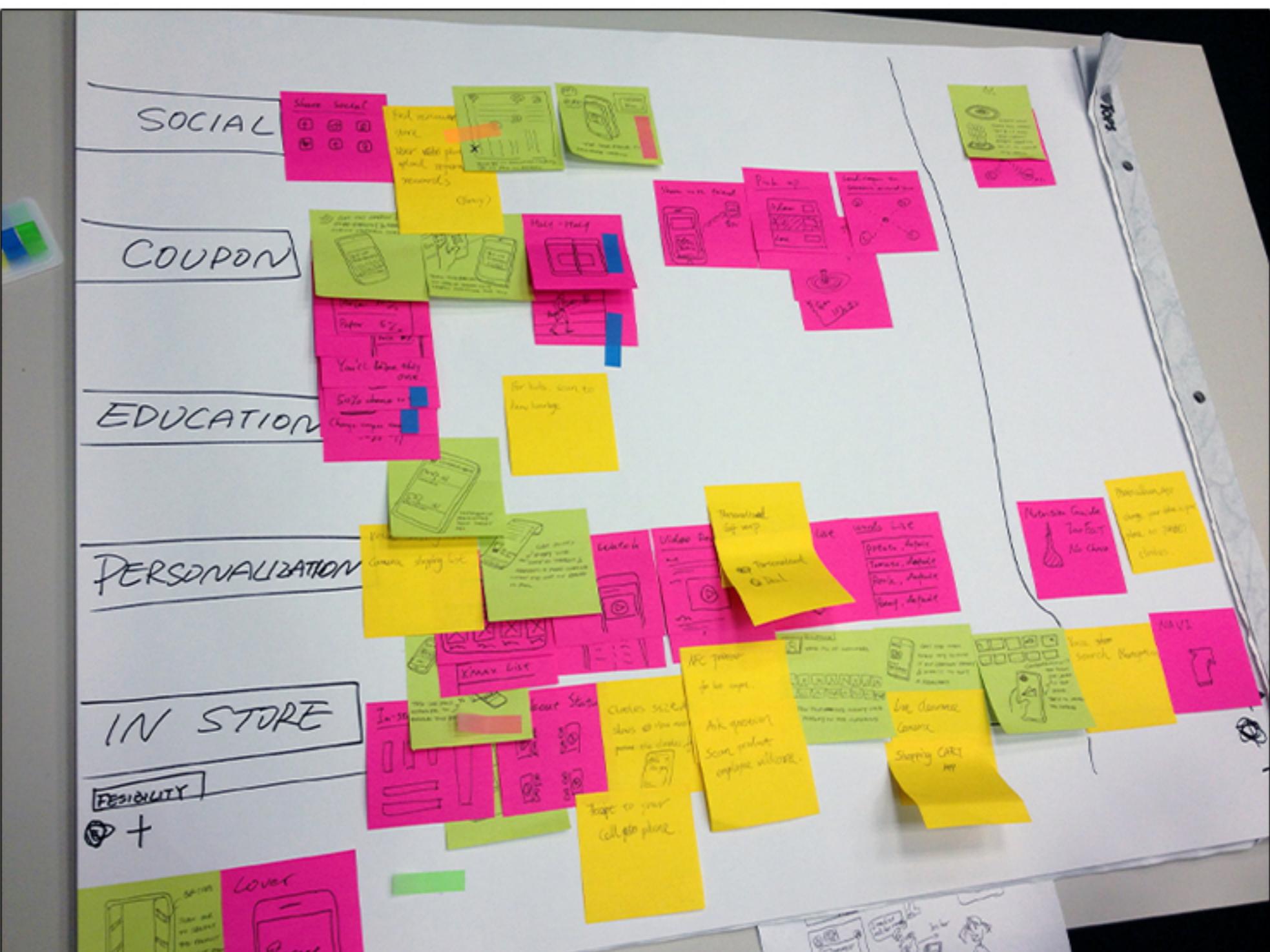
Interview Data

	What brought you to Target today?	Did you find what you needed?	How often do you shop at Target?	Do you have a smartphone, like an iPhone or android?	Tell me about a time you had used your smartphone while shopping?	Have you ever used the Target App?	If Target launches a new App, what features would you like to have?
Male	Baby food	Y	1/week	Y	Find Coupons	No	Coupon, sales
Young Female	Laundry stuff	Y	1/month	Y	Take photo call only	No	No idea, maybe coupon
Female	I can find anything	Food stuff	1/month	Y			
Old Female	Ads	X	Shower head	No idea	No		
Male with little baby; everything depends on wife	prescription	Y	depends on wife	Y	Call wife	No	Special deals
Male	drink	Y	6months	Y	Never	No	
Young Female	Sales	Y	Every 2 weeks	Y	Mobile coupon	Y	Improve mobile coupon. Sometimes can't scan.
Male	Promising Paper	Y	4months	Y	Telephone, text	No	On sale items
Young baby couple	Paper	Y	Once/2 weeks	Y	Phone call	No	Coupon! Scan, how much money?
Young couple	personal items	Y	every 2 weeks	Y	Take photo	No	Where things are located? Price discount, new products.

Quantitative DATA:
I saw 100 people there.
Only 29 males.
11 groups are withing children.
People buy everything in Target.
10% interviewee has NO smartphone.
10% interviewee used Target App.
10% interviewee use phone for coupon.
80% interviewee hope new App may have coupon info.

Qualitative DATA:
People go to Target with a specific goal.
Very less people are using or caring about coupon.
Hard to see any heavy shopping cart.

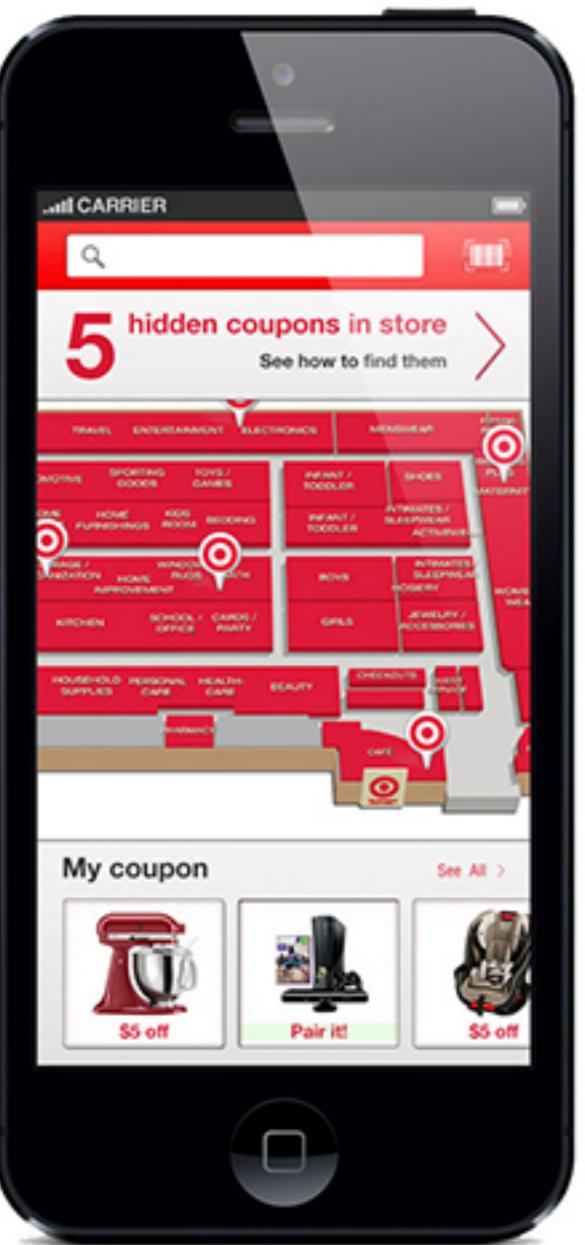
Affinity Map



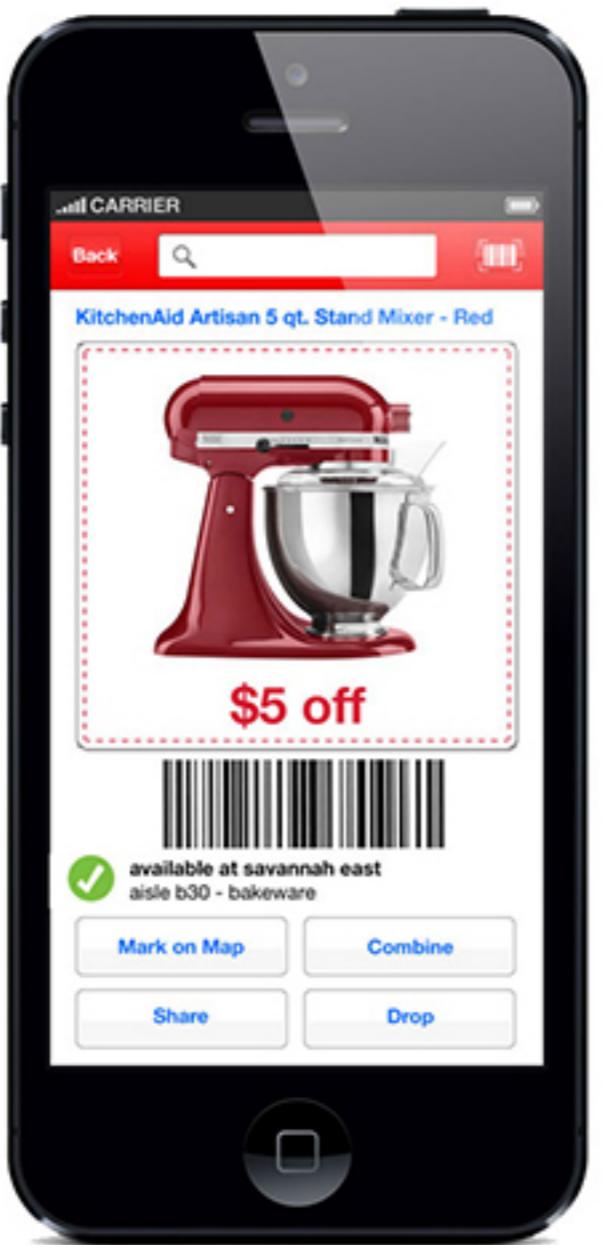
Design Concept Developing & Paper Based Mock-ups



Design Screen shots visual design



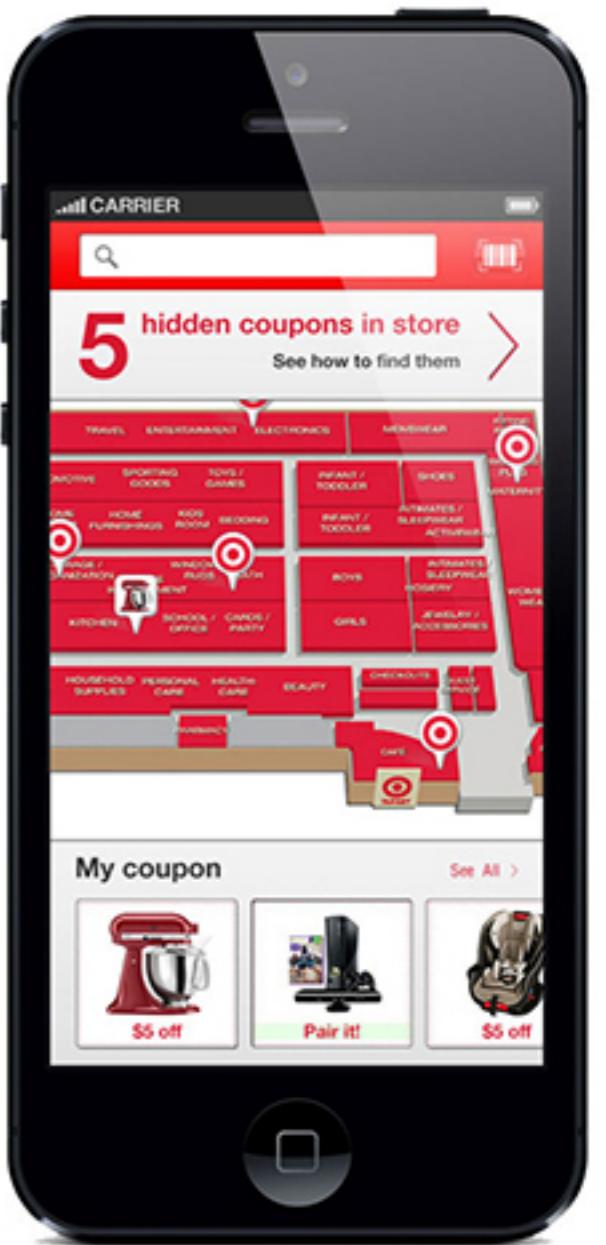
main screen



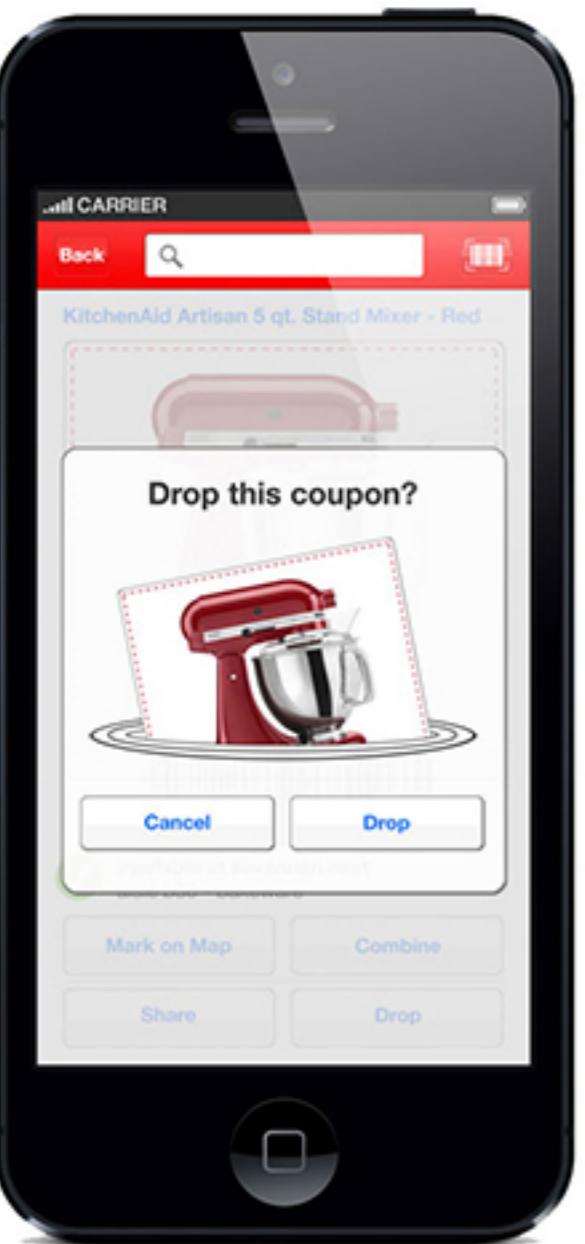
coupon detail



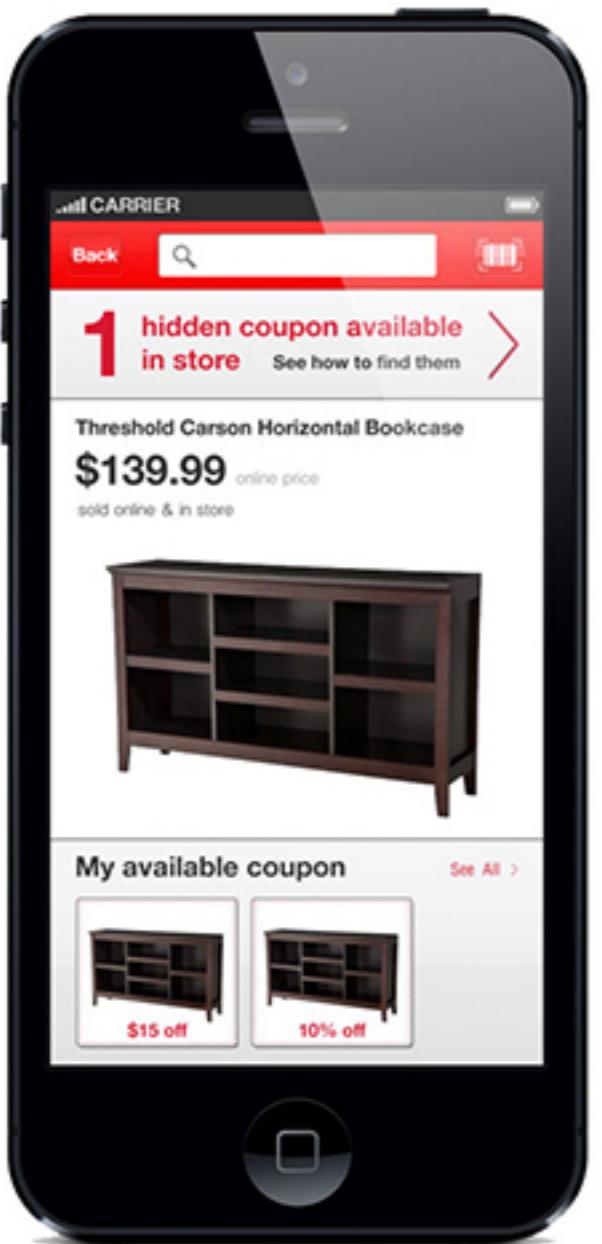
combine coupon



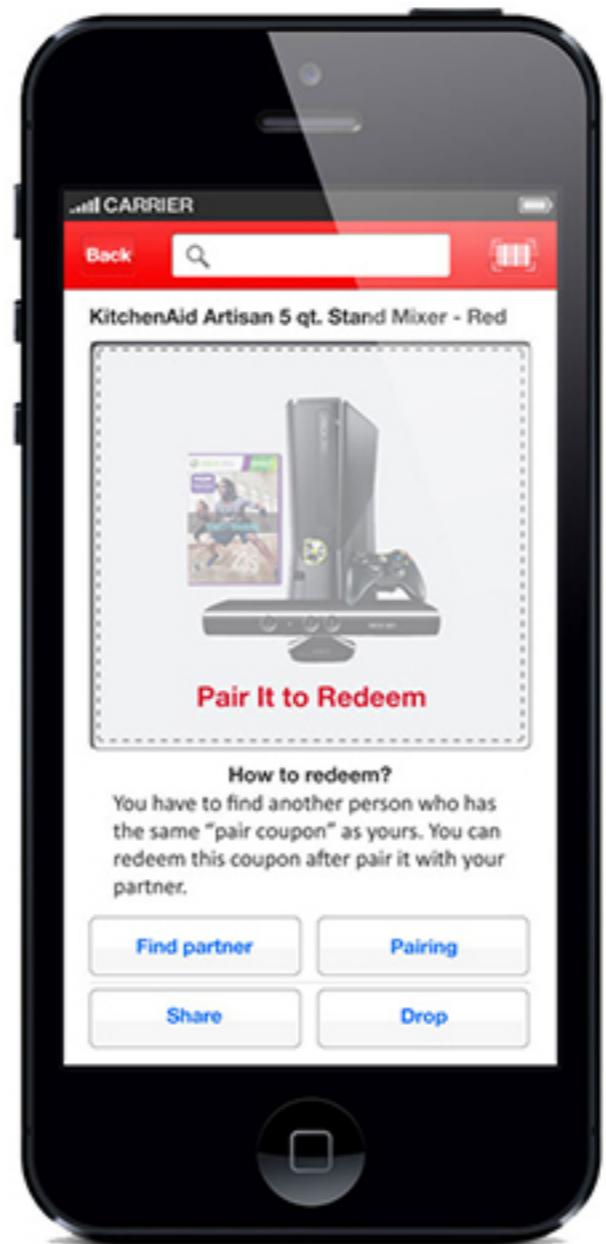
mark on map



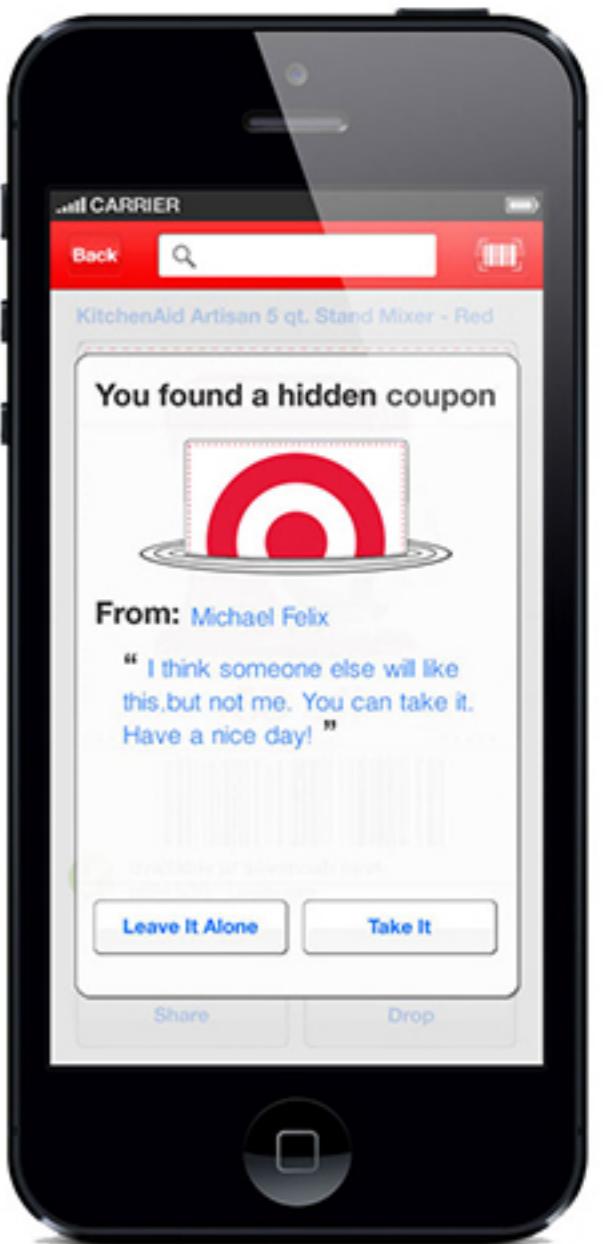
drop coupon



find coupon



pair coupon



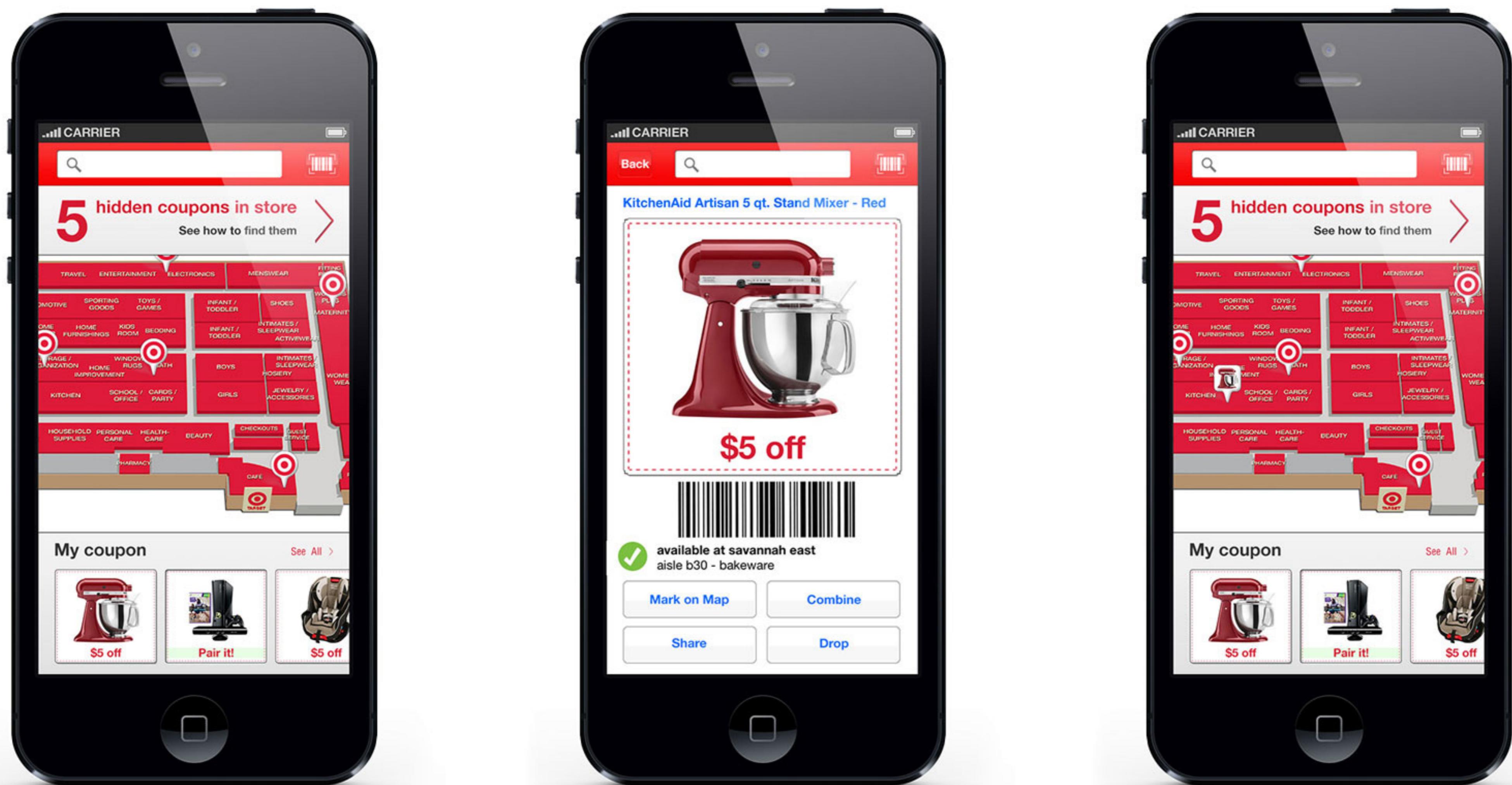
hidden coupon

Use Case Mark on Map

Persona: Jack Smith, 23, Graduate student.

He just moved to a new city 3 weeks ago. He found a Target near his apartment. He had used *Target Coupon* for a long time.

Scenario: Jack has a coupon for a KitchenAid Mixer, which he wants to buy a new one for his college life. He goes to Target, and pull out Target Coupon App to find out where the Mixer is in store. Target Coupon App helps him to locate the mixer on the in-store map.



Use Case Combine Coupons

Persona: Laura Hall, 41, Housewife.

She learned to use smart phone from his daughter. She started to collect coupon with Target Coupon this month.

Scenario: Laura has four coupons for KitchenAid Mixer in her App. She wants to combine them together and create a new coupon for the same product. She may gets a higher discount for a single purchase instead of four small discount by four purchases.

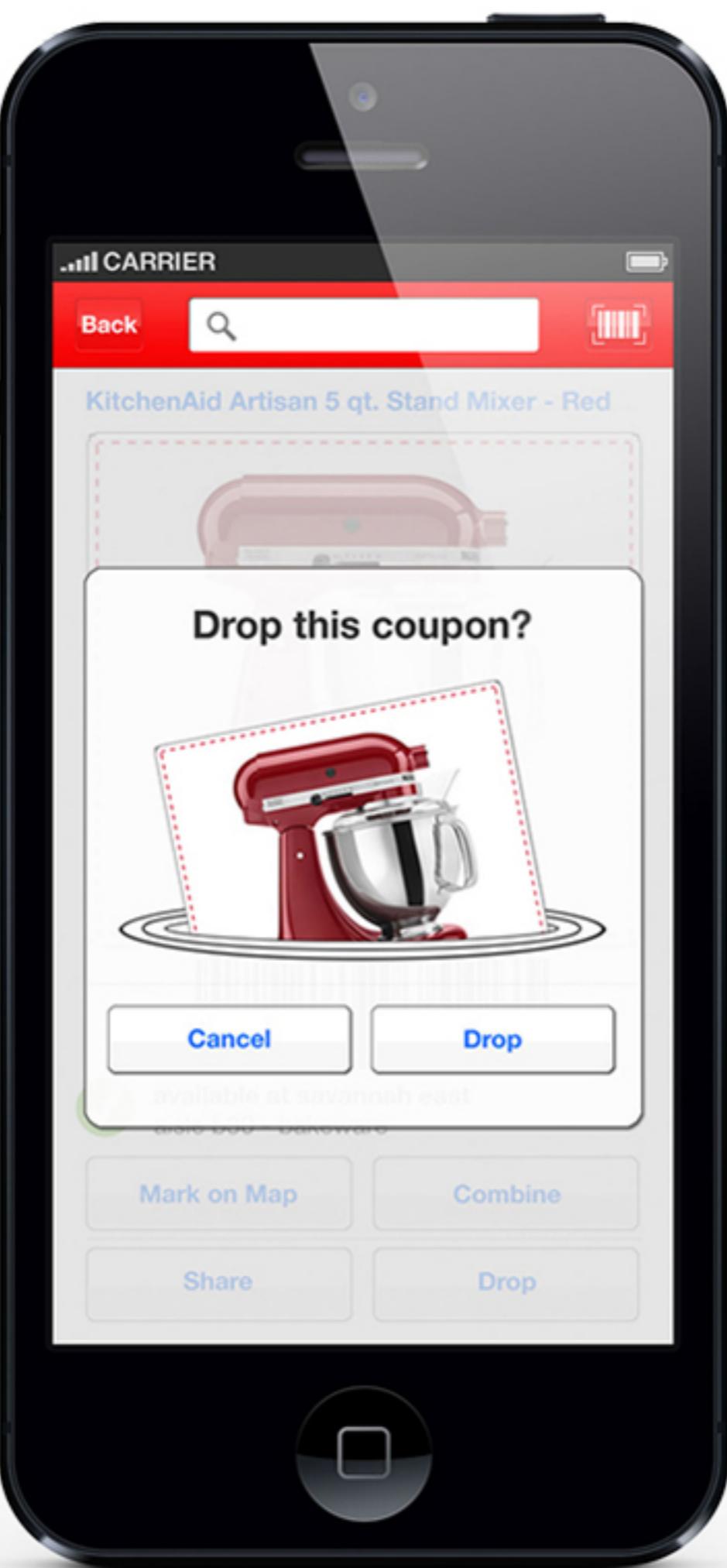
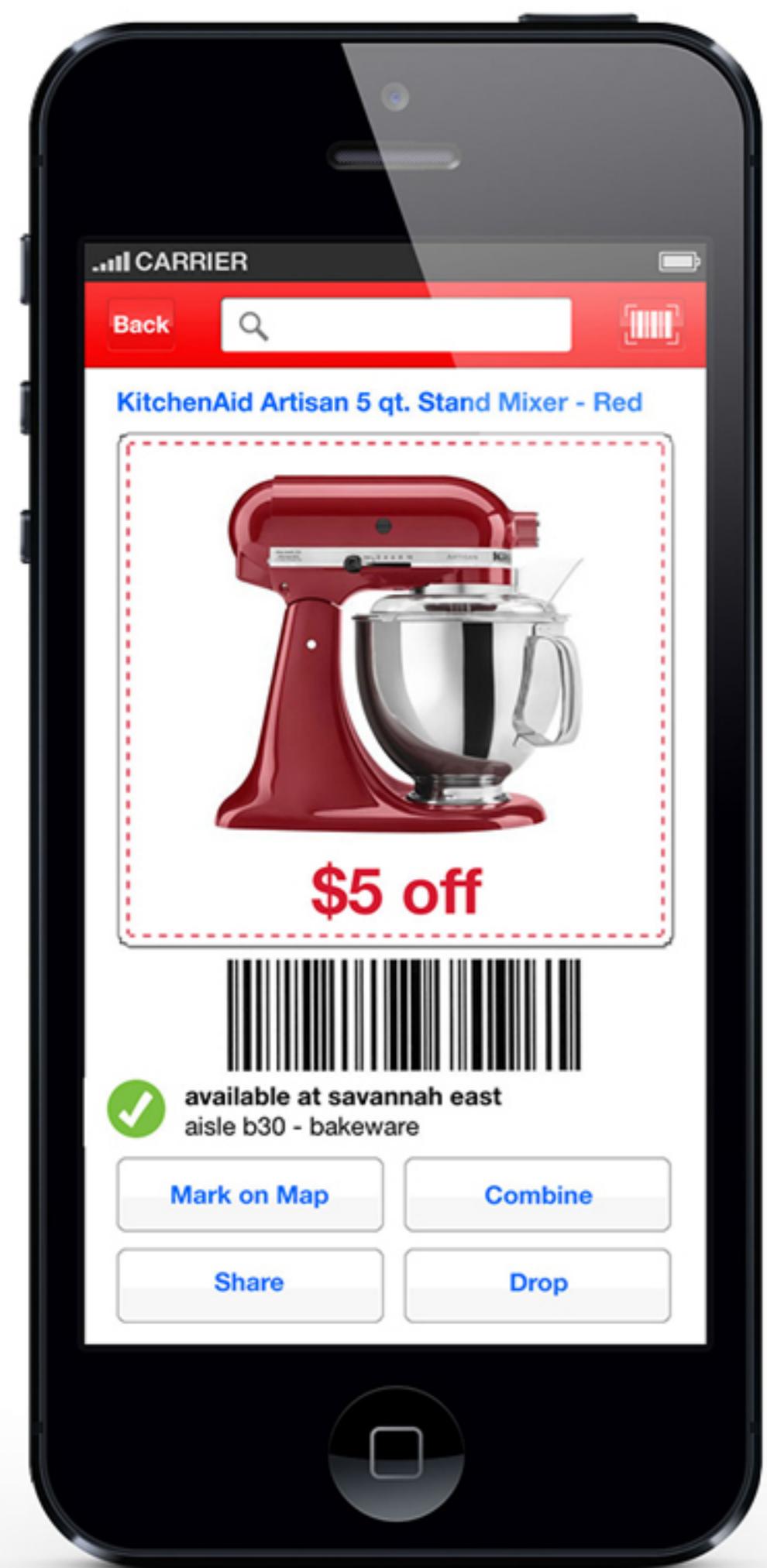


Use Case Drop Coupons

Persona: Bill William, 32, IT Engineer.

He is knowlagible about high-tech products. He use his smart phone everyday with anything he could.

Scenario: Bill has a coupon for KitchenAid Mixer but he has another mixer at home. He wants to give his coupon to someone else by the “drop coupon” feature in his *Target Coupon App*. Then, this coupon becomes a “hidden coupon” in field.

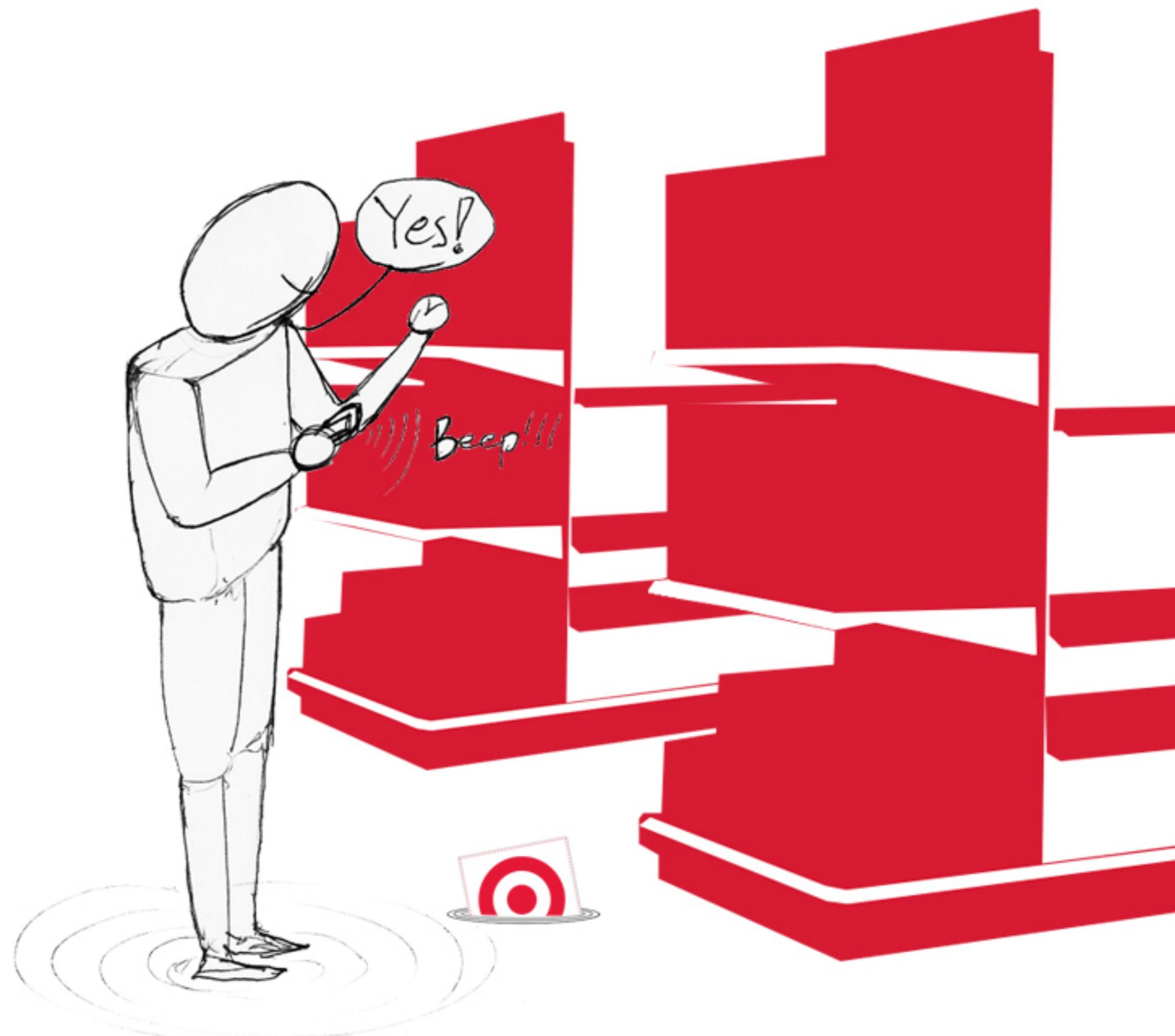
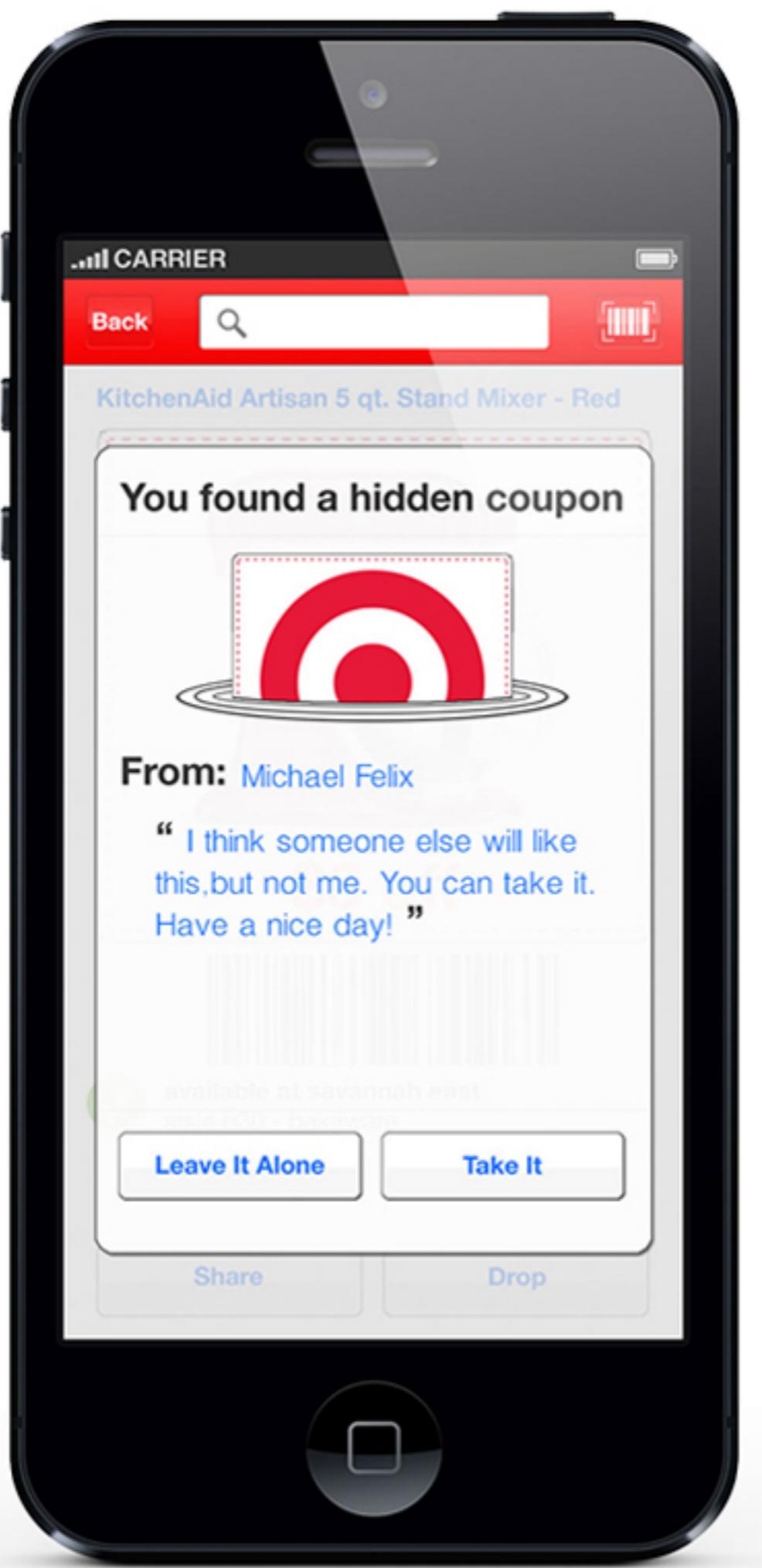


Use Case Hidden Coupons

Persona: Paul White, 28, Interior Designer.

Paul is a designer. He would like to try different things to have fun.

Scenario: Paul goes to explore Target to find hidden coupons.

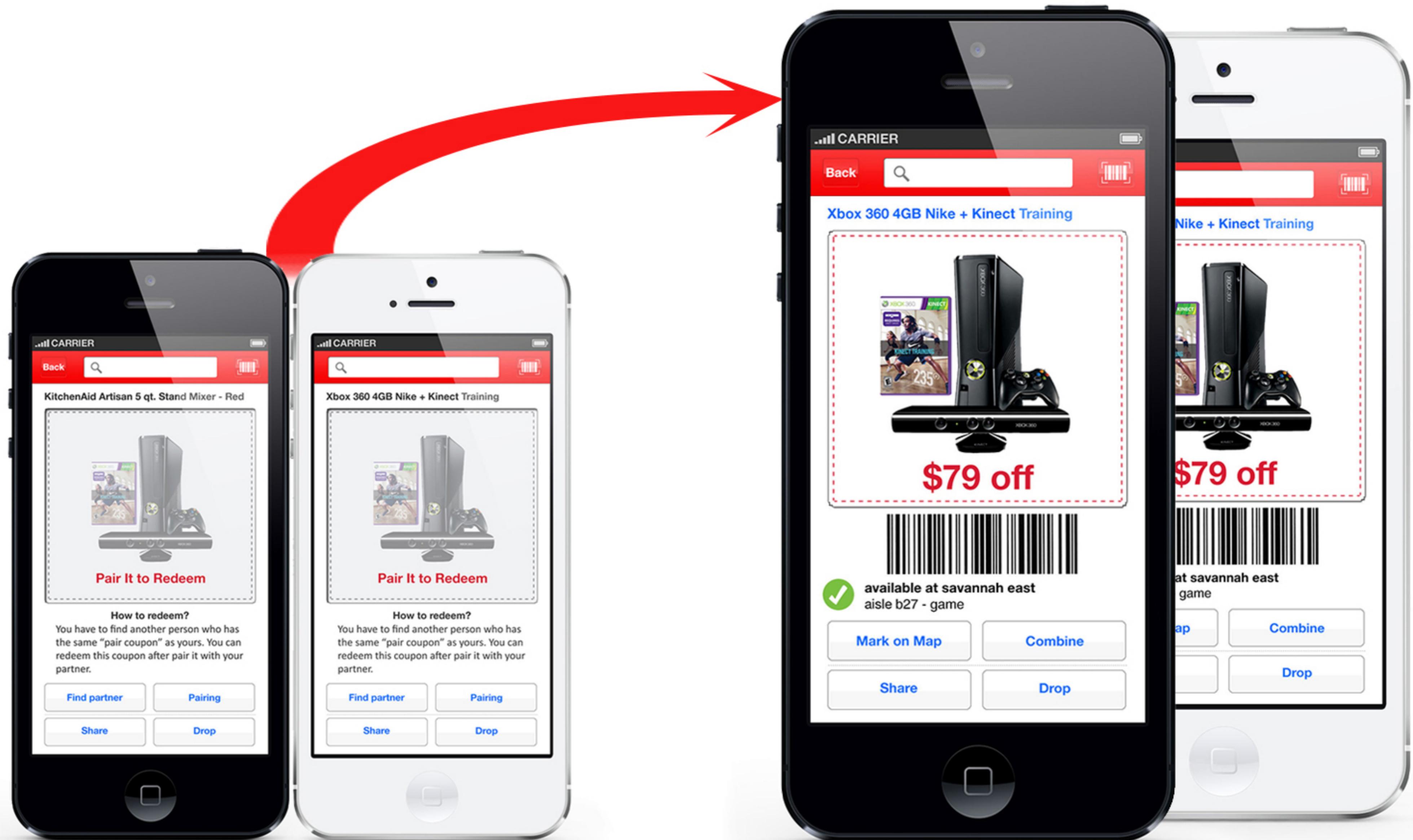


Use Case Pair Coupons

Persona: Tom Hunt, 18, Student.

Tom loves video games a lot. He also likes to make new friends.

Scenario: Tom has a “pair coupon” for Xbox 360. He has to find another person in store who has the same “pair coupon” as he does. Then they both redeem this coupon by ‘pairing it’ to each other.



Use Case Find Coupons

Persona: Maggie Hall, 27, Teacher.

Maggie lives in an apartment herself. She loves reading, so she has a lot of books.

Scenario: Maggie wants to buy a new bookcase in Target. She tries to find some coupons about it with her Target Coupon App.

