

June 3, 2013

Target Lookbook App

In this prototype, we've developed an enhancement to Target's in-store shopping experience with mobile technology by providing an interactive lookbook for Target shoppers to curate, share, save and style their favorite Target products. This prototype has been optimized for mobile accessibility, and is best viewed from your iPhone's Safari.

<http://target.citizenmade.co>

Project Specifications

Citizen Made's prototype meets the following specifications:

- Lookbooks can be created by guests, influencers, designers affiliated with LTOs, and Target staff
- Lookbooks can be manually promoted to the top of the newsfeed by Target admins, and the most liked lookbooks are displayed higher in the feed
- Lookbooks can be browsed, shared, saved and shopped
- While in-store, guests can scan product then view popular style suggestions from lookbooks to complete their look
- These style suggestions create personalized virtual upselling in-store, akin to a boutique experience available at scale
- Share functionality integrated with Pinterest, Twitter and Facebook media channels

Take a Spin

Begin your visit from your iPhone at <http://target.citizenmade.co/>

Browse some of the popular lookbooks in the newsfeed

Click on any product to take a closer look. If you love it, add it to your own lookbook!

Feel free to create your own account, or log into an existing user account to see some action (user: admin, password: fctarget23)

Barcode scanning is native iOS functionality, and in the interest of fast prototyping we've built a web app. To try out the scanning, we used the free Pic2Shop iPhone app. If you'd like to test the scan functionality, install Pic2Shop on your device, then scan your Target product of interest, check out its details, add it to your look, then share your style-savvy selections with your friends and followers!

Configure Your Own Instance

As you dig into the nuts and bolts of this application, you're welcome to deploy your own instance. We've leveraged an open-source content management system to demonstrate user profile management and efficient data modeling. Simply copy our files into your public html directory and configure the wp-config.php file at the root with your database credentials (db name, host server, user name and password). Be sure to import our .sql data into your database.