

Citizen Made

Target x FastCo.Labs / LookBook exploration

App requirements overview

customer / guest requirements

As a Target guest, I want to learn how stylish people mix and match products

As a Target guest, I want to have fun being a stylist and create my own lookbooks for people to rate and share

As a Target guest, I want to share my favorite collections, lookbooks and Target products with my friends via social media

As a Target guest, I want to see the most relevant and most popular lookbooks first in my feed

As a Target guest, I want to scan products in-store to get details and style recommendations to accompany my product selections

As a Target guest, I want to add items from other guests' lookbooks into my own lookbook

As a Target guest, I want to rate and/or like other guests' lookbooks

As a Target guest, I want to browse Target product organized by category when creating my lookbook

brand manager requirements

As a brand manager, I want my customers to share product images via social media so that their friends are compelled to come shop. Social outlets include: FB, Twitter, Pinterest and Instagram

As brand manager, I want to manually promote Limited Time Offers (LTOs) by making them more prominent in all users' lookbook feeds

As a brand manager, I want lookbooks with the highest ratings to be more prominent in all app users' lookbook feeds

As a brand manager, I want to make a subset of all Target product available for adding to lookbooks

As a brand manager, I want to promote lookbooks created by bloggers, influencers engaged by Target, guest designers, etc.

Home page

Newsfeed

Guests can browse products and looks from other guests within the app, national influencers, and featured brands in fashion and products.

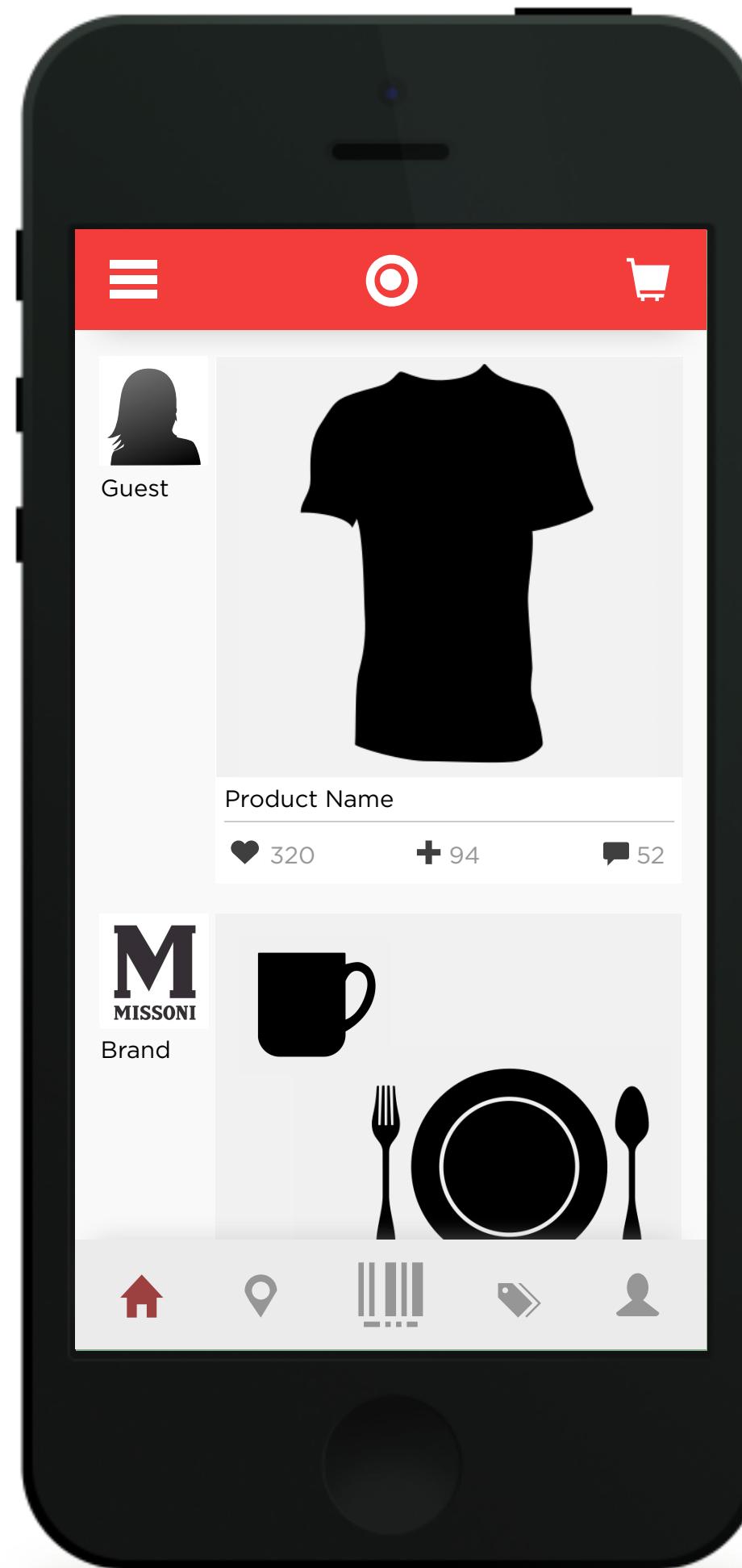
From the newsfeed, the guest can like a product, look, or a collection.

The guest can add a product, look, or a collection to one of her personal lists or her shopping cart.

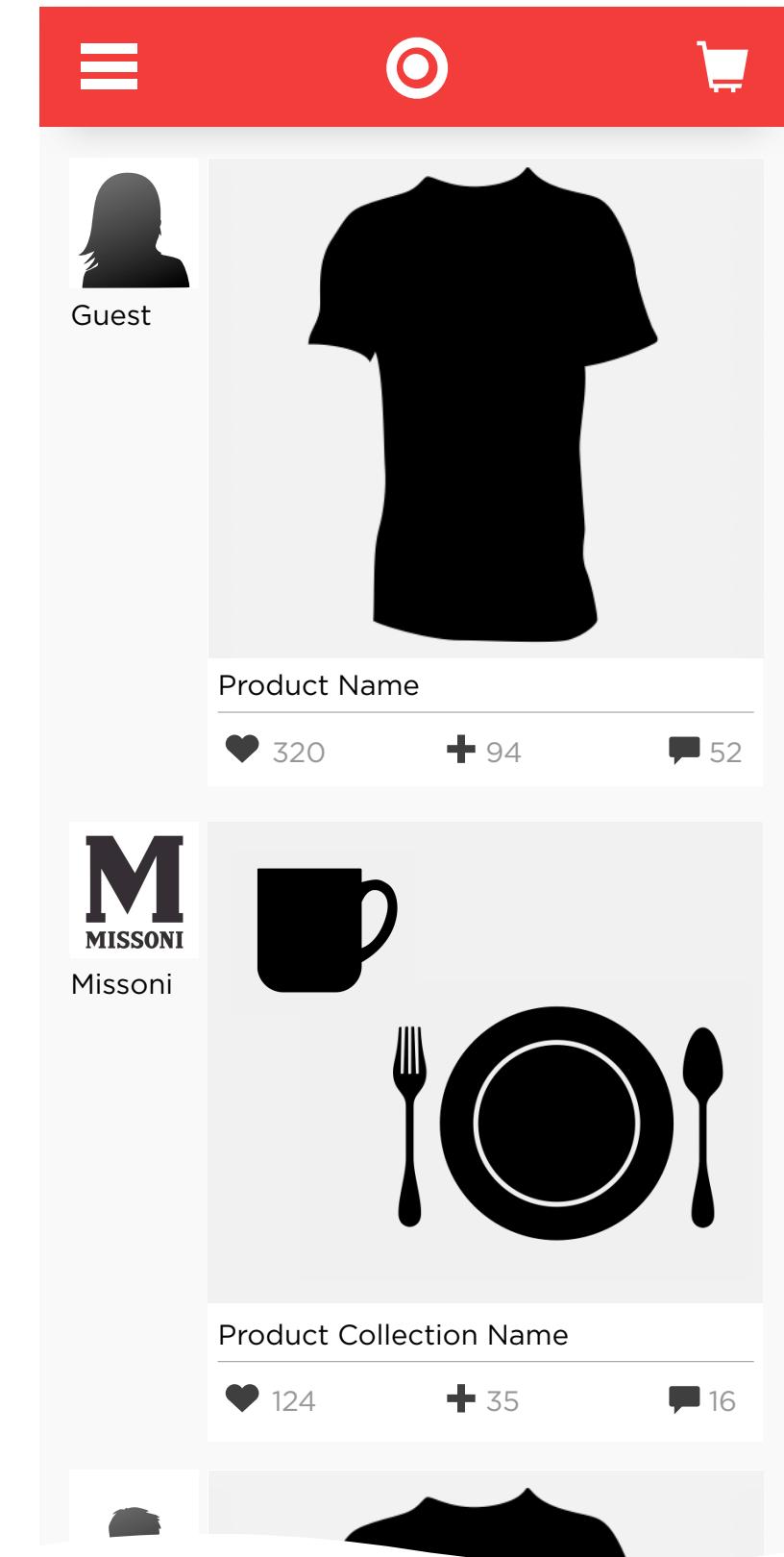
The guest can comment on each product, look, or collection.

The guest can click on a brand or another guests' name to see their collections / lists. fun

- Hispanic community
- LTO (Limited Time Offering) – can we leverage this by using the virtual assistant/lookbook prior to launch of an LTO to create buzz?

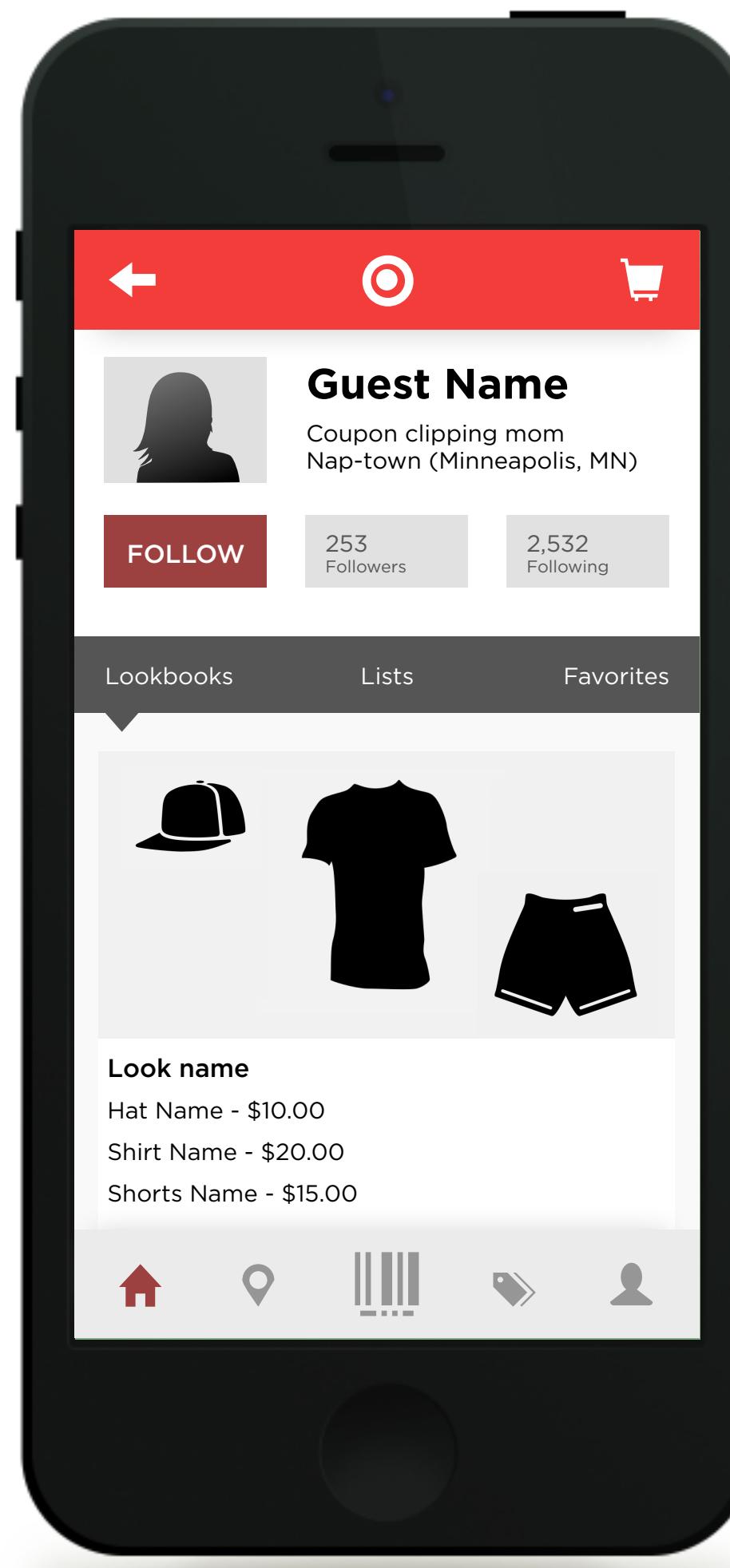


Home page / Newsfeed



Guest

Profile Page



My looks

Guest Name
Coupon clipping mom
Nap-town (Minneapolis, MN)

FOLLOW 253 Followers 2,532 Following

Lookbooks Lists Favorites

Look name
Hat Name - \$10.00
Shirt Name - \$20.00
Shorts Name - \$15.00

320 + 94 52

Lookbook name
Hat Name - \$10.00
Shirt Name - \$20.00
Shorts Name - \$15.00

320 + 94 52

Lookbook name
Hat Name - \$10.00
Necklace Name - \$35.00
Tank Name - \$10.00
Skirt Name - \$25.00
Shoes Name - \$65.00

320 + 94 52

My lists

Guest Name
Coupon clipping mom
Nap-town (Minneapolis, MN)

FOLLOW 253 Followers 2,532 Following

Lookbooks Lists Favorites

List name
23 products

320 + 94 52

List name
4 products

12 + 9 18

List name
23 products

153 + 24 40

List name
52 products

1,229 + 369 65

My favorites

Guest Name
Coupon clipping mom
Nap-town (Minneapolis, MN)

FOLLOW 253 Followers 2,532 Following

Lookbooks Lists Favorites

Product name
T-shirt

320 + 94 52

Product name
Plate

12 + 9 18

Product name
Hat

153 + 24 40

Products
Shorts

1,229 + 369 65

My favorites

Guest Name
Coupon clipping mom
Nap-town (Minneapolis, MN)

FOLLOW 253 Followers 2,532 Following

Lookbooks Lists Favorites

Product name
T-shirt

320 + 94 52

Product name looks from other guests
Guest

Lookbook name
Hat Name - \$10.00
Shirt Name - \$20.00
Shorts Name - \$15.00

320 + 94 52

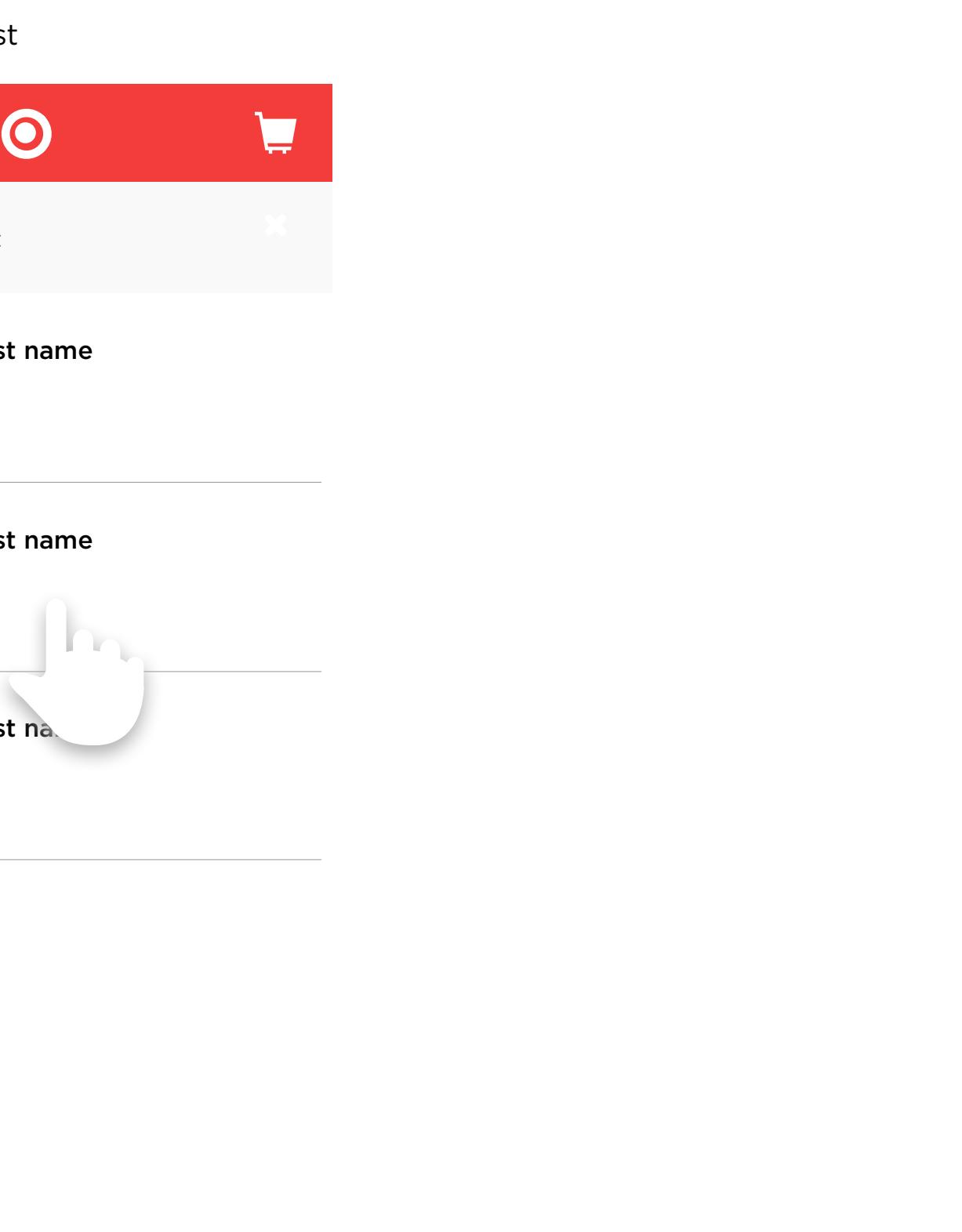
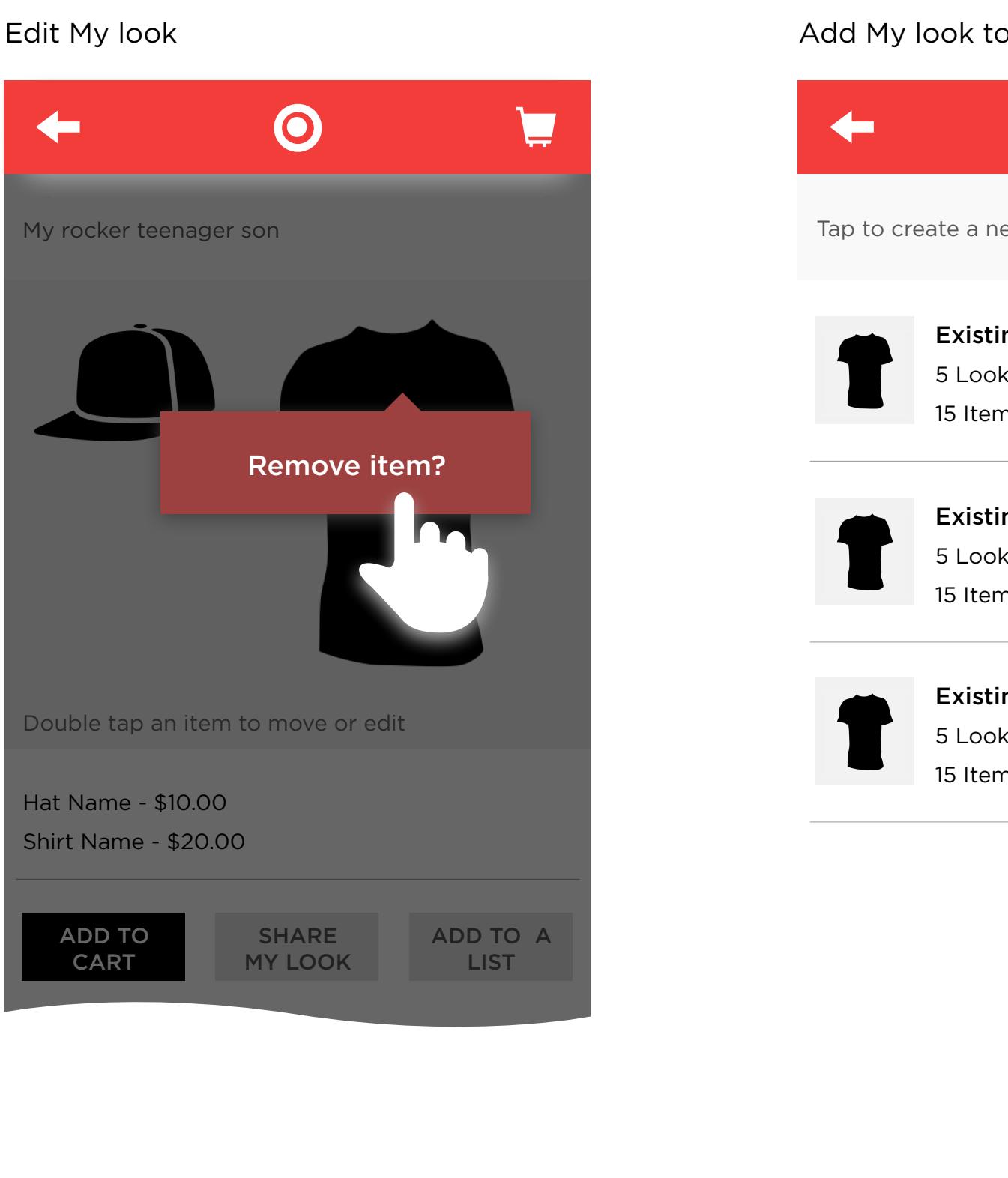
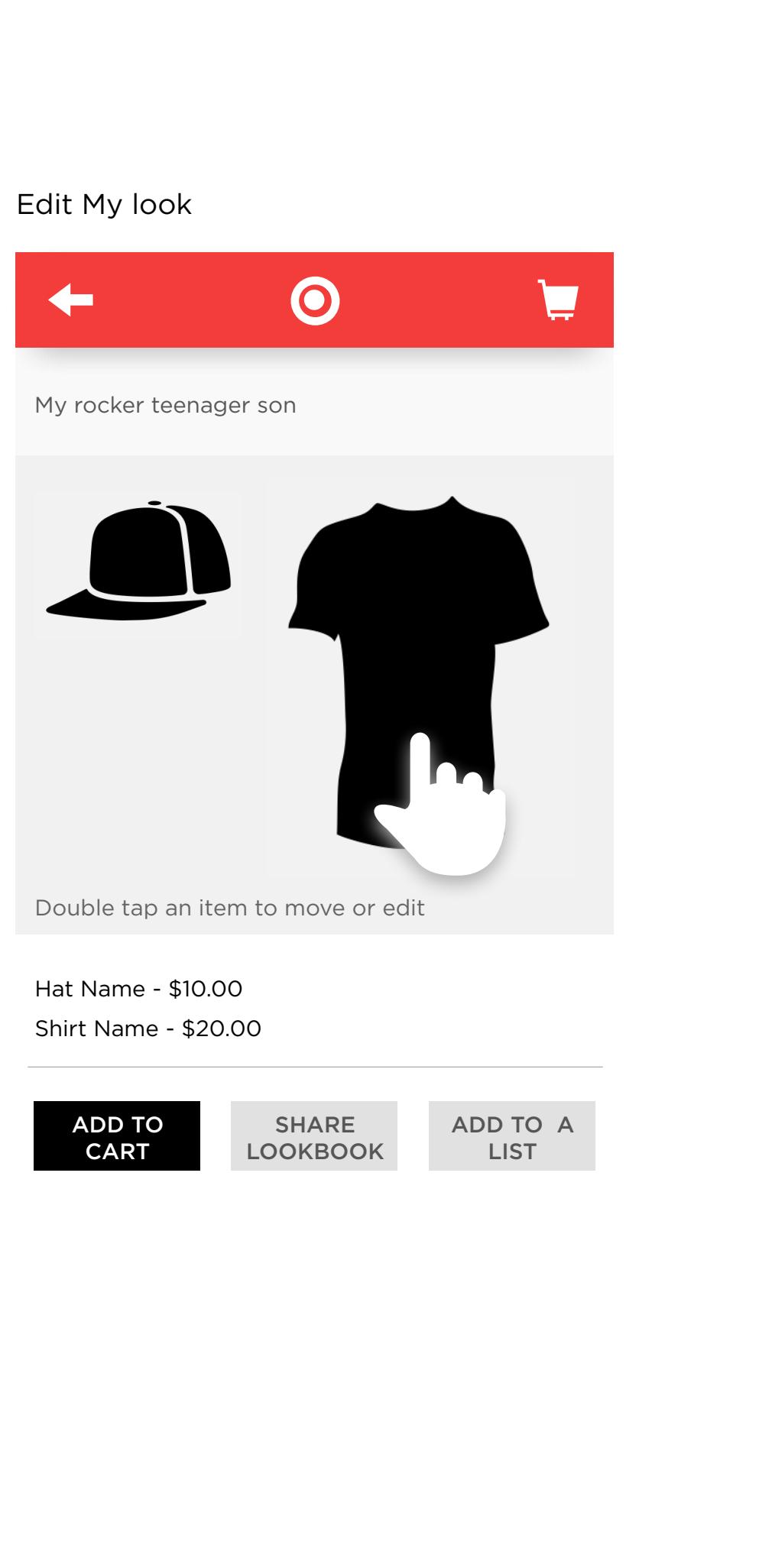
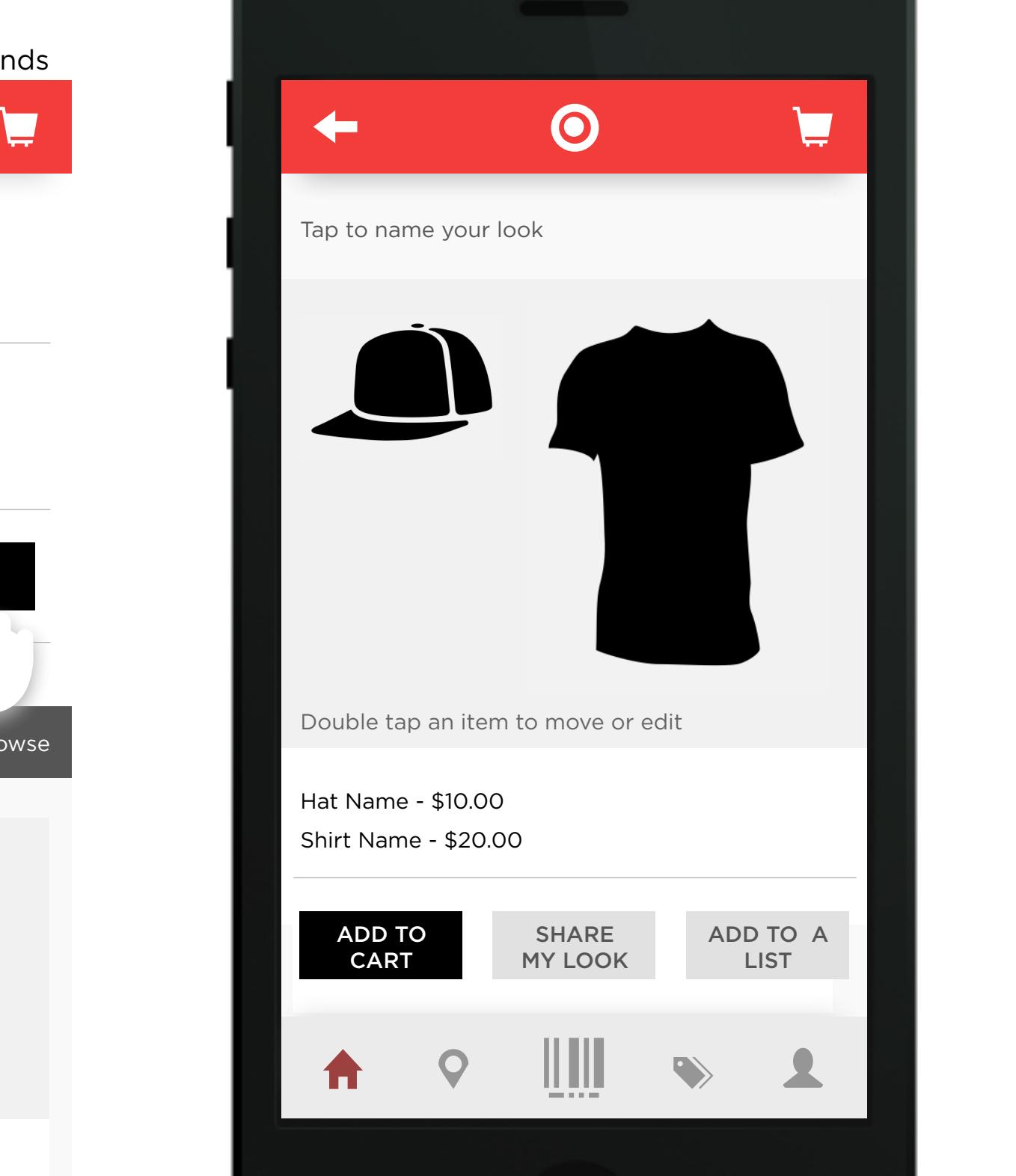
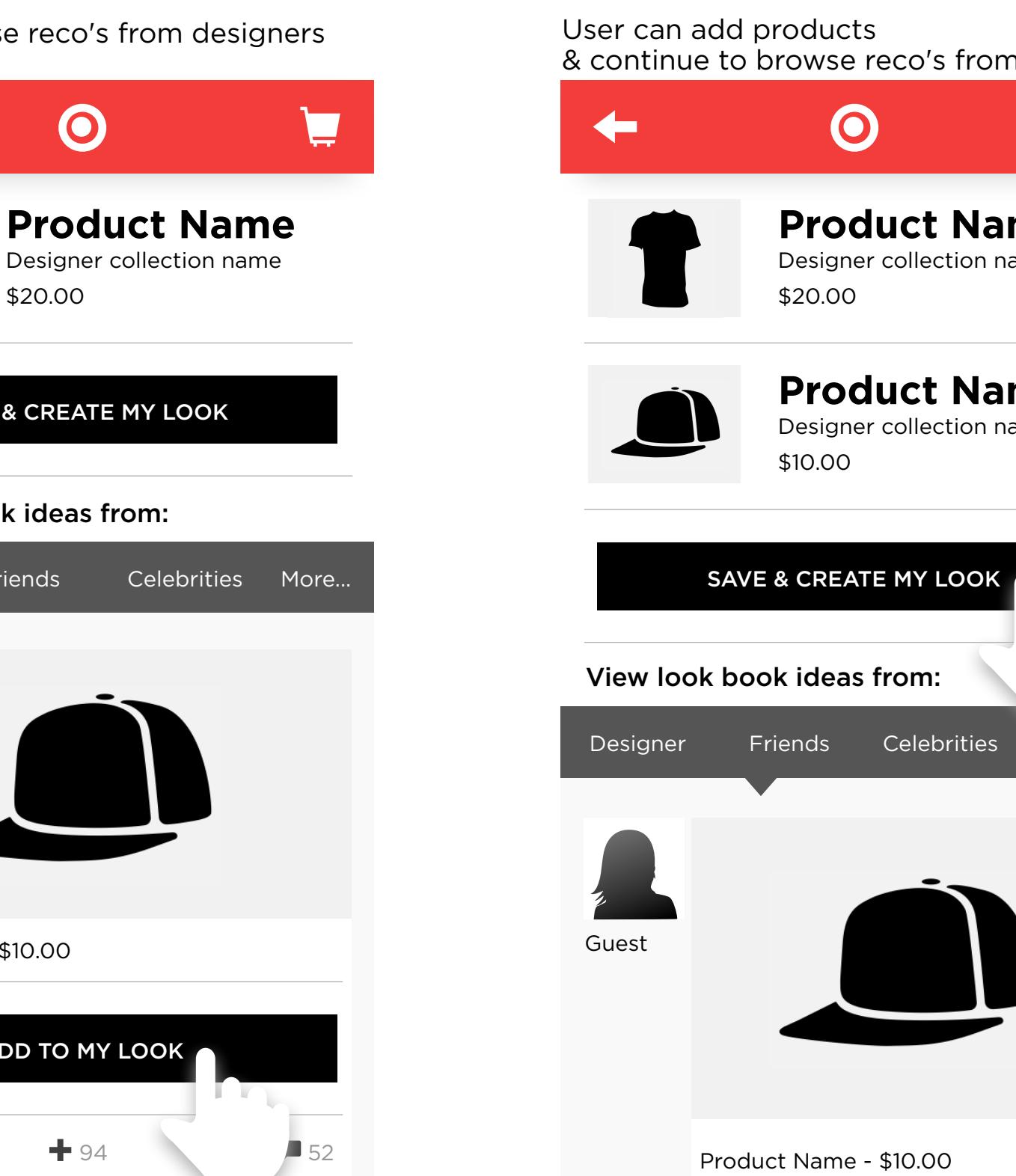
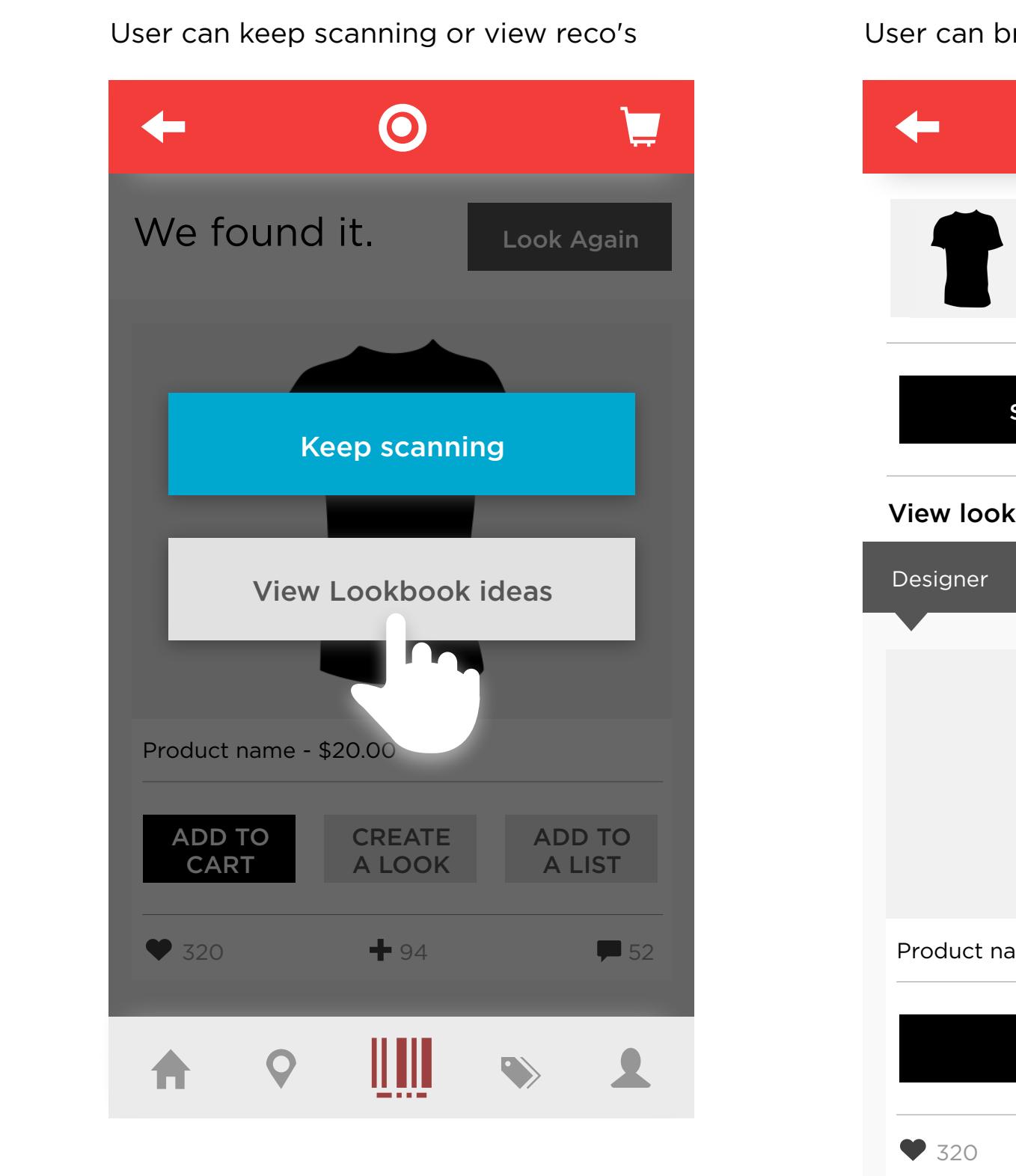
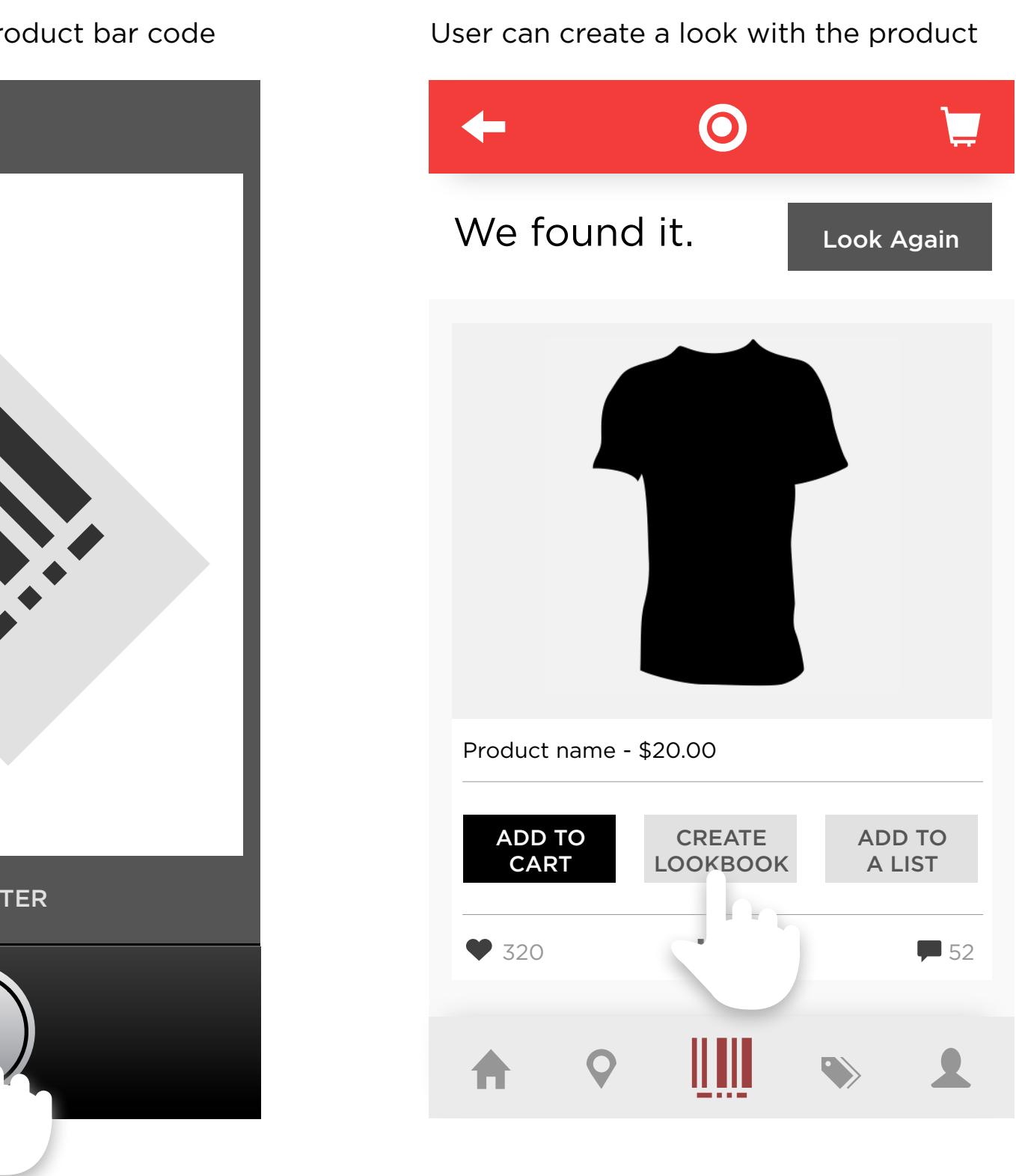
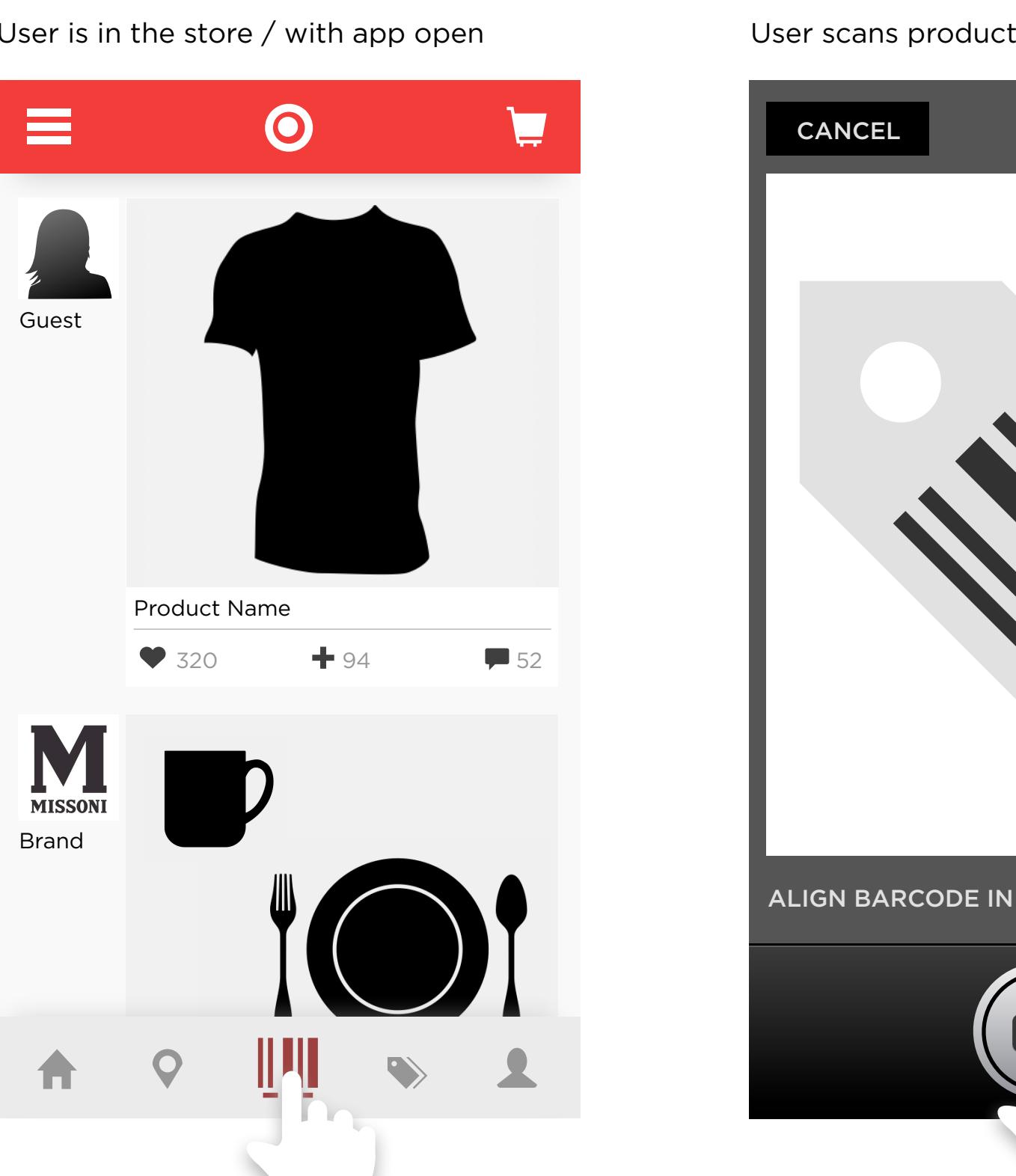
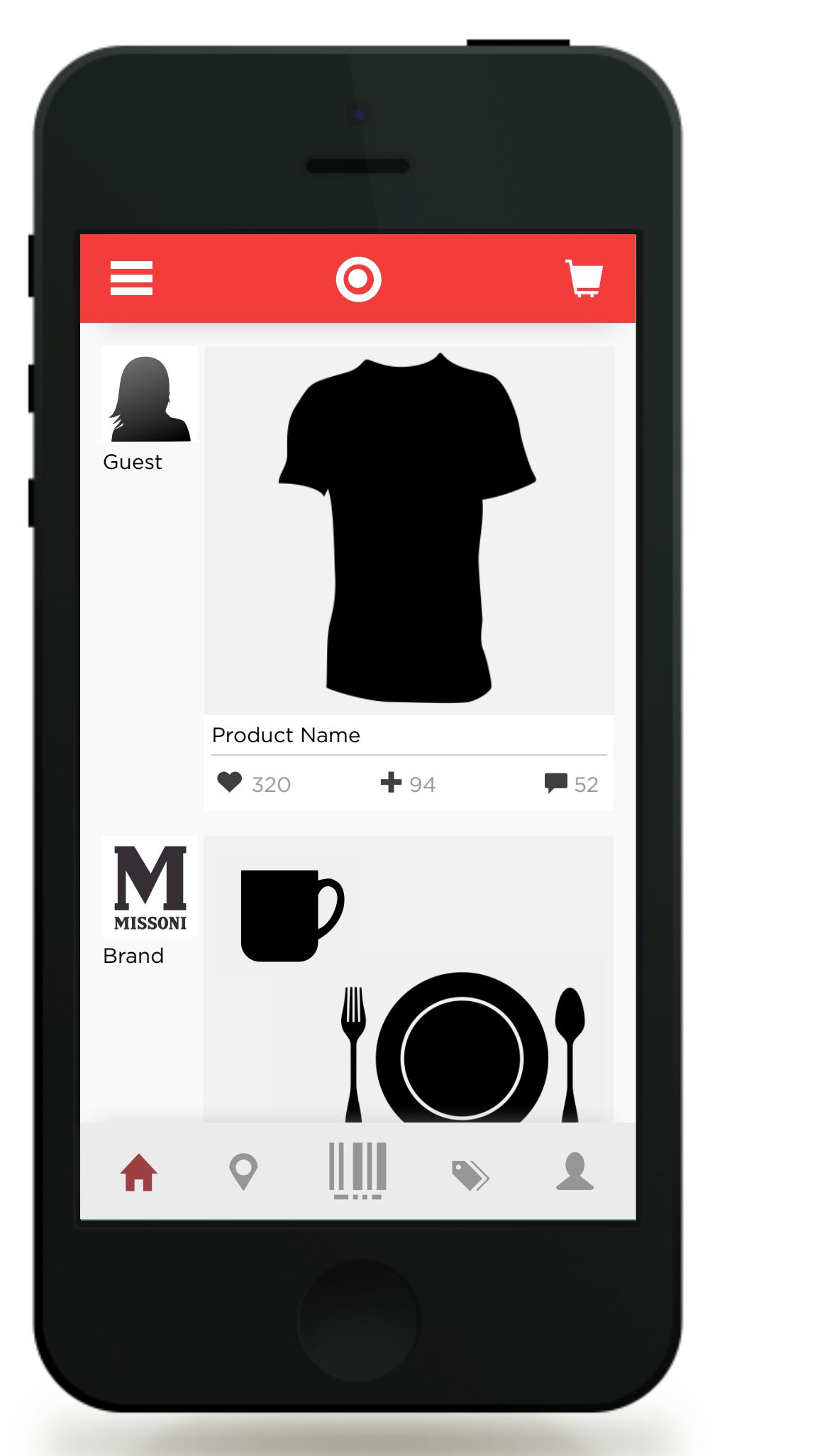
Lookbook name
Hat Name - \$10.00
Shirt Name - \$20.00
Shorts Name - \$15.00

320 + 94 52

Lookbook name
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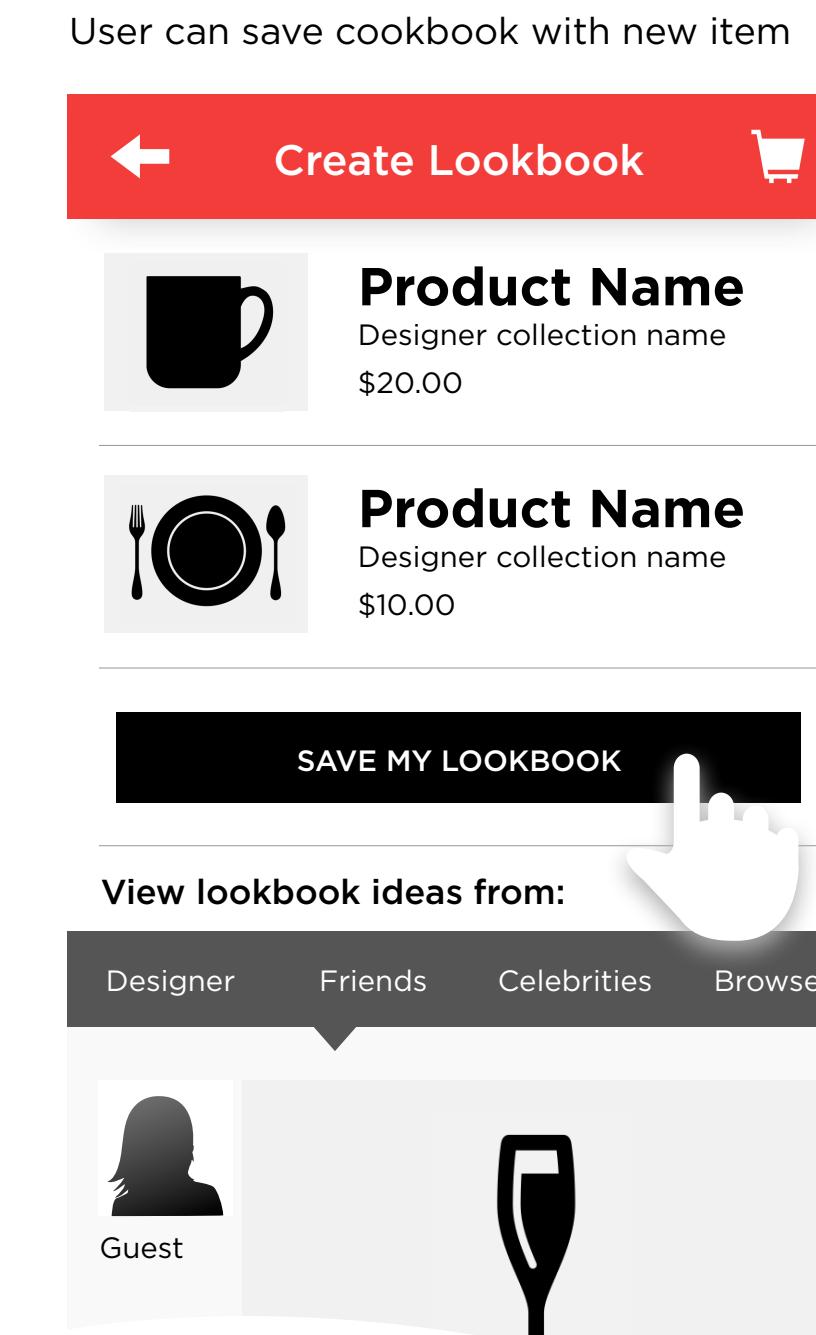
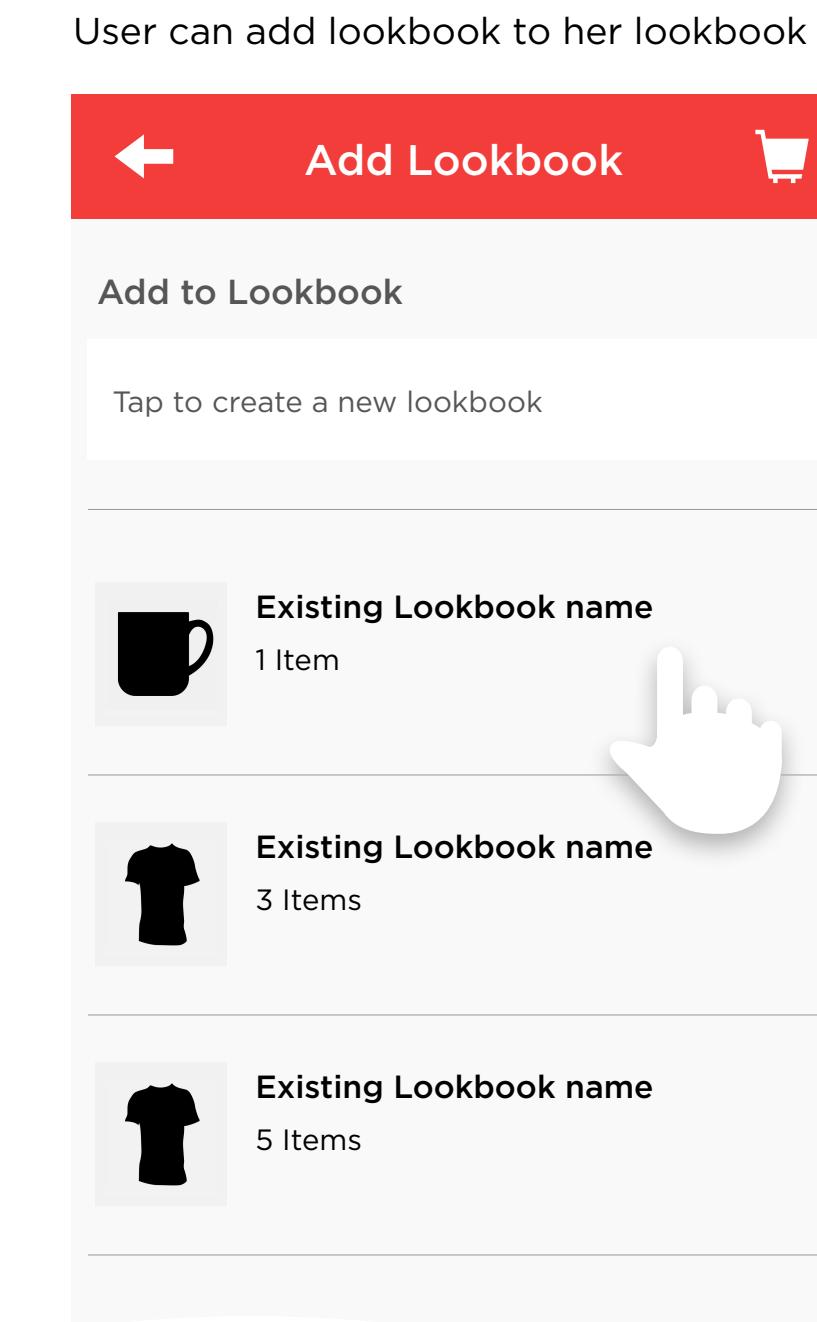
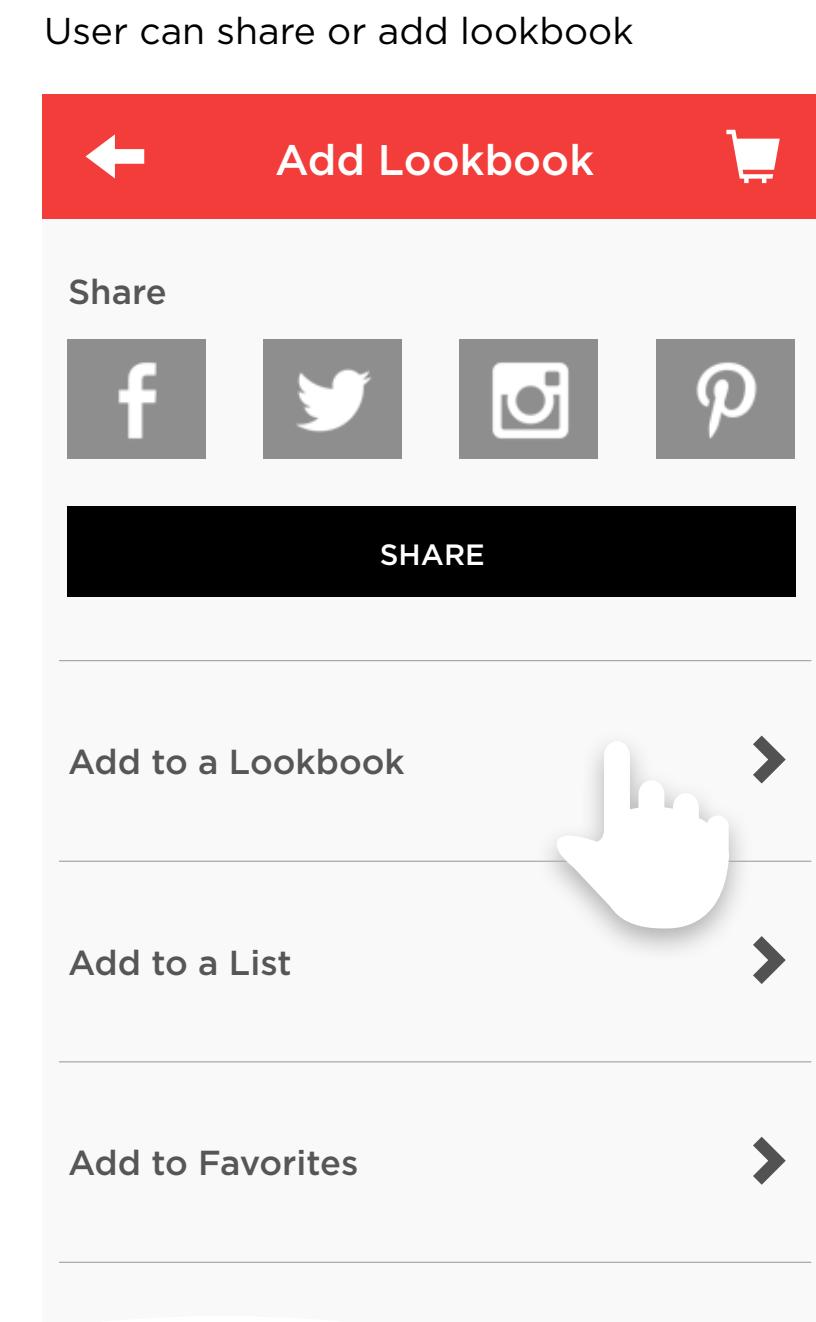
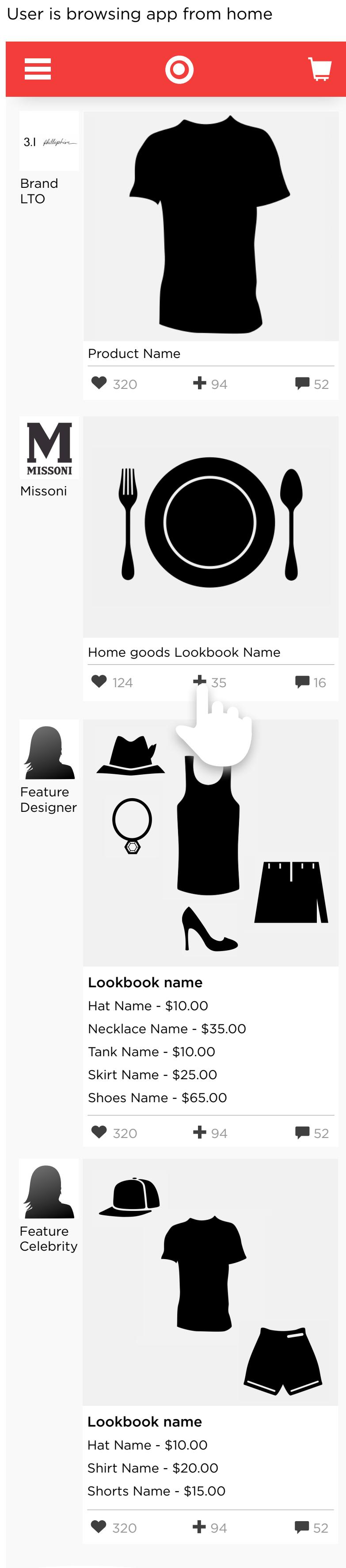
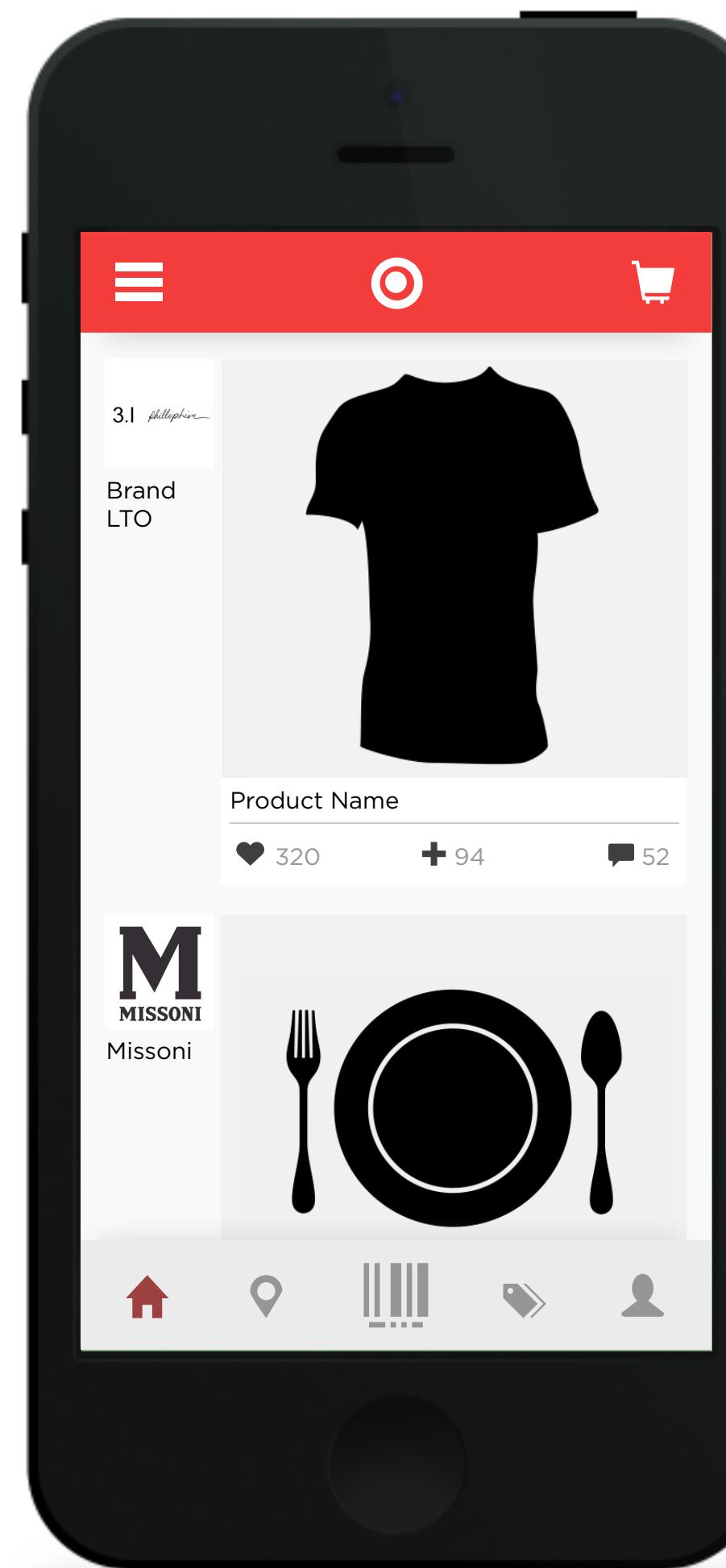
320 + 94 52

Create a Look
Scan product in-store



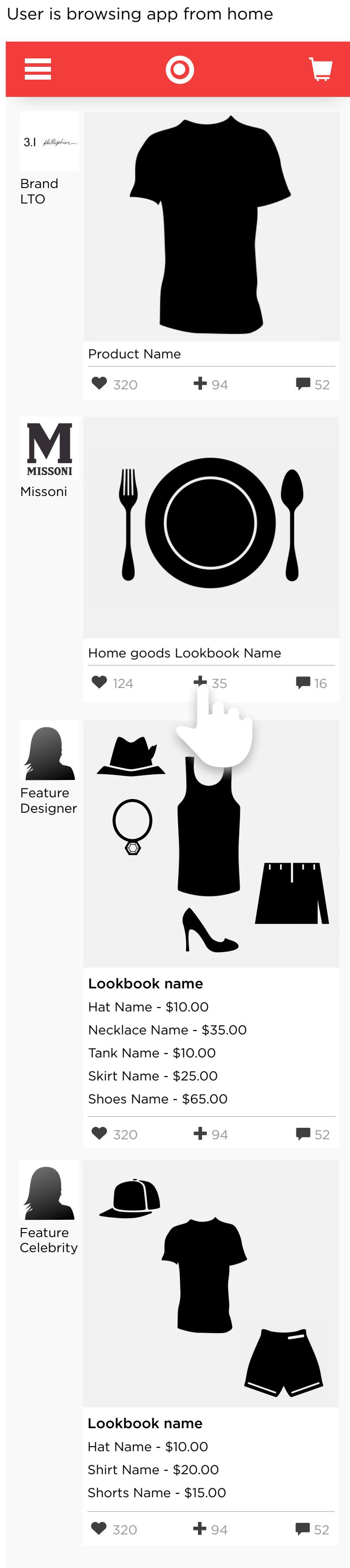
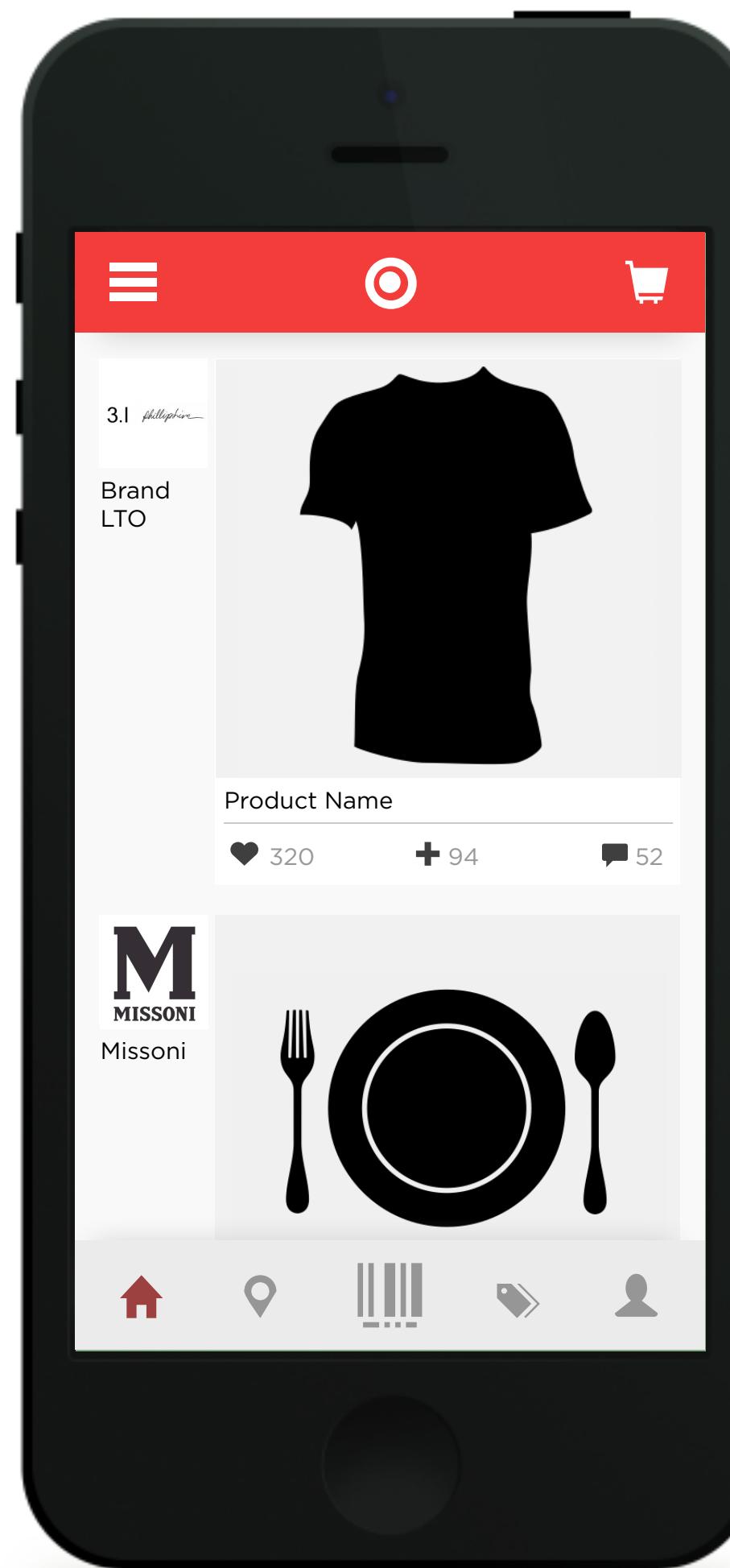
Create a Look via Item in Newsfeed

From the newsfeed, the guest can like, share or add a product / lookbook to a lookbook.



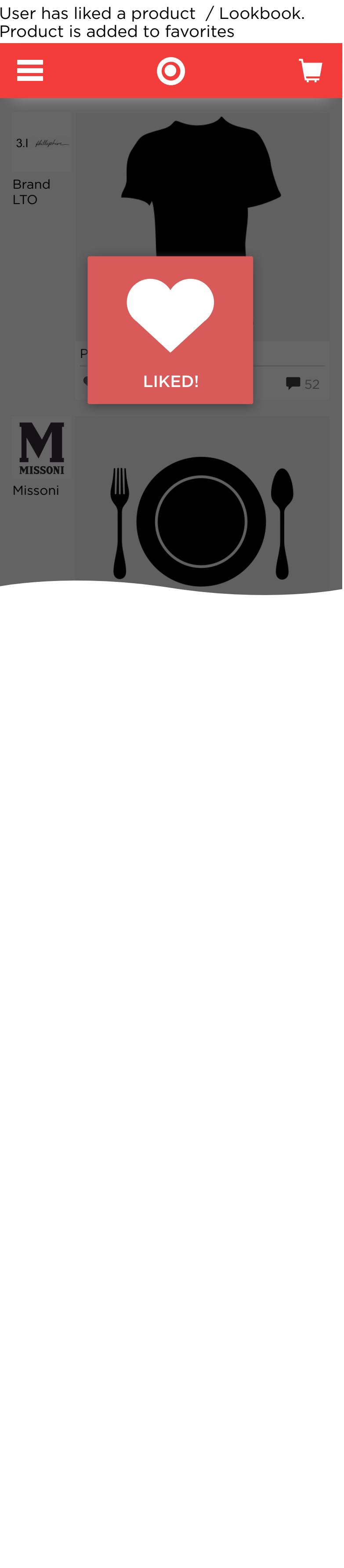
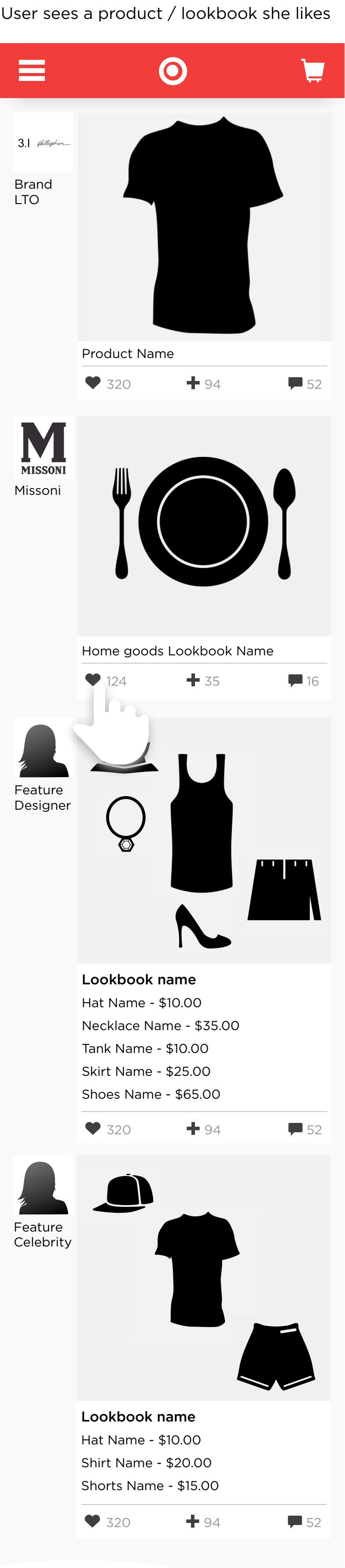
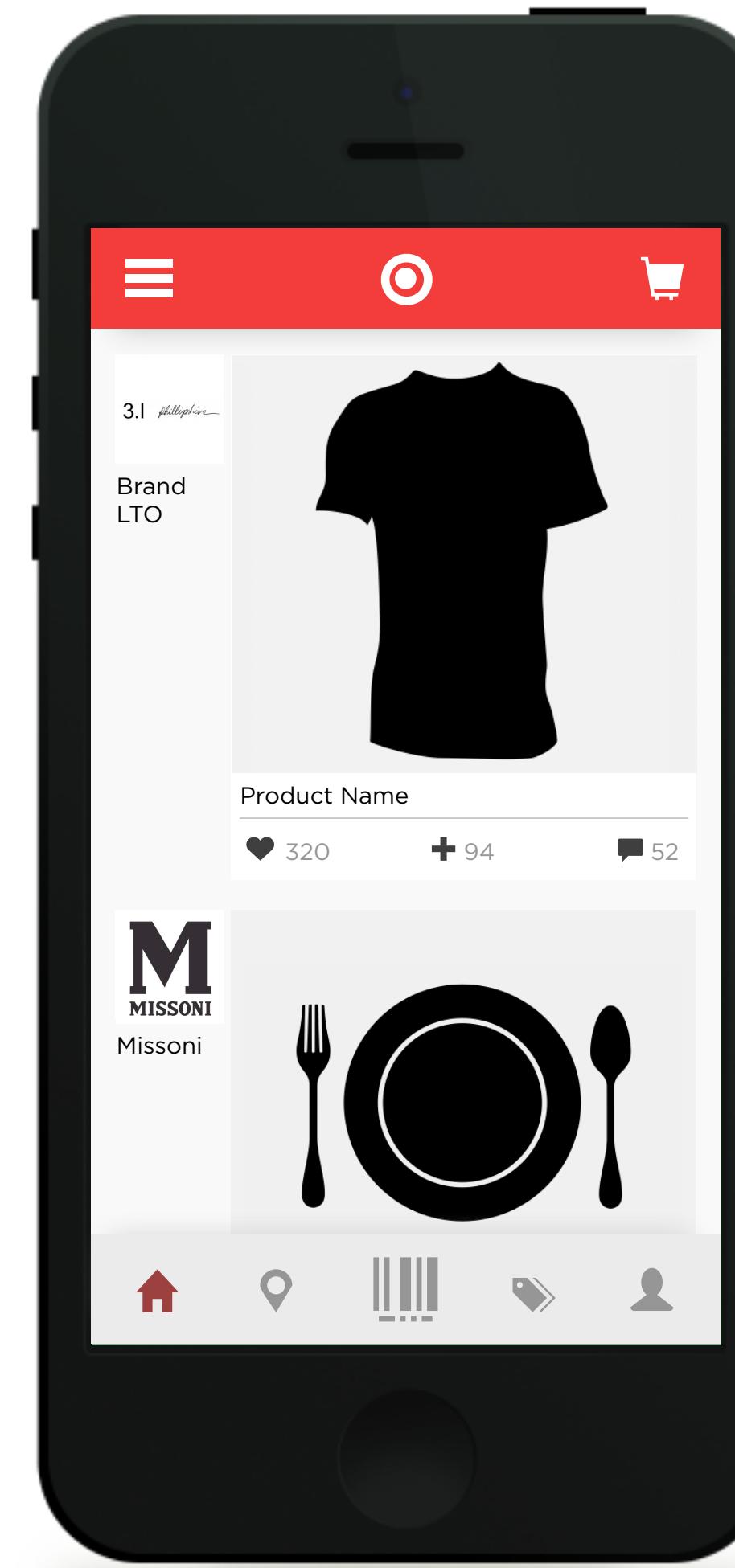
Share a Look via Item in Newsfeed

From the newsfeed, the guest can like, share or add a product / lookbook to a lookbook.



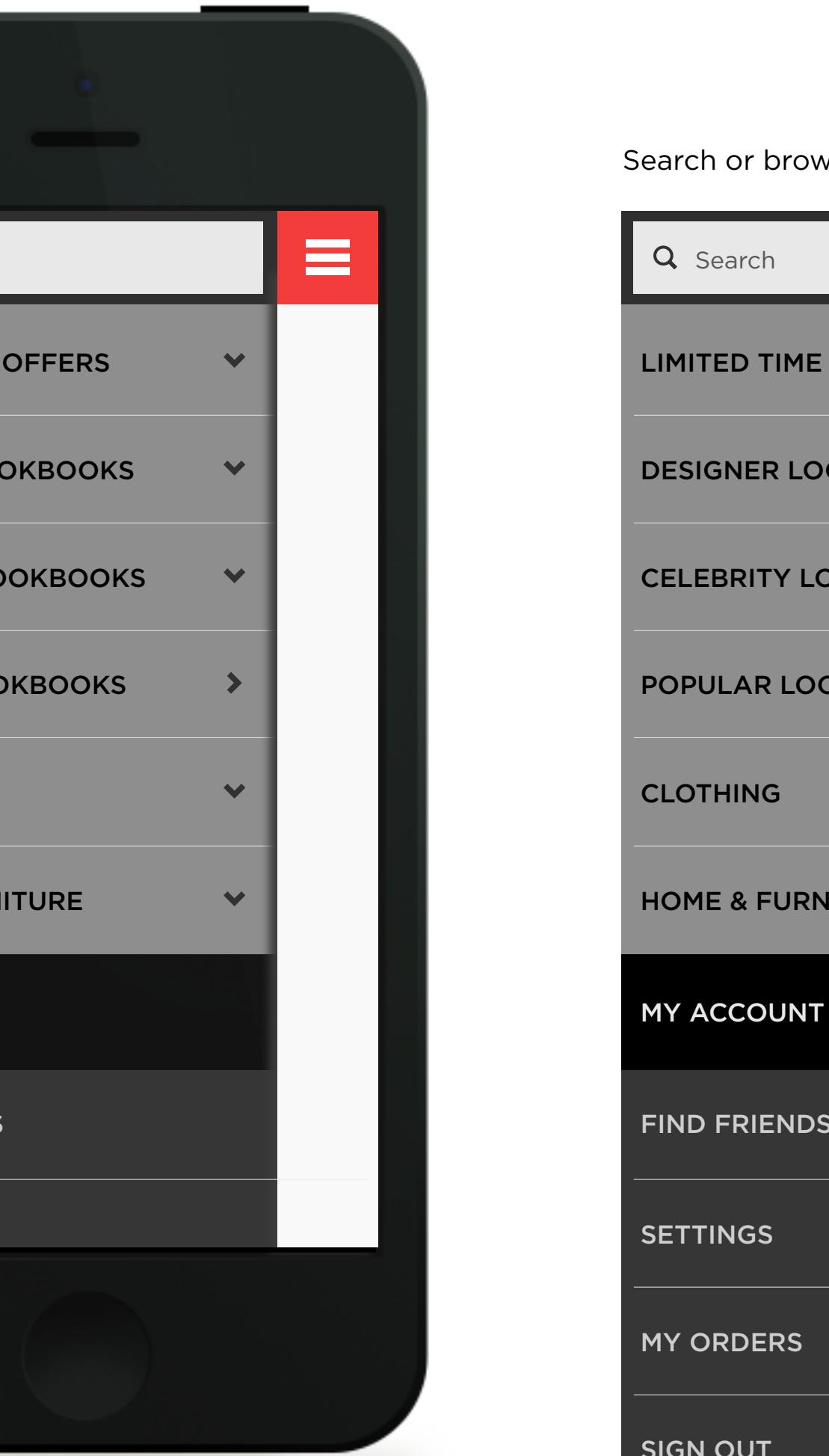
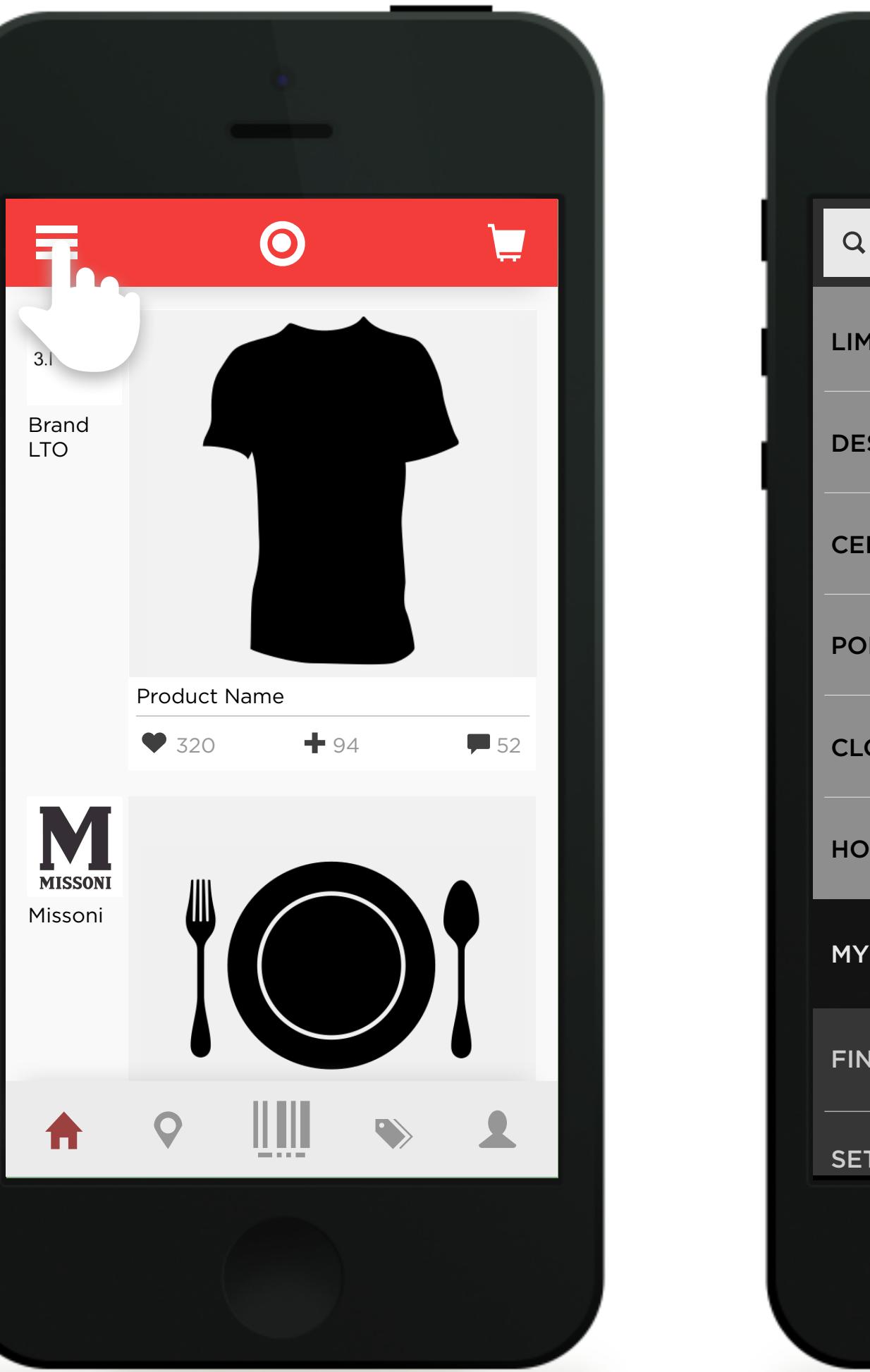
Like a Look via Item in Newsfeed

From the newsfeed, the guest can like, share or add a product / lookbook to a lookbook.

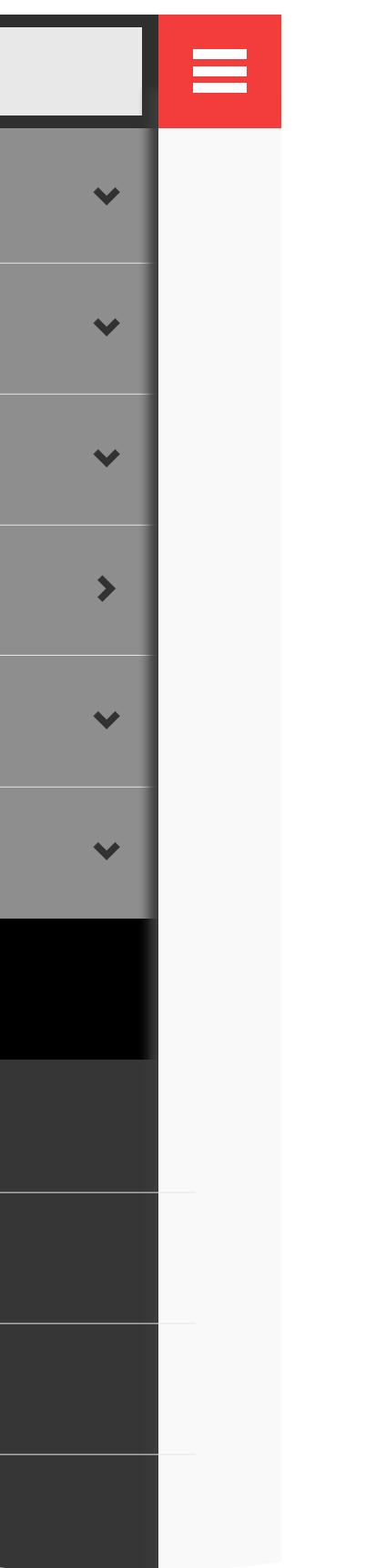


Menu

Overview of primary navigation & bottom tab menu items and buttons

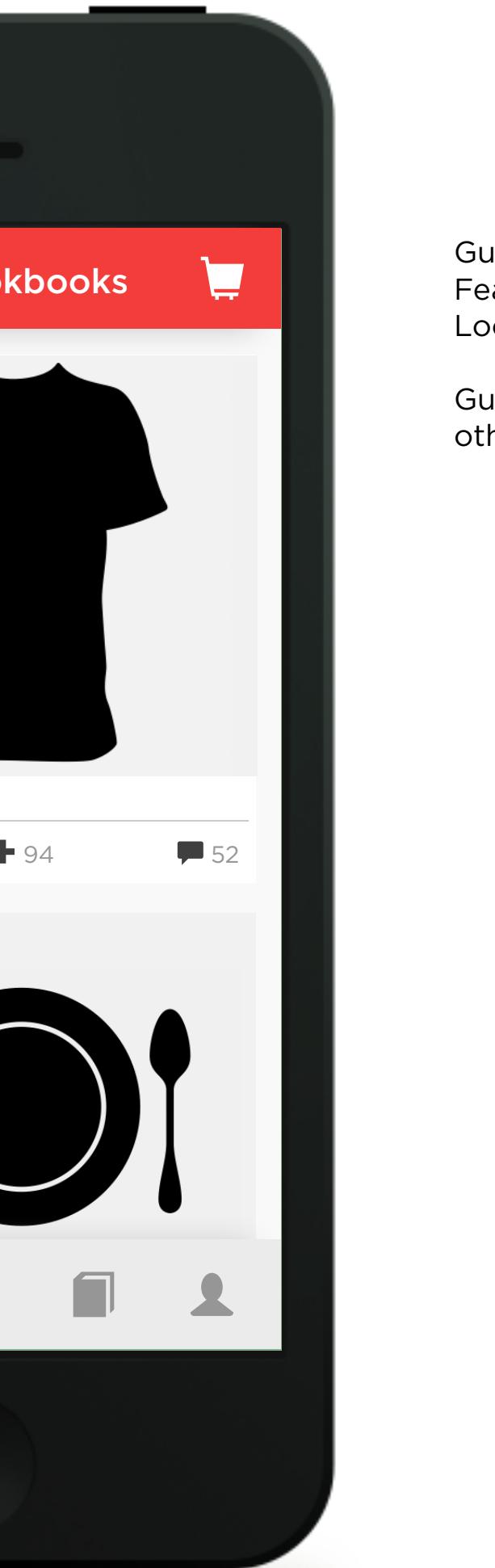
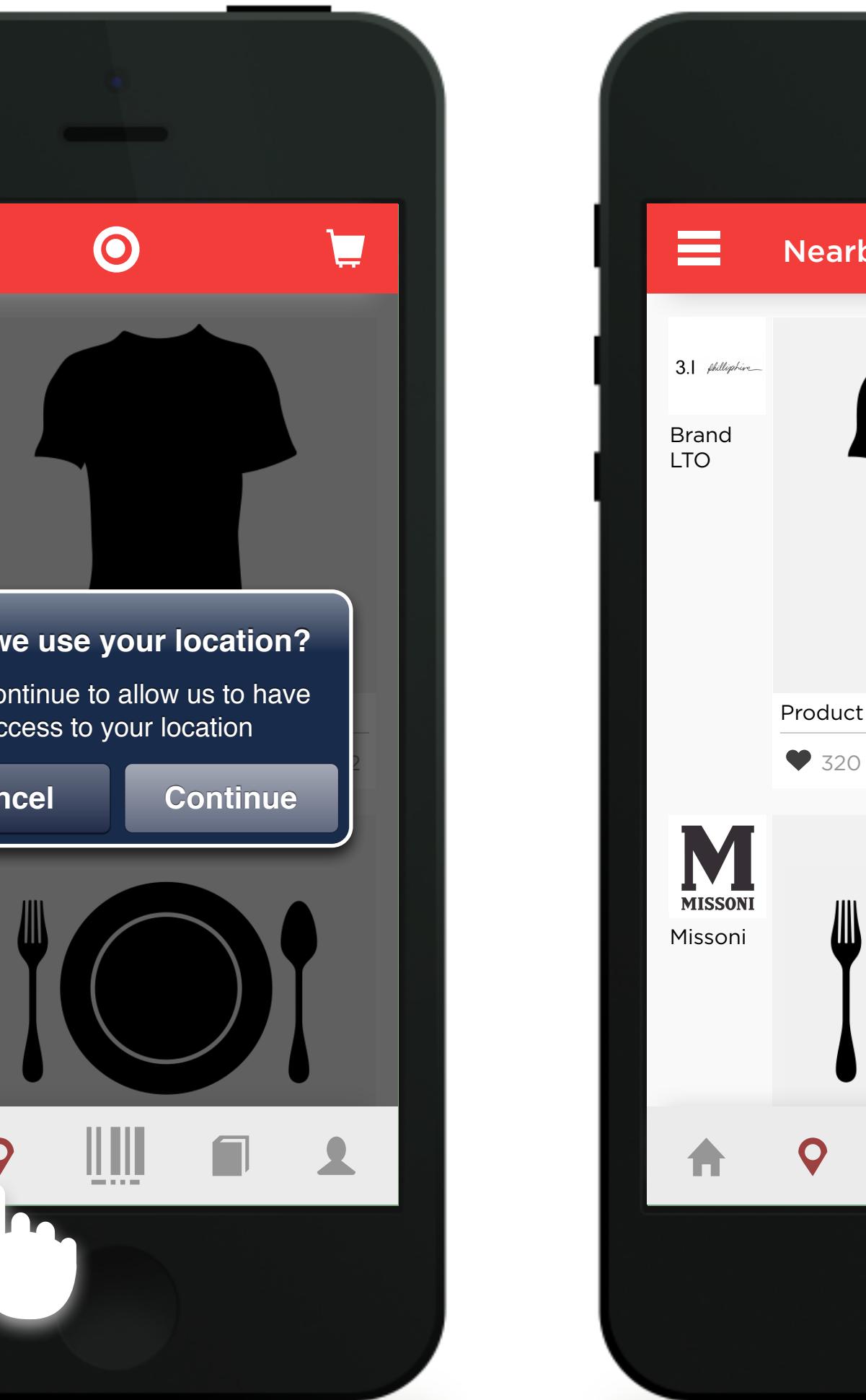
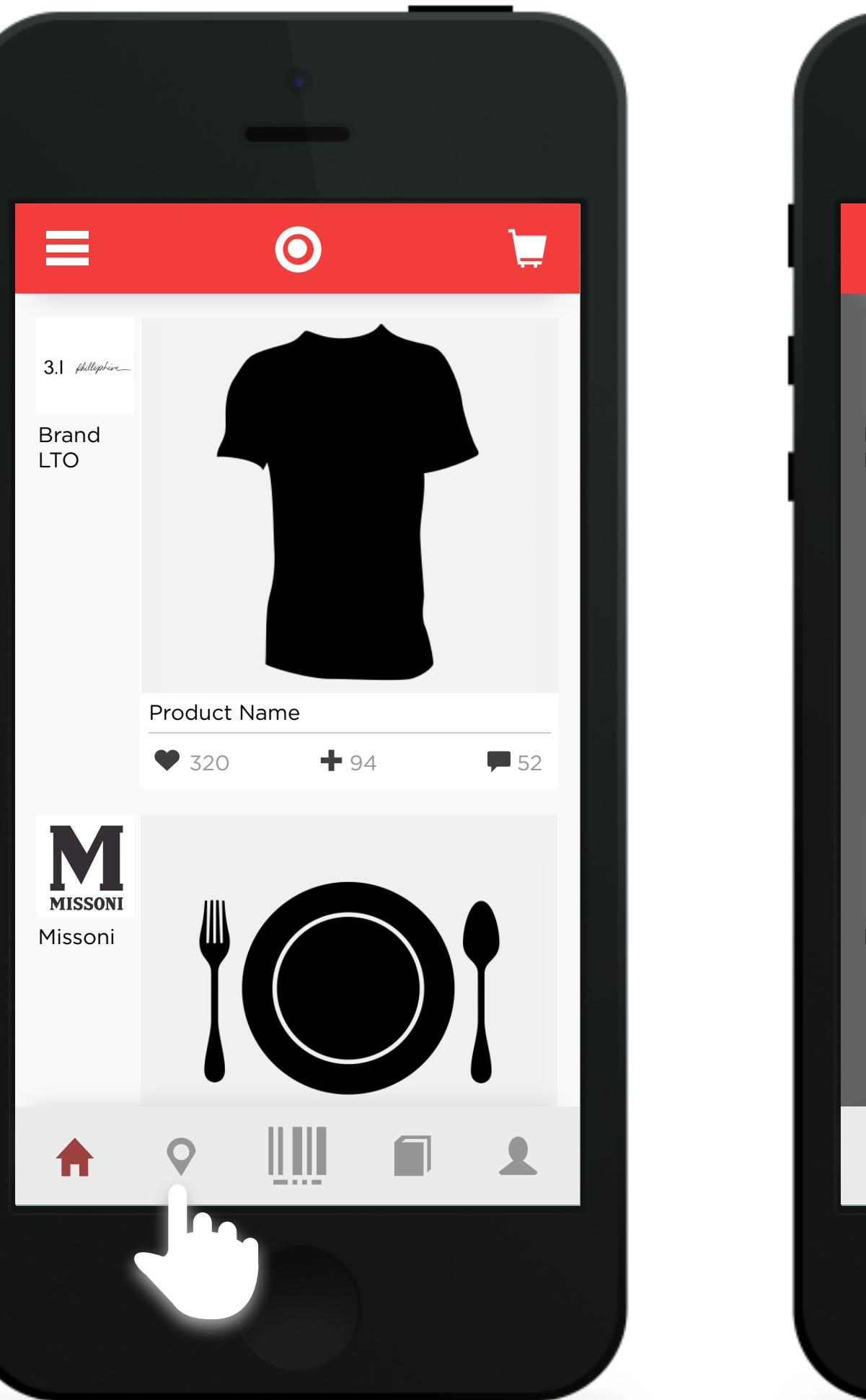


Search or browse lookbook categories



Menu

Overview of primary navigation & bottom tab menu items and buttons

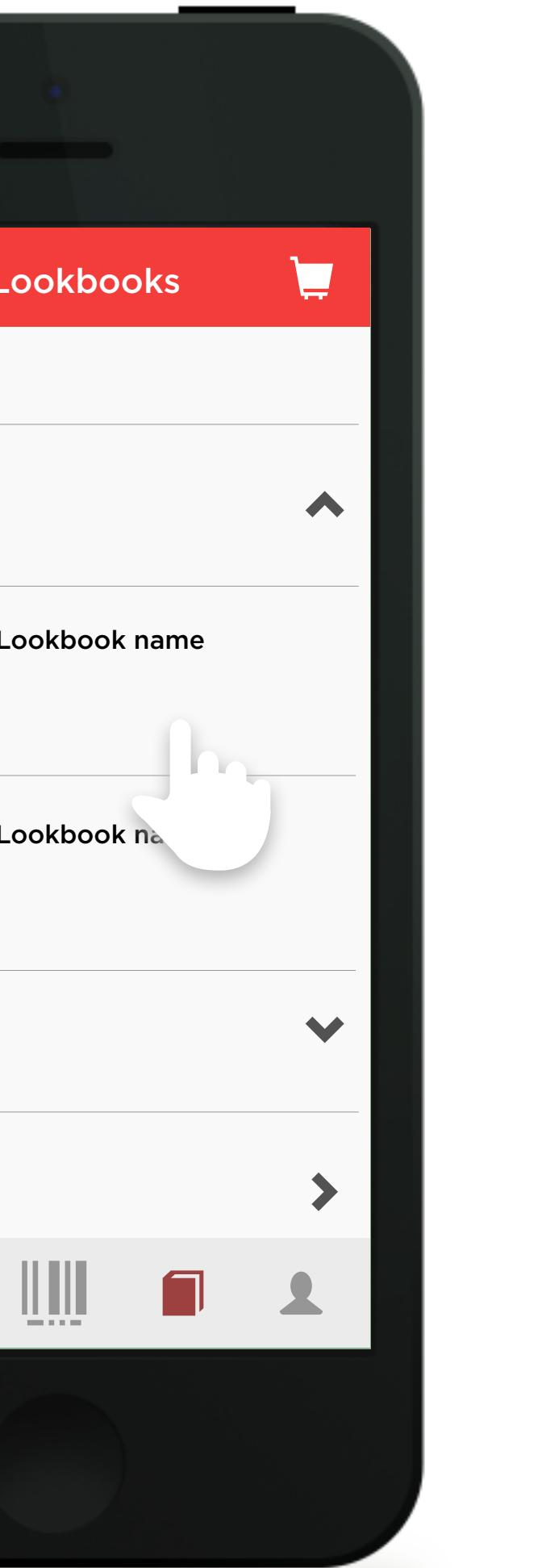
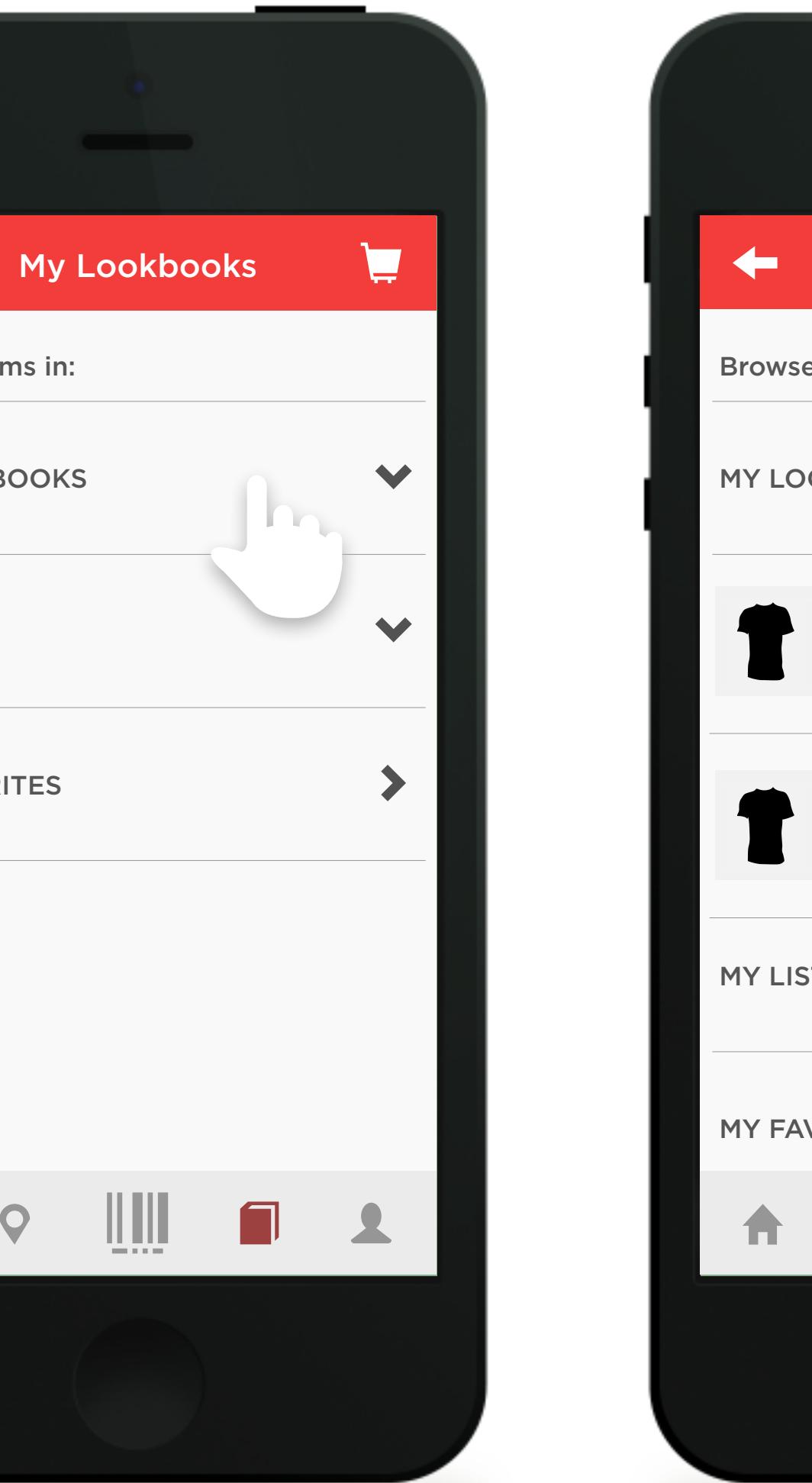
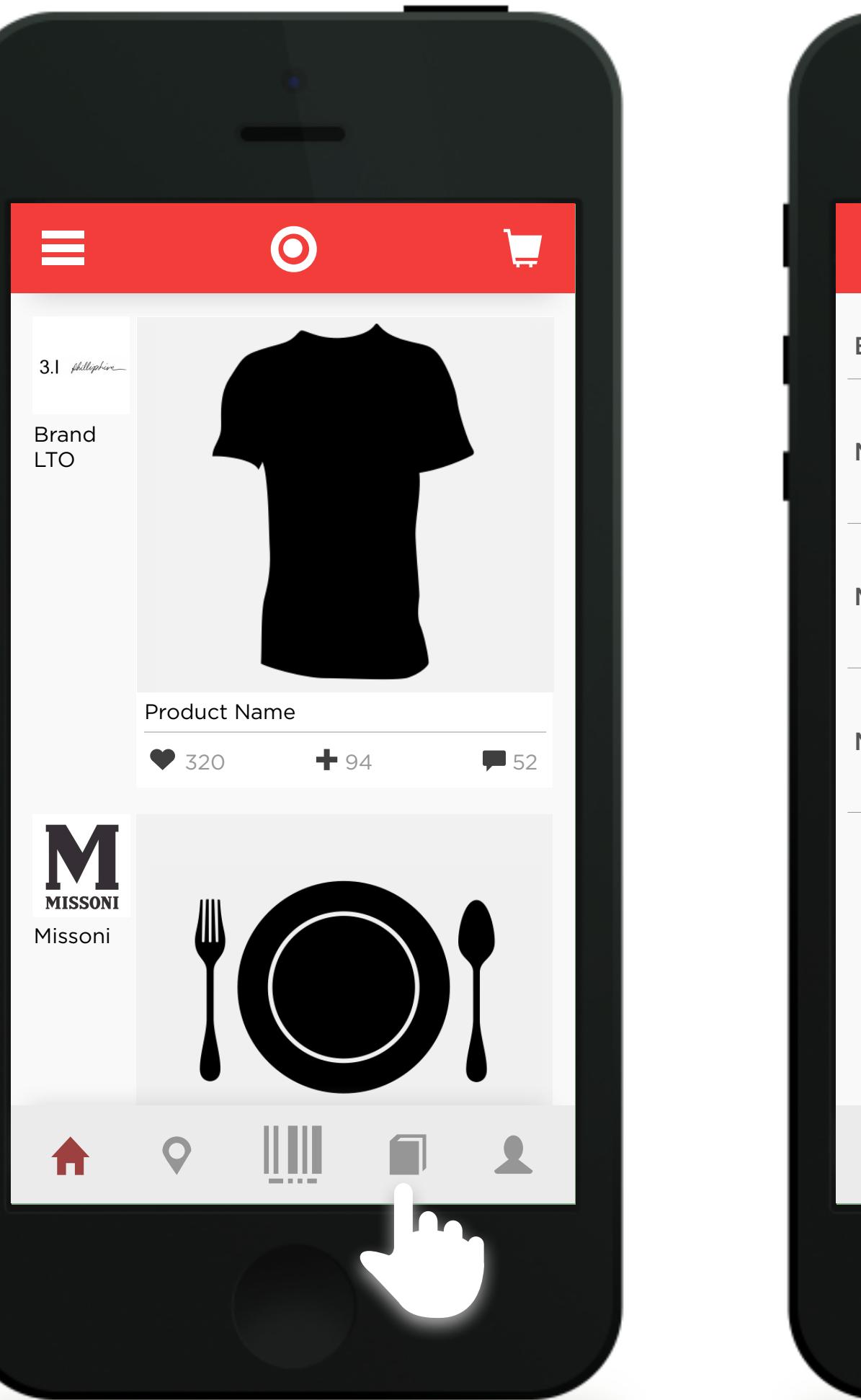


Guest will have access to Limited Time Offers, Featured Designers and Brand Manager Lookbooks from nearby Target Locations.

Guest will also see a stream of Lookbooks from other guests that are nearby.

Menu

Overview of primary navigation & bottom tab menu items and buttons



Guest will have access to her existing lookbooks, product / lookbooks lists and her favorites.

The guest can expand each item to see the contents.