

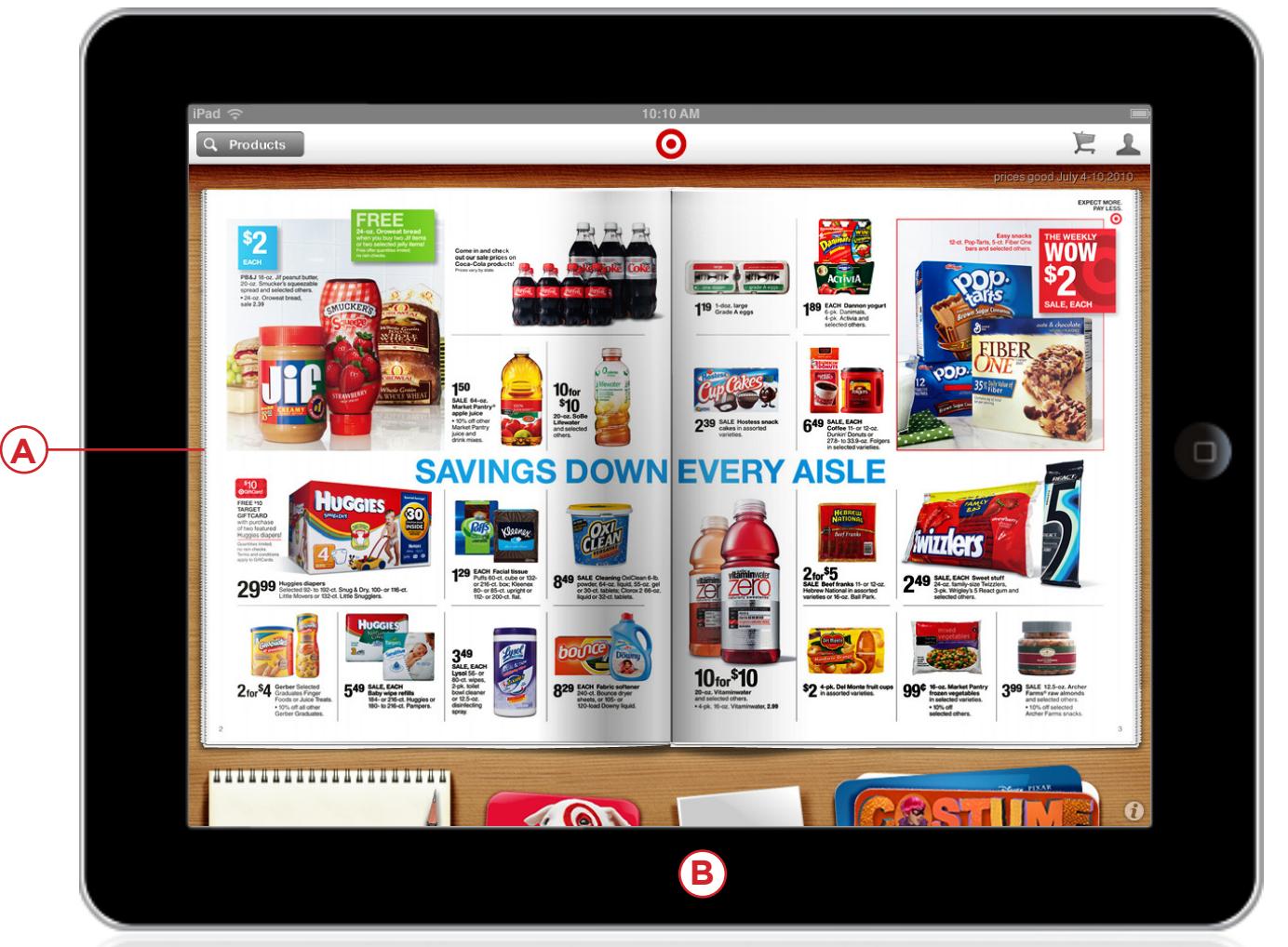
# Target iPad Design



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- (A) Tap the Weekly Ad to view a larger version (see next page).
- (B) Browse and Search under Products.
- (C) The user can shake their iPad or tap his head to make Bullseye bobble.
- (D) Access local lists and Registries.
- (E) See your cards stack up. Thumb through them to access the one you want. We are exploring methods of accessing information quickly from this screen, like a card's balance.
- (F) Access to the Store Finder.
- (G) Tap a campaign to view a fully interactive full screen version.
- (H) Shopping Cart and My Target.



**A** Cut page edges like that of a real Weekly Ad along with real time shadows will heighten the tactile experience.

**B** Tap any object along the bottom takes you back to the Home view.

Tap and hold any product to tear it out of the Weekly Ad so they can drag it to the list of their choice. Don't worry, the Weekly Ad will return to its original state after a couple seconds after tearing the item out.

UPDATED



**A** Up to three campaigns are visible at once. Other active campaigns are stacked under the top campaign. Tap and drag up or down on a campaign to move it and reveal others beneath it. The order of the campaigns does not change as you drag them.

**B** As you drag more campaigns downward, they begin to stack up on the bottom position.

## A New List



This is what the user will see before they have added any items, or if they delete all items they had previously added.

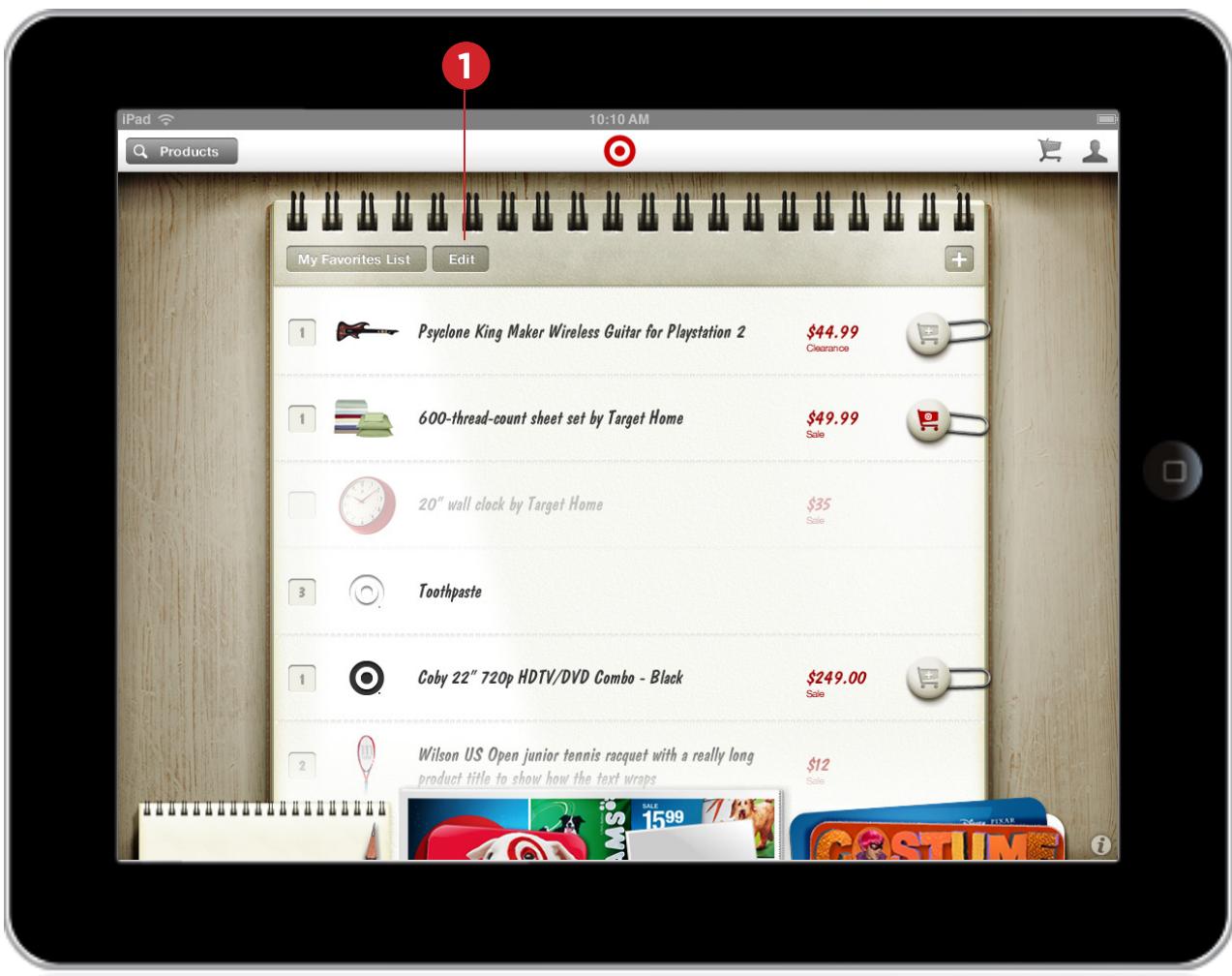
- (A)** Tap "products" to browse for items to add to the list.
- (B)** Tap "+" to add a generic item to the list.

## Populated List



- (C)** A typical product that has been added to a list.
- (D)** This item has been checked off the list. Tap the checkbox again to reactivate it.
- (E)** A generic item.
- (F)** This product doesn't have a thumbnail.
- (G)** Tap "+" to add a generic item to the list.
- (H)** Shopping cart pin only appears on items that can be purchased from within the app

## Populated List



## Editing List



- 1** Tap "edit" to delete, rearrange items, change the quantity of items or rename the list.

**1 A List in Edit Mode**

- (A)** Tap "Done" or outside the note pad to finish editing.
- (B)** This button removes the item from the list.
- (C)** Tap the quantity/check box to edit the quantity of an item
- (D)** Tap "rename" to change the name of a generic item
- (E)** Tap and hold a handle to order your list.

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## Rearranging list items in Edit Mode

- A** Tap and hold the handle to rearrange items in the list.

# Customize Your Background

# Target iPad Design

Select a custom background from a number of high quality textures.

