



TARGET/COLABS

Mobile Education/Shopping Experience

Cole & Weber

EDUCATION SHOPPING LIST

Helping students, teachers, and schools be more successful, and improving the community

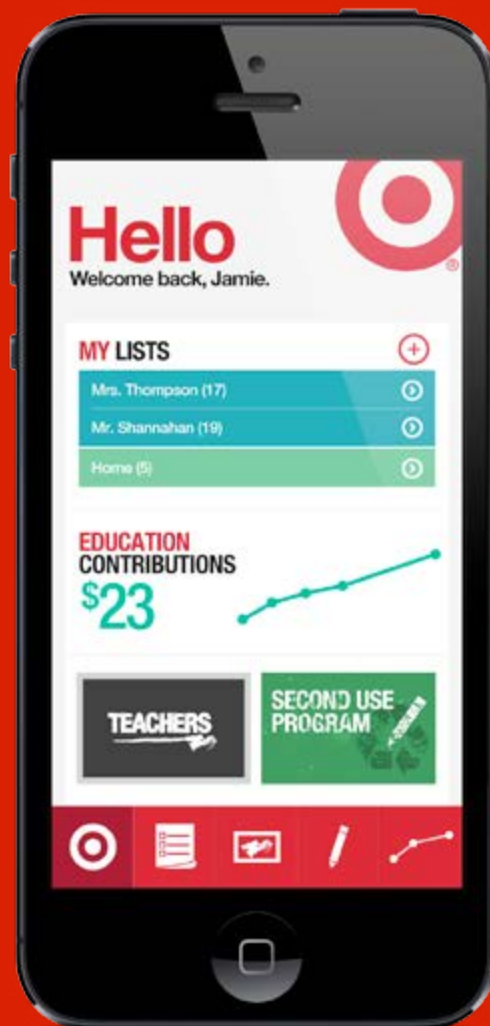
Nowadays, the success of schools relies more and more on parents. Schools need volunteers, donations and supplies. Target has been committed to play a part and take charge in education by donating 1% of REDcard member's purchases to a K-12 school of their choice.

Today, Target introduces a new app to further help by facilitating the communication between school/teachers and parents and between parents themselves.

After registering into the app, parents can select the schools their children belong to. Then, they have access to different lists of supplies needed for classes and events created by the schools and teachers of their kids. Once in the store, they can easily access and combine these lists, making their experience in the store much easier.

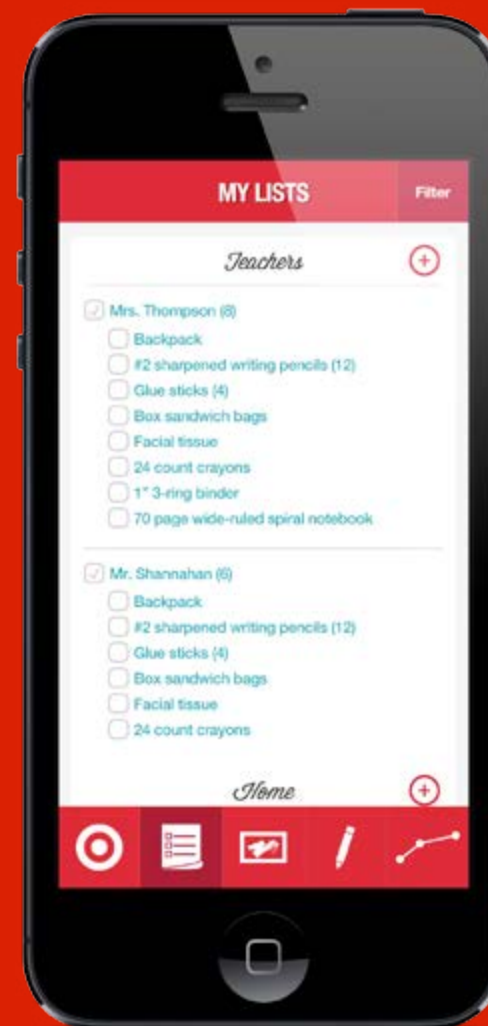
The app also gives users a status of the REDcard program, the overall goal and data supporting their contribution to it.

Additionally parents can participate in the Second Use program where they can donate, receive, sell or buy used items/toys not needed by their growing children anymore.



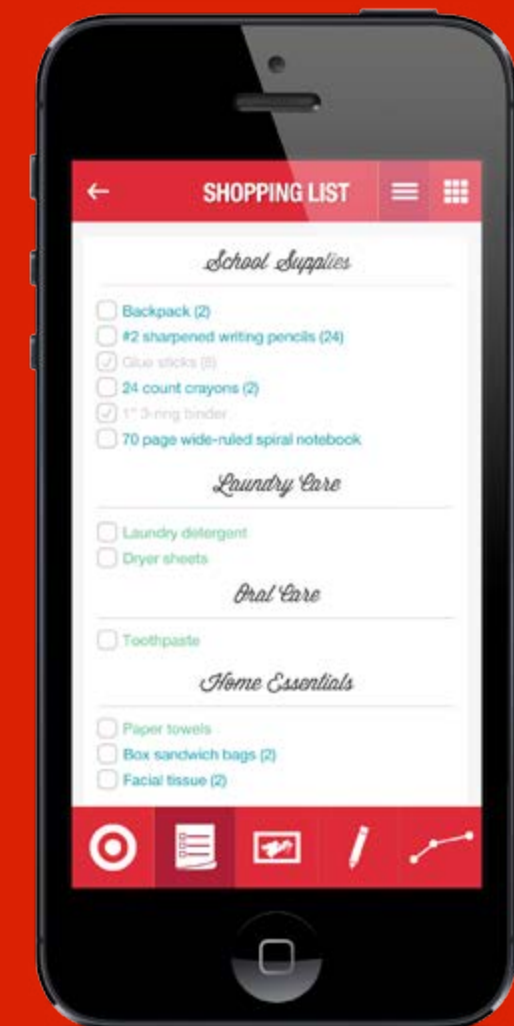
Home

The home screen offers users an overview of their lists, education contributions, as well as an at-a-glance navigation.



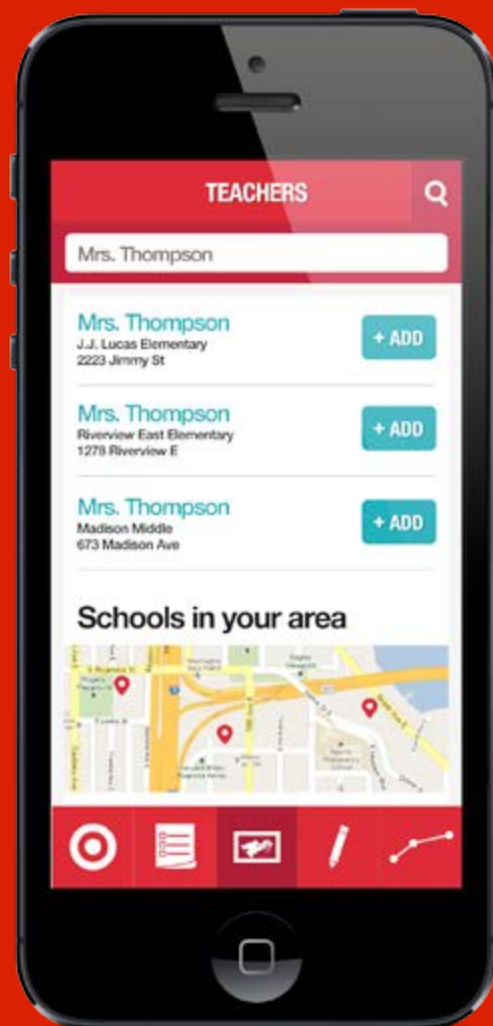
Lists

Users can view school supply lists created by their kids' teachers, as well as user generated shopping lists.



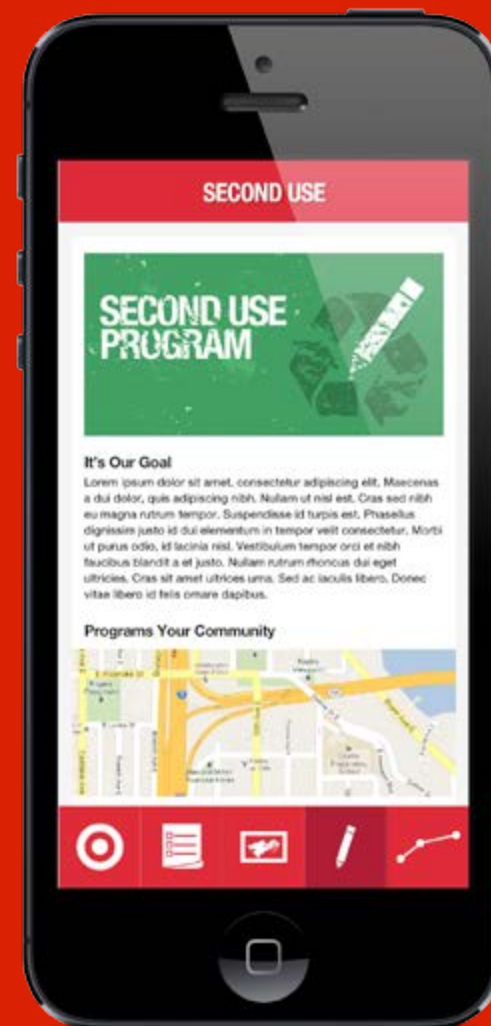
Shopping List

For users shopping for more than one list, we'll have the option to combine multiple lists to facilitate the shopping experience.



Teachers

Parents can search for teachers to locate school supply lists they'll need to purchase for their kids.



Second Use

Why not give your items a second life? The Second Use Program would be a community based collective of individuals donating their school supplies, clothing, etc... to be used by those less fortunate.



Education Contributions

We want to extend the vision of Target to parents/teachers/customers. We'll show users how their dollars at Target are also benefiting education.

THANK YOU.

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