



TARGET/COLABS

Mobile Education/Shopping Experience

Team Vong/Audouin

HELLO,

We are a team of collaborators with backgrounds in user experience design and development. Our goal was to create an app that addresses Target's interest areas while helping busy moms.

As Target knows, nowadays, the success of schools relies more and more on parents to provide donations and supplies. And Target has committed to play their part in education by donating 1% of REDcard member's purchases to a K-12 school of their choice.

Our idea is for Target to introduce a new app to further help by facilitating the communication between schools/teachers and parents and between parents themselves.

After registering in the app, parents can select the schools their children attend. They will then have access to different lists of supplies needed for classes and events created by their kid's schools and teachers. Once in a store, they can easily access and combine these lists, making their shopping experience in the store much easier.

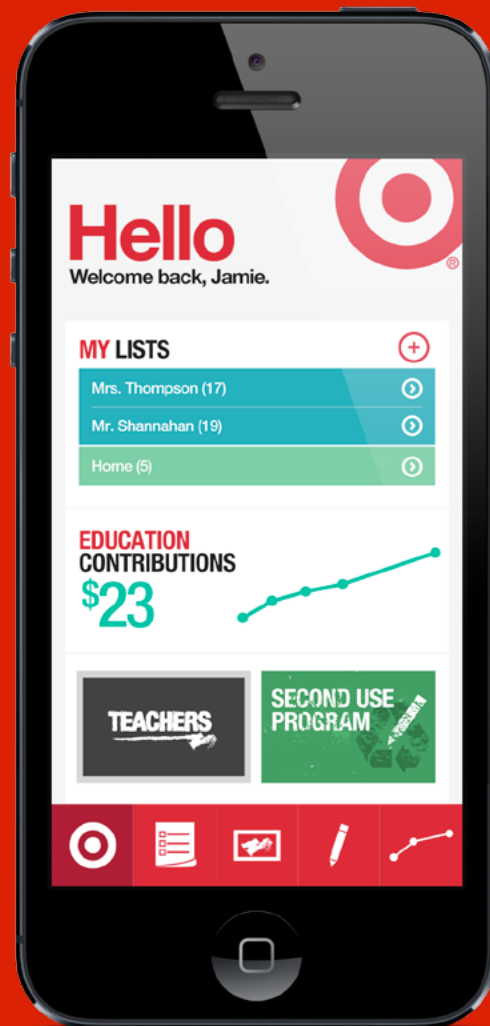
The app will also give users a status of the REDcard program, the overall goal and data depicting their contribution to it.

And finally, parents will have access to a geo-targeted "Second Use" program where they can donate, swap, buy and sell used items/sports equipment with other parents in their area that are no longer needed by their growing children.

This app addresses 4 areas of interest to Target:

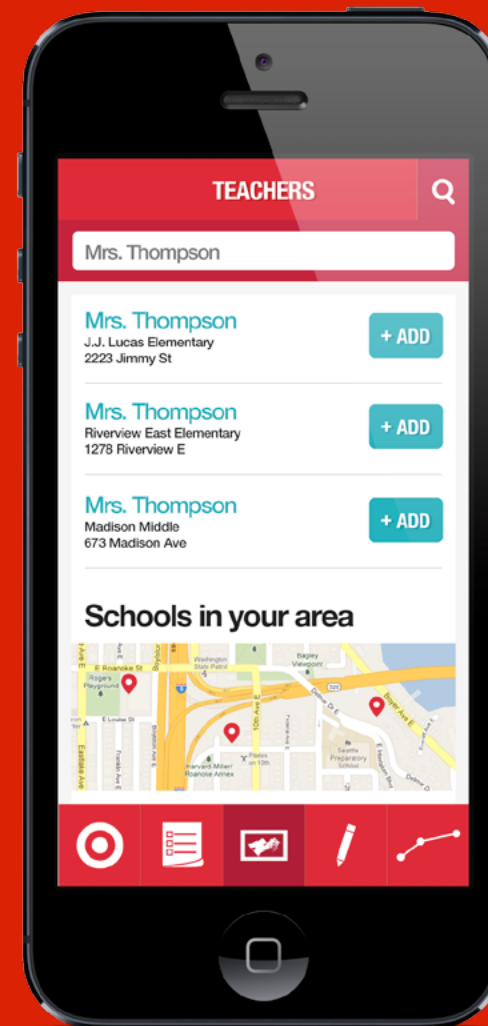
- **Social:** It enables customers to interact with each other as well as with their children's schools.
- **Education:** It helps teachers and schools be successful by making it easier for parents to buy and donate needed supplies.
- **In-store:** It makes the job of shopping for school supplies easier by aggregating needed items from multiple schools and kids into one organized shopping list.
- **Personalization:** Each customer gets an experience that is personalized for his or her kids needs and has the ability to see how their REDcard purchases make a difference.

VISUAL EXAMPLES



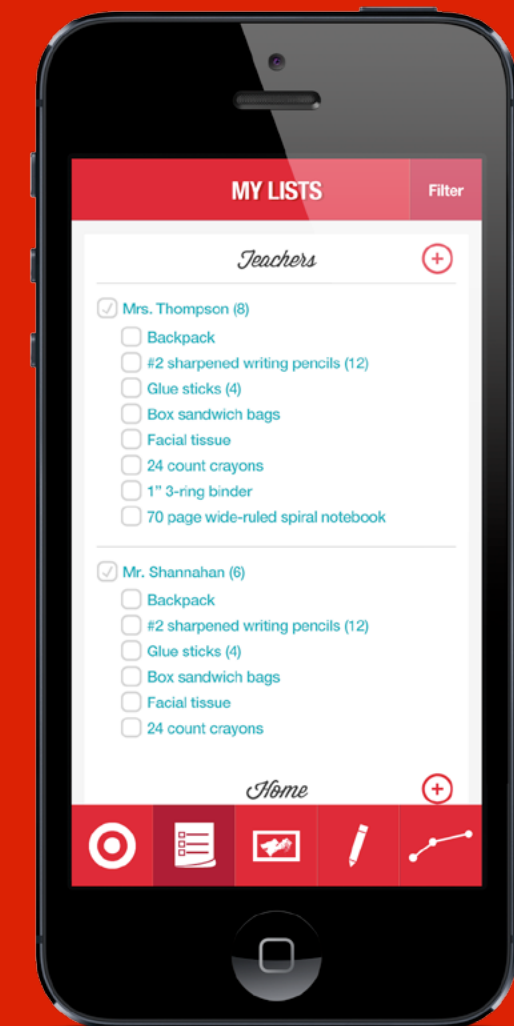
Home

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



Teachers

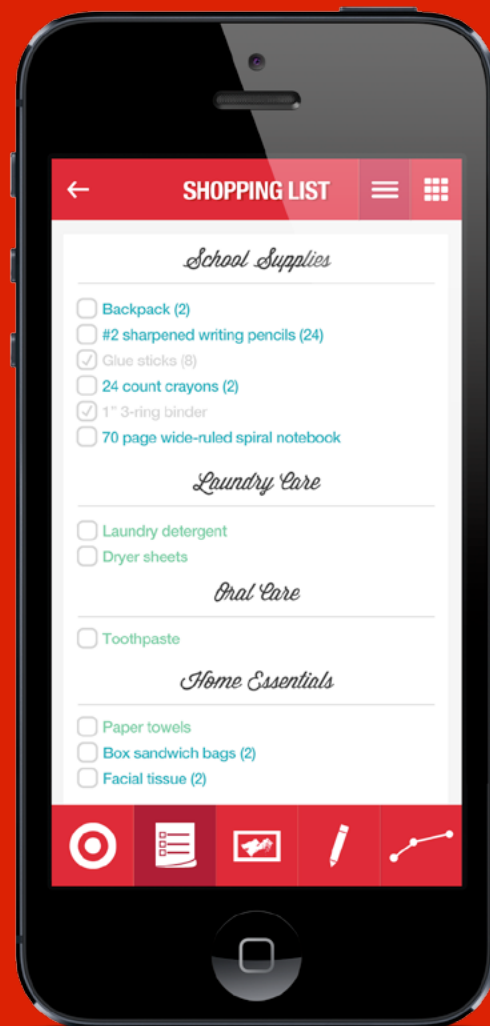
Parents can search for teachers to locate school supply lists they'll need to purchase for their kids.



Lists

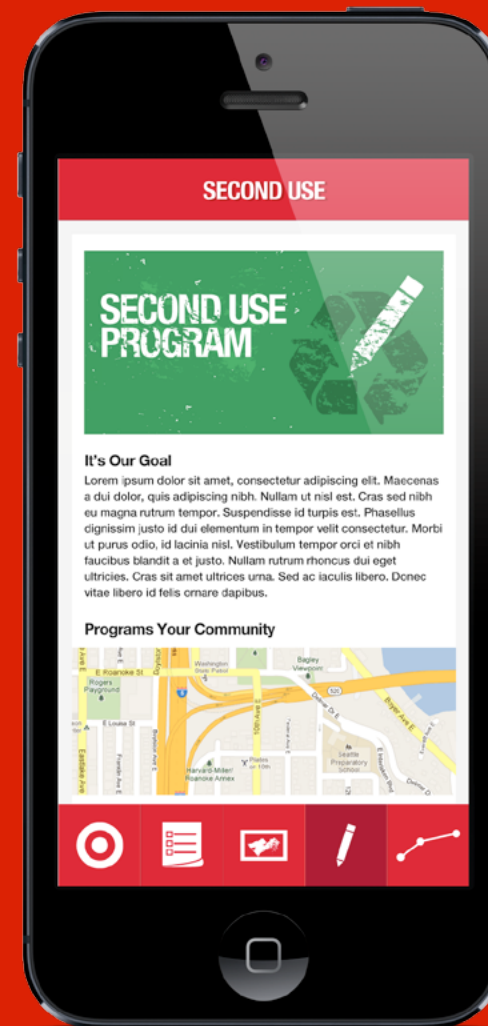
Users can view school supply lists created by their kids' teachers, as well as user generated shopping lists.

VISUAL EXAMPLES



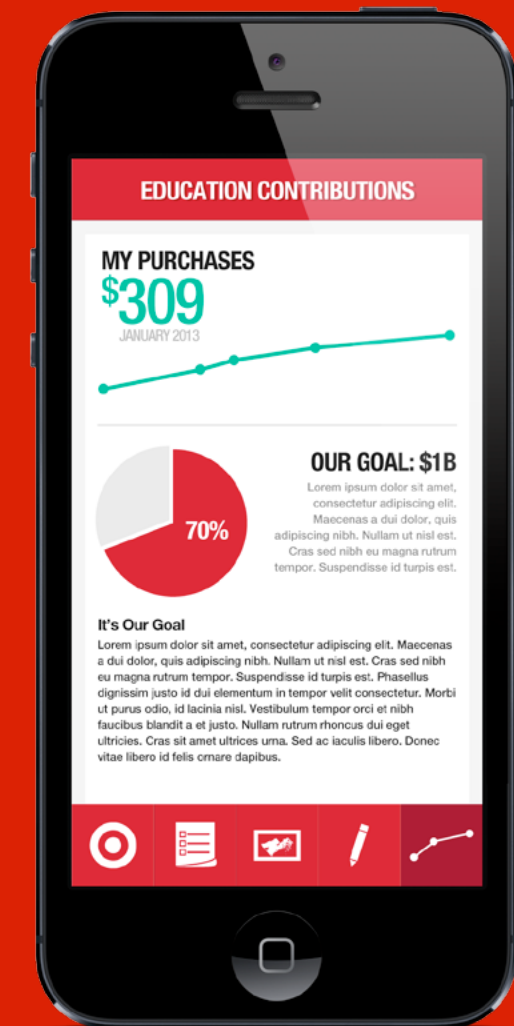
Shopping List

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



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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