INFO 290- Designing Mobile Experiences
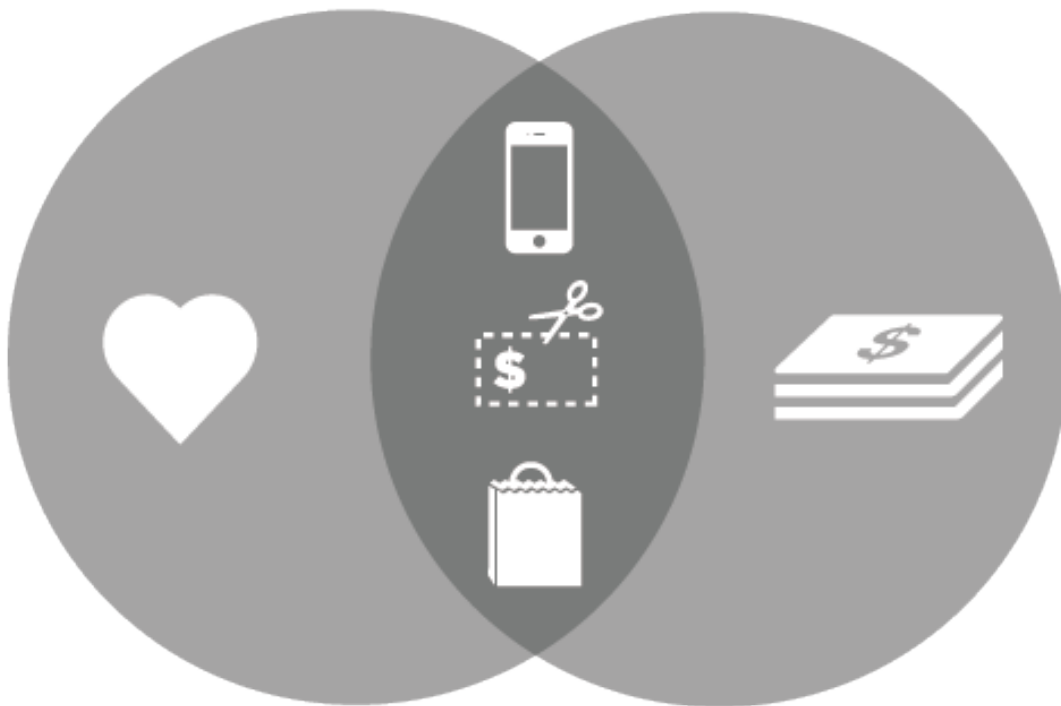Assignment #1

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INSTORE

"finding out what's going on at the store"

User Profiles

BRAND CONSCIOUS VS. PRICE CONSCIOUS

We've identified a set of common characteristics of all users who would have an interest in this app:
- Smartphone owners
- Care about the shopping experience
- People who prefer spending less but quality time at the stores.

Brand Conscious Buyers/ Brand Loyal Buyers

- Shopping habits could characterize them as an "Impulse buyer", who enters a retail store with the intent or willingness to purchase something immediately once they like a brand/product/deal

- They only shop in specific stores, and are less likely to wander into unfamiliar stores.

"Bargain Hopper"
- Engaged in comparative shopping, and visiting nearby stores to locate the best deals. These budget conscious consumers may not always be driven by the necessity to save money, but instead the desire to feel like they found a good deal.
- They might even end up not buying a product if they feel they did not get the best value for money
- Sale, offers at retail stores (either through adverts or word of mouth) are something which drive the user to shopping.

Hero Moments

Business Notification
Upon walking into a store, a notification is sent to your phone, allowing you to jump directly to the store's profile.

Store Profile
The store profile is the one stop shop for all information that you need while you're shopping. You can find deals, in store events, general information, and so much more just a tap away.

Nearby Business
Finding deals at competing stores has never been easier, with a simple swipe you can find out what's going on next door.

Redemption
Redeeming store promotions is dead simple, find a deal you like and present your phone at the register. You can also save deals directly to Apple's Passbook.

INSTORE

BUSINESS NOTIFICATION

STORE PROFILE

NEARBY BUSINESSES

REDEMTION

Multiscreen Ecosystem

The mobile devices we intend to support are mobile phones; we are not considering tablets, or a web application at this moment. The primary use case for our app is users who want to get real-time information about what is going on in the stores they shop at. We want users to learn forward instead of leaning back and active users of the information, so consumption devices like tablets are not part of our strategy. Instead, our mobile app will provide contextual and relevant information to users they they are physically in the store at the point of purchase. Because of this, we are not targeting a pre-purchase use case, and also not planning to support the mobile web in favor of the native look and feel of a mobile phone app. Doing so may also create opportunities for OS-specific mobile integrations of payments and deal redemption, such as Apple's new Passbook feature, or Google Wallet.