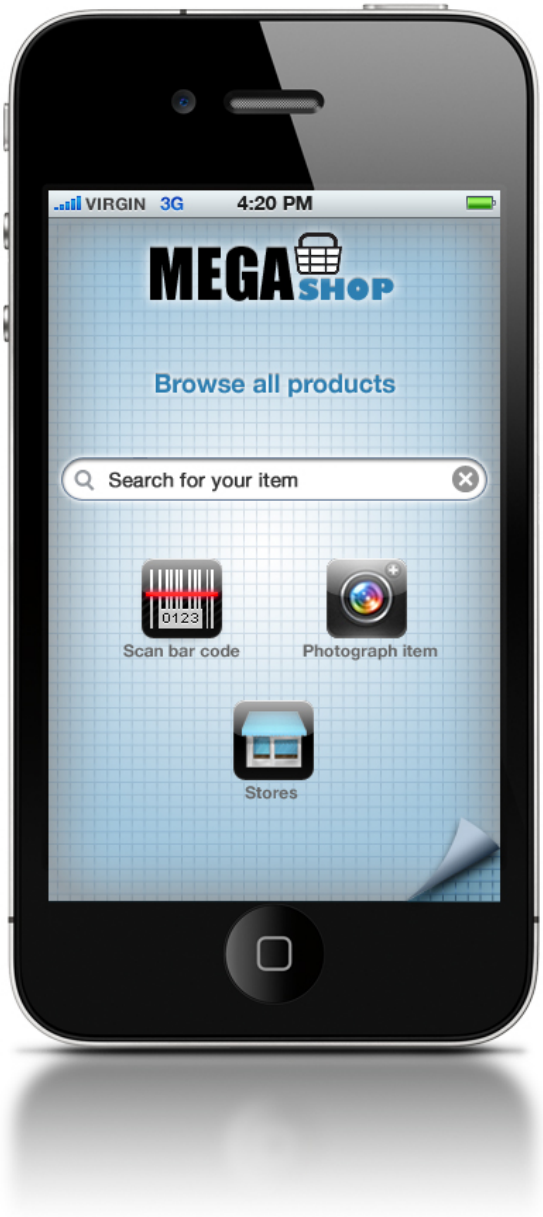
Client: Creative Channel Services
Project: iPhone application designed to drive traffic to subscribing stores. This is achieved through coupon incentives and credits accrued by finding mispriced products in the stores.

Home Page

Search Methods

Search Field

Users can browse by product or store (favorite stores can be saved) or search using keywords or SKU numbers (all fields use type-ahead functionality). Users find items and compare prices in the stores using the bar scan or photographic searches.



Easy Access to Settings and Search

Browse Products

Users range from people who know exactly what item they want to those who have no idea and just want to browse.

Search Results

No Results

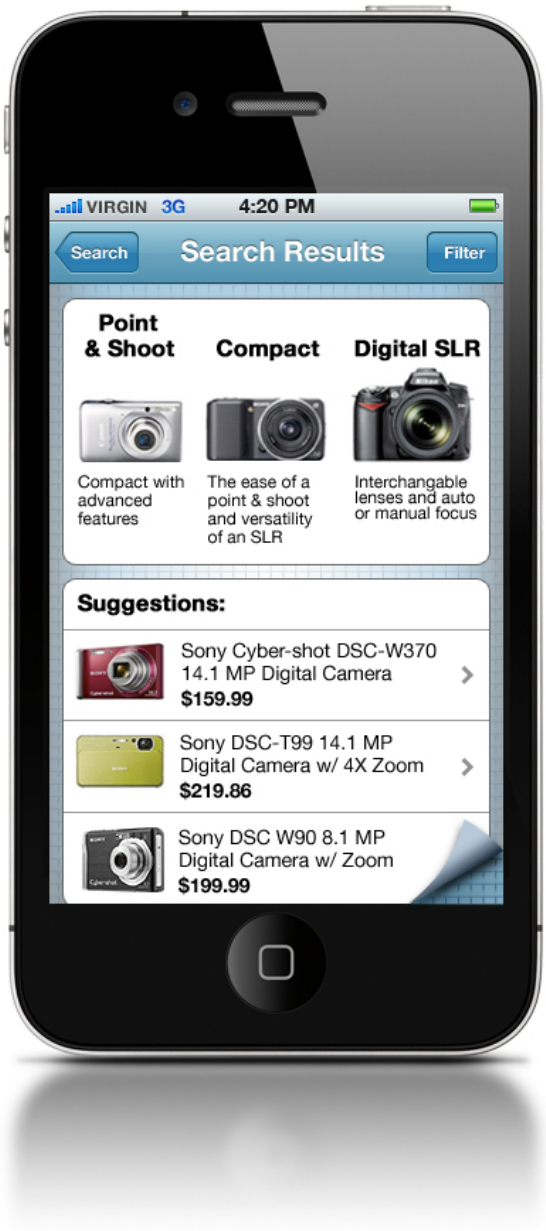
If no results are found,
the closest matching items are displayed.

Filter Search by Features

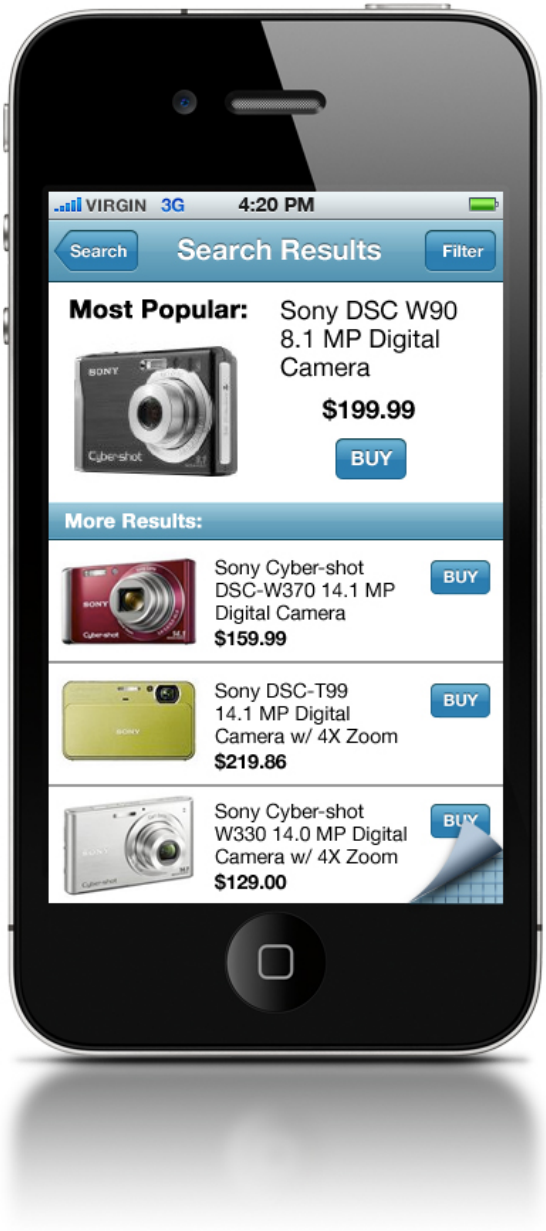
The criteria already selected are populated
and the user can change these and add more filters.

Search Results

Partial Results – version 1

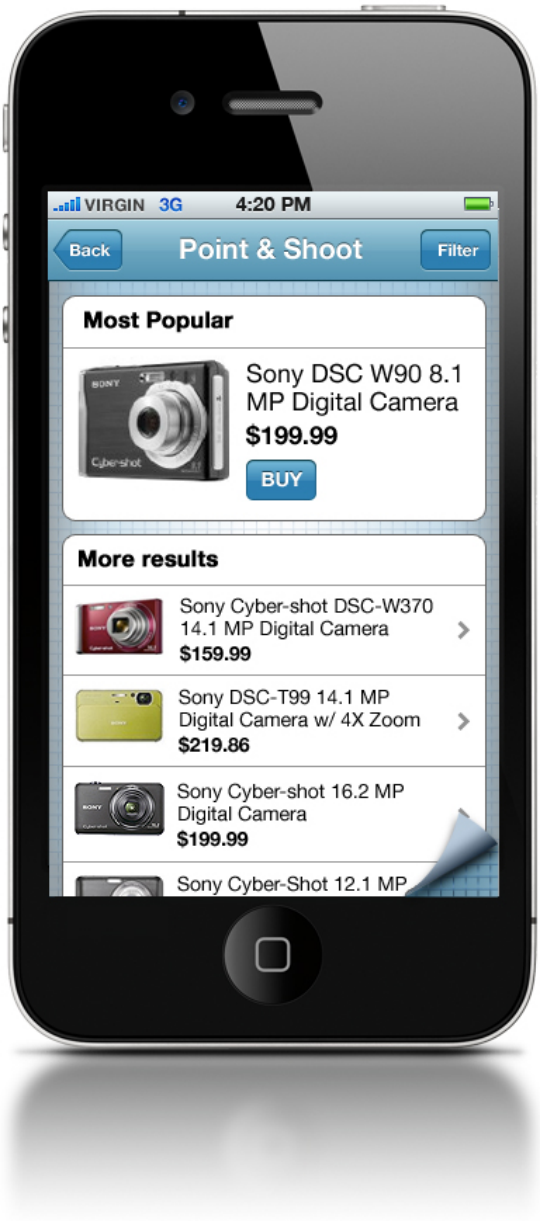


Partial Results – version 2

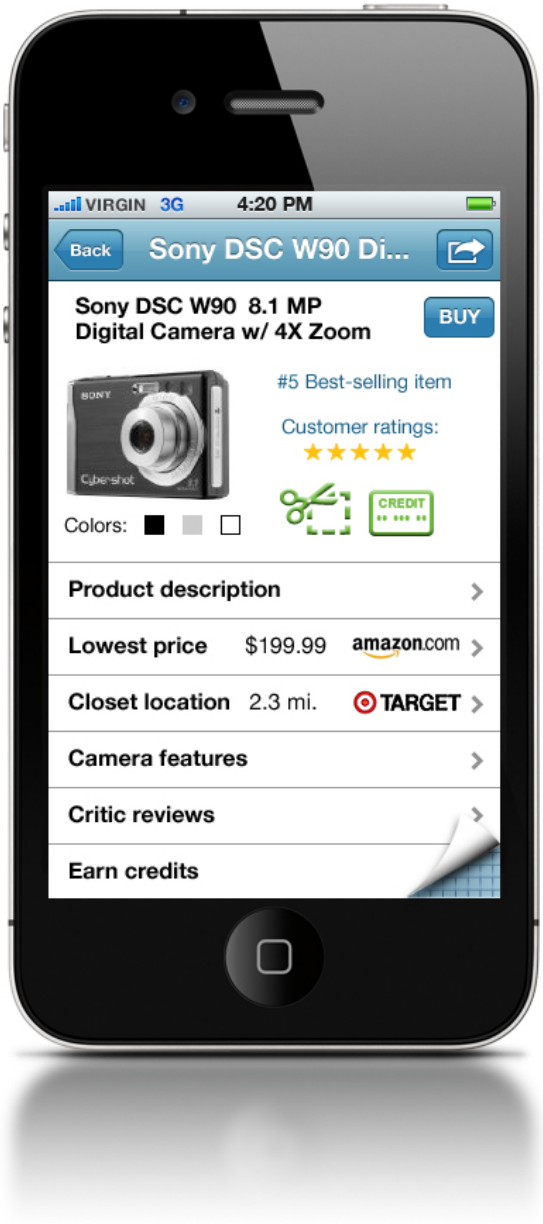


Search Results

Search Results List



Exact Search Results (Product Page)



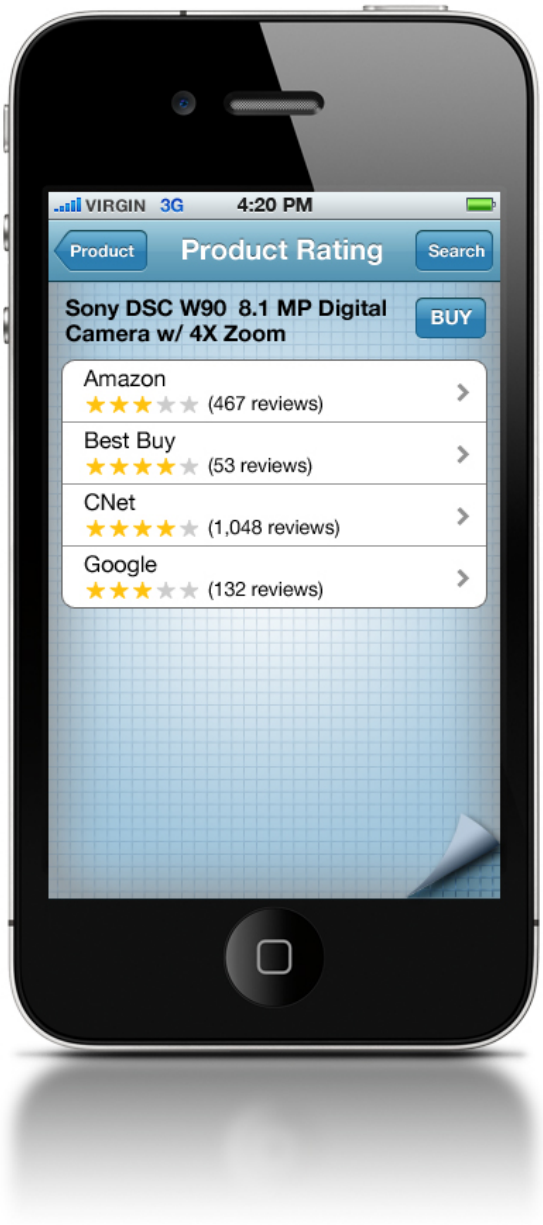
Product Page

Product Photos

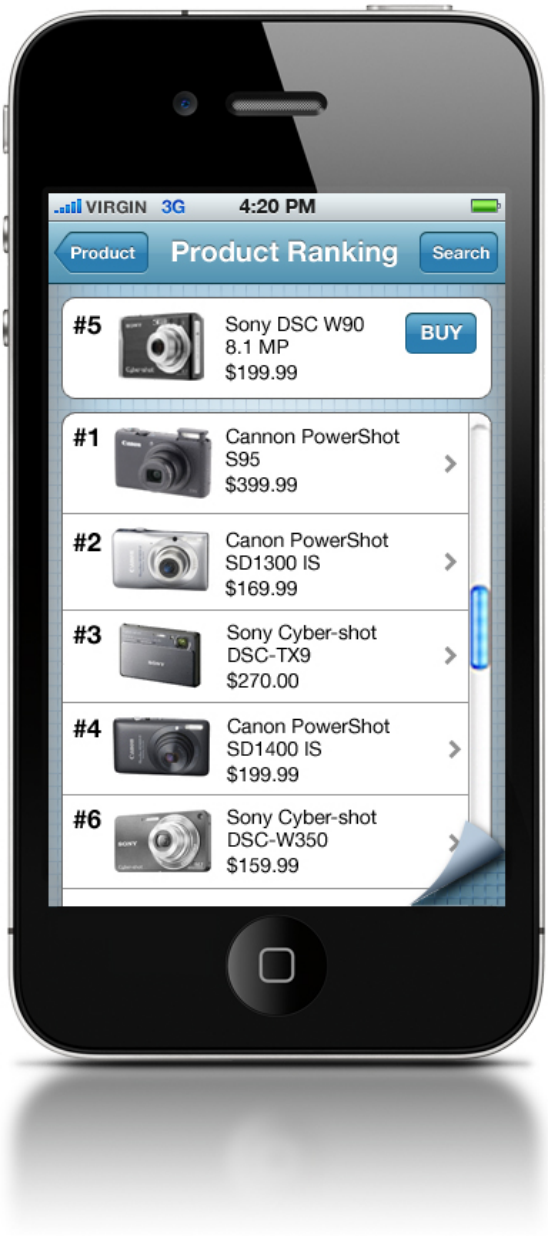
Share Product

Product Rating & Ranking

Rating

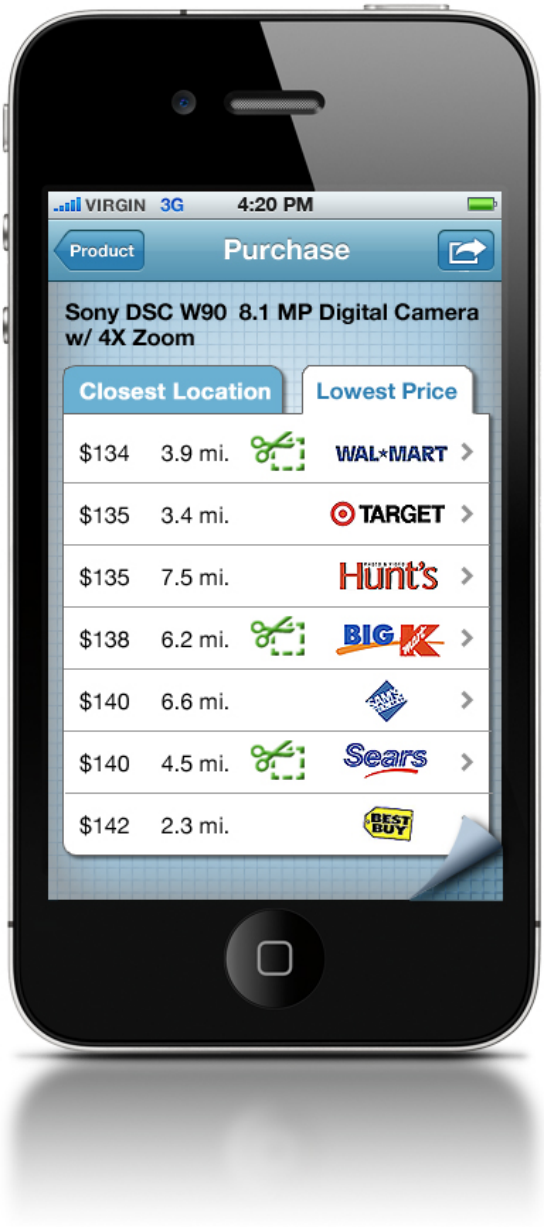


Ranking

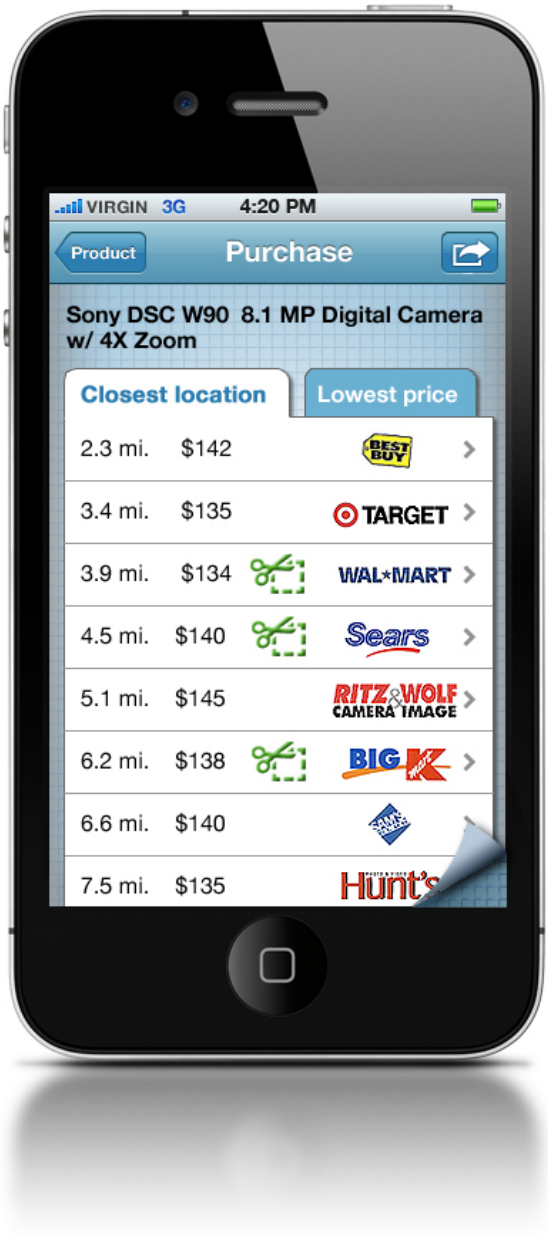


Buy Product

Buy by Lowest Price



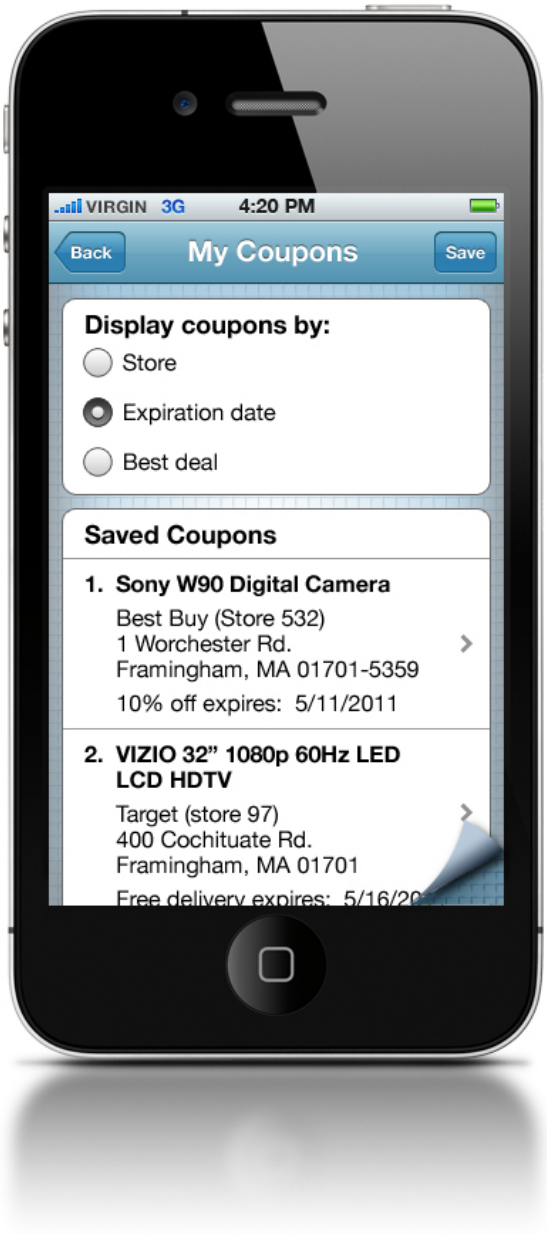
Buy by Closest Location



Coupons

Product Coupon Page
(Store employee scans the bar code directly from the application to get the coupon price.)

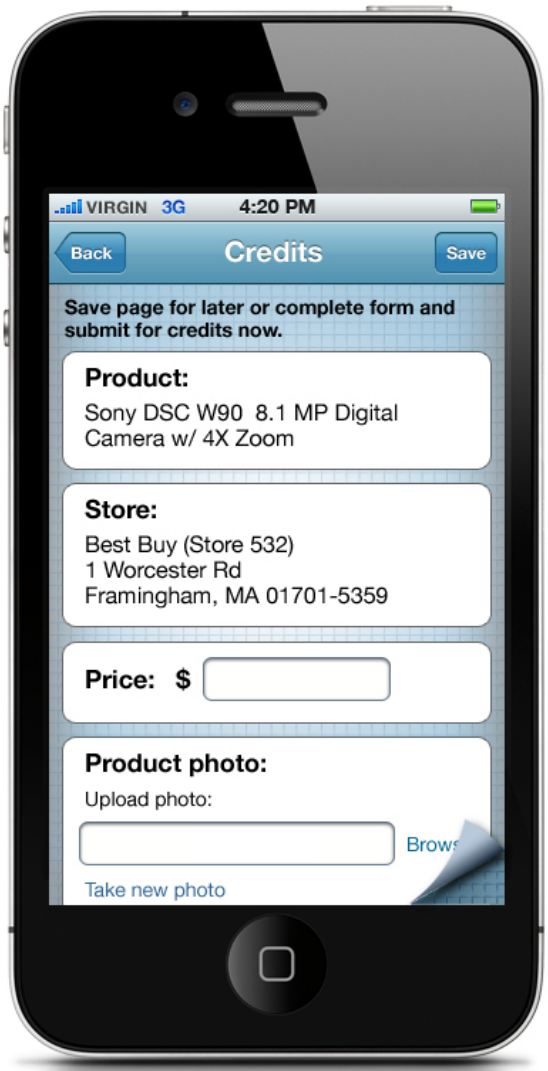
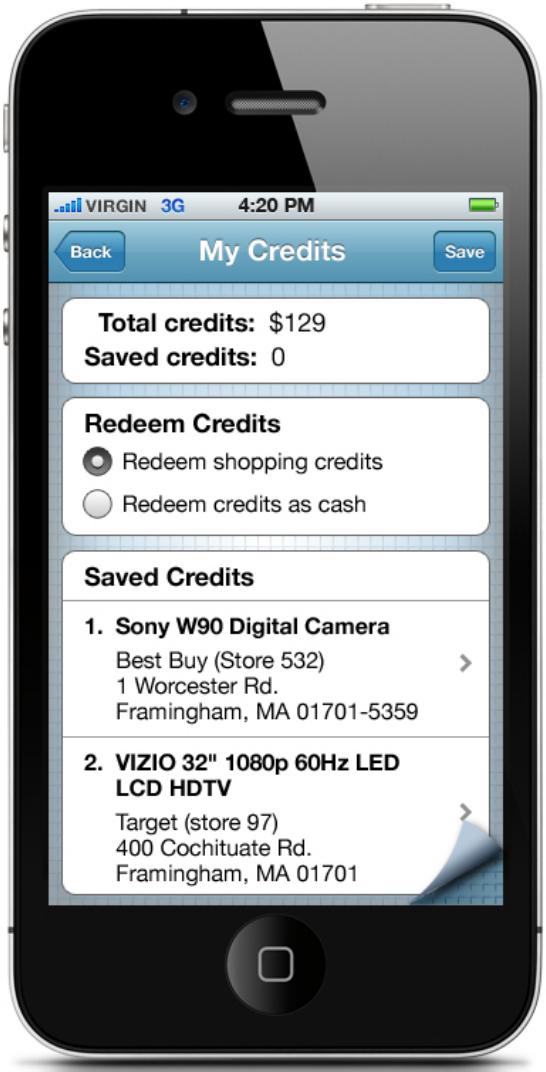
My Coupons
(saved coupons)



Credits

Users earn credits when they go to a store and find that the price of an item is not as listed in the application. The user scans the item and saves it to My Credits. Credits can be redeemed.

Product Credit Page



My Credits (credit list)