



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

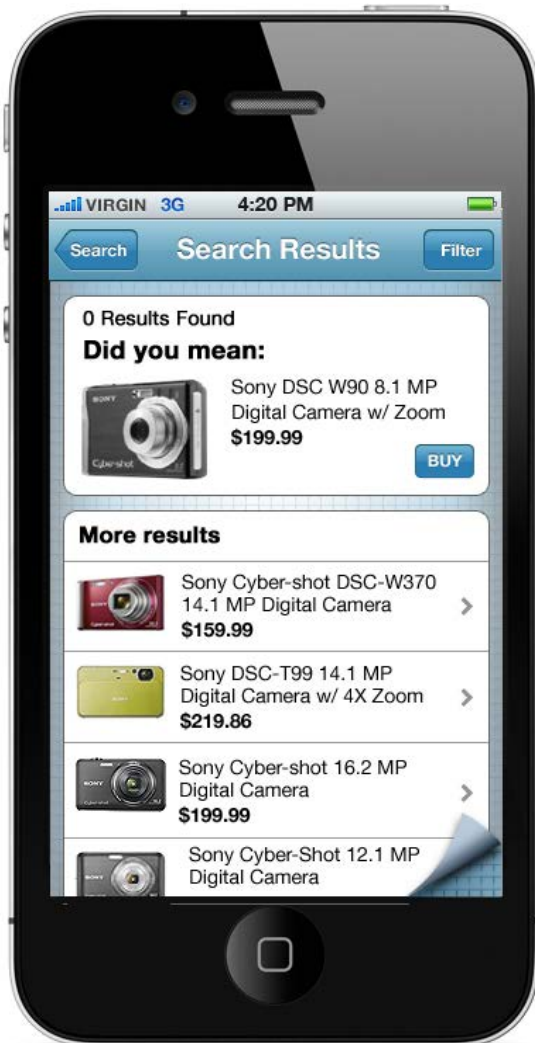
Users range from people who know exactly what item they want to those who have no idea and just want to browse.



Search Results

No Results

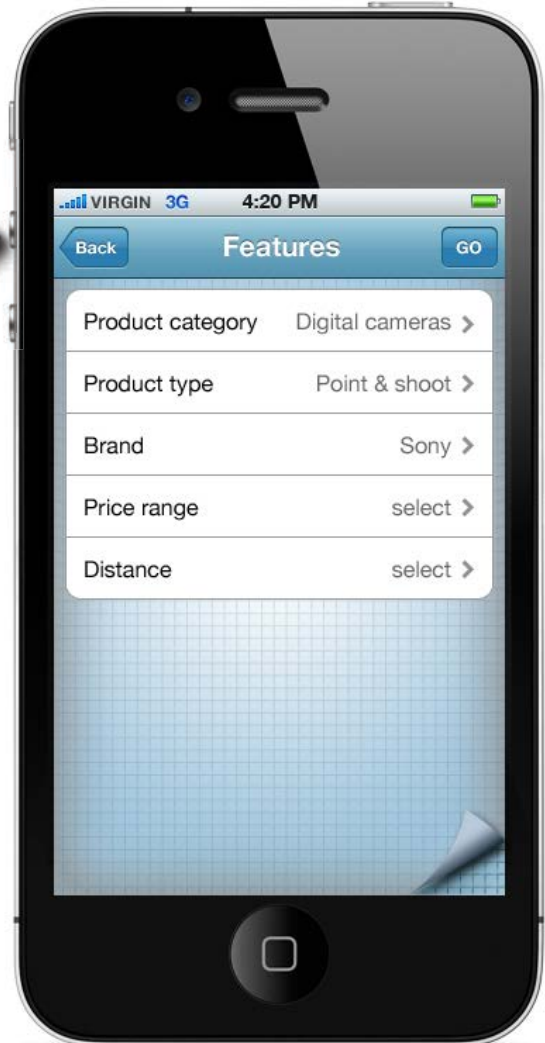
If no results are found, the closest matching items are displayed.



User clicks the Filter button to filter by these criteria.

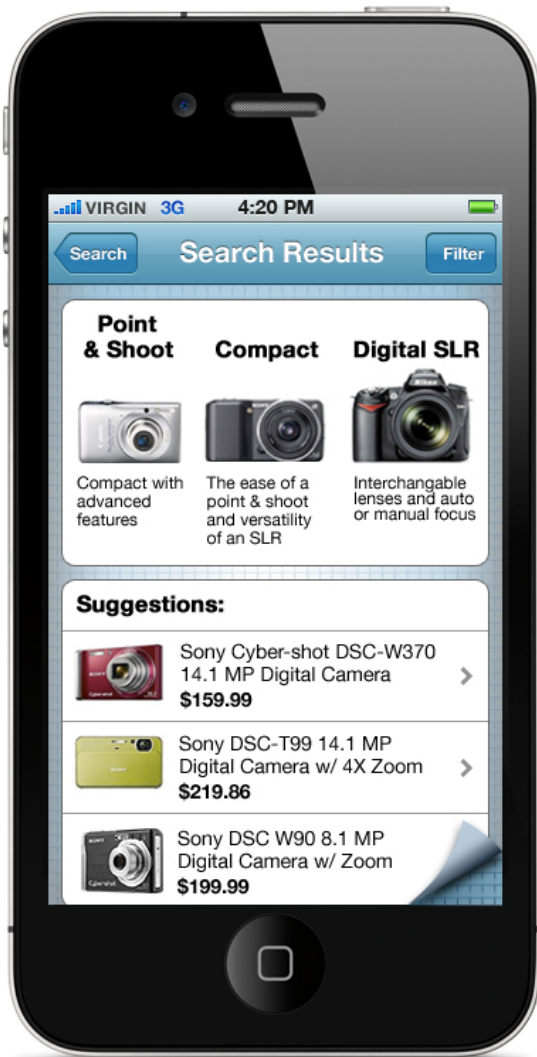
Filter Search by Features

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

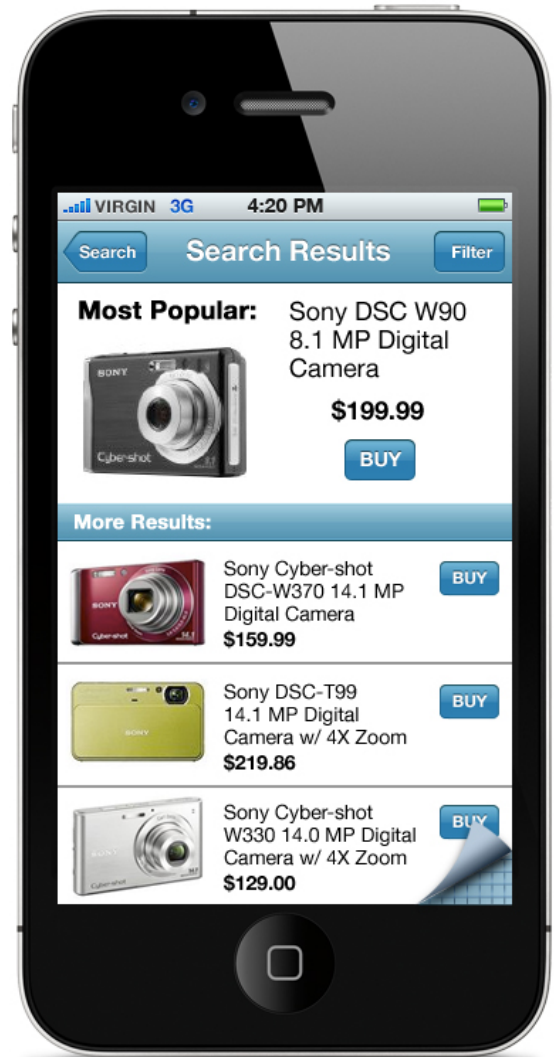


Search Results

Partial Results – version 1

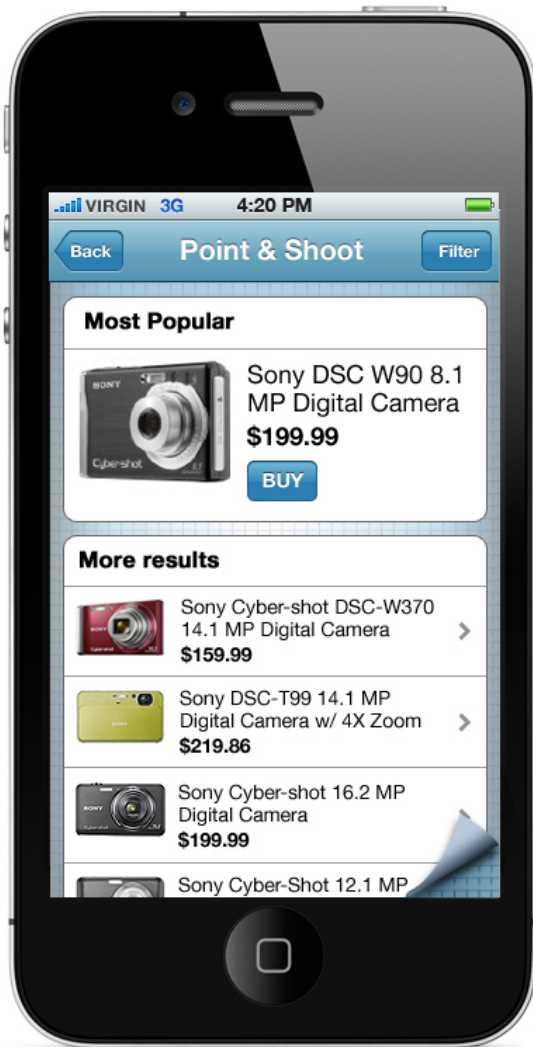


Partial Results – version 2

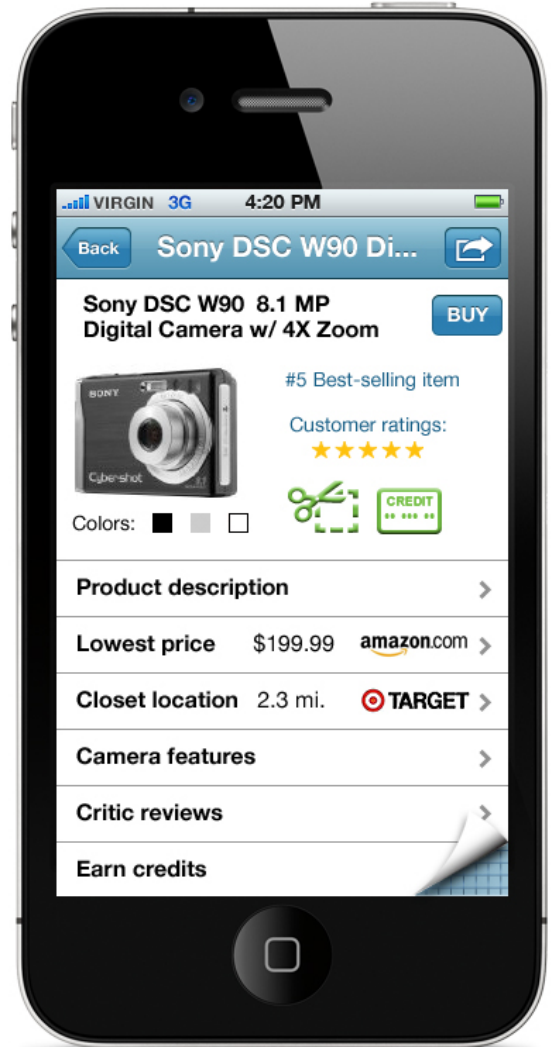


Search Results

Search Results List



Exact Search Results (Product Page)



Product Page

Product Photos



Share Product

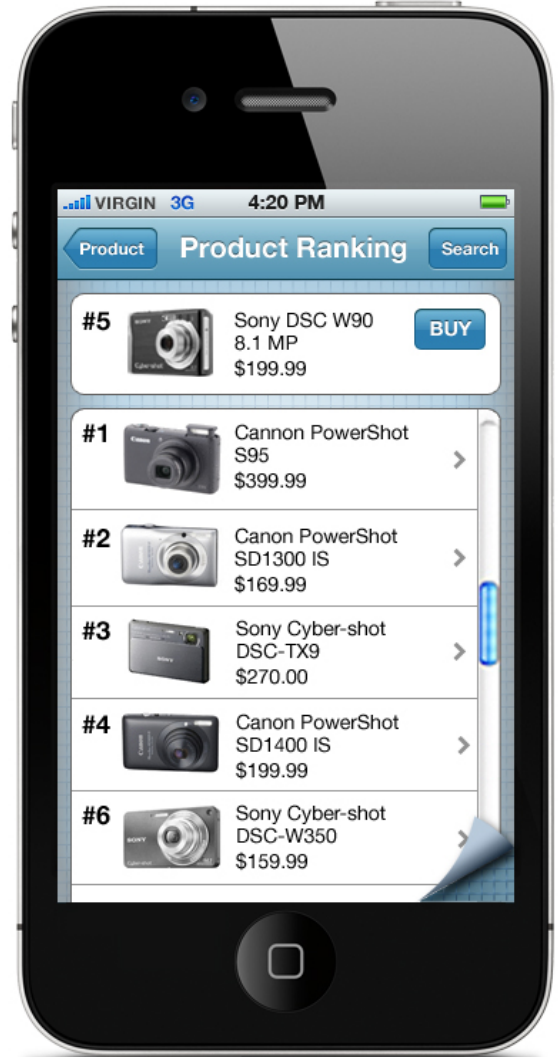


Product Rating & Ranking

Rating

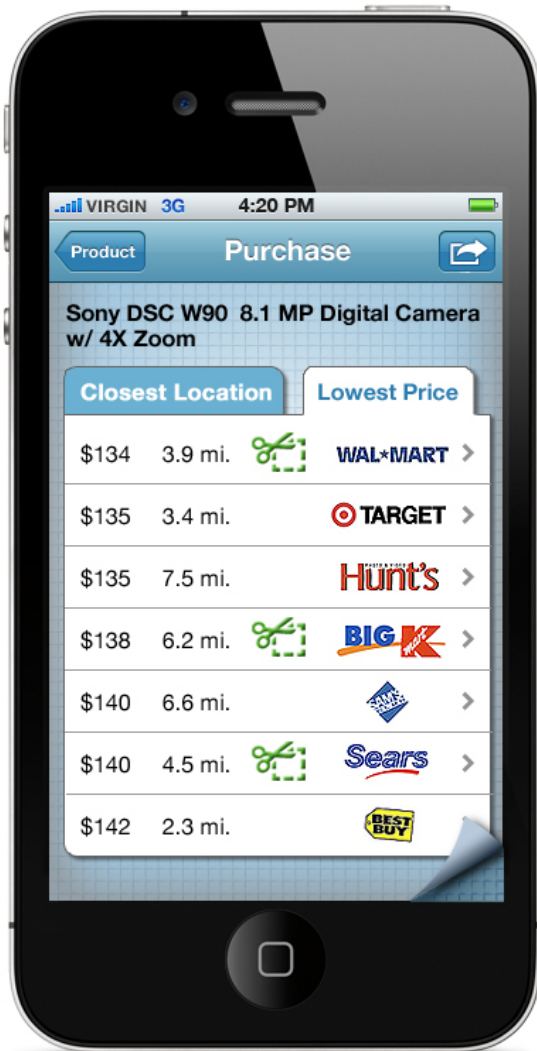


Ranking

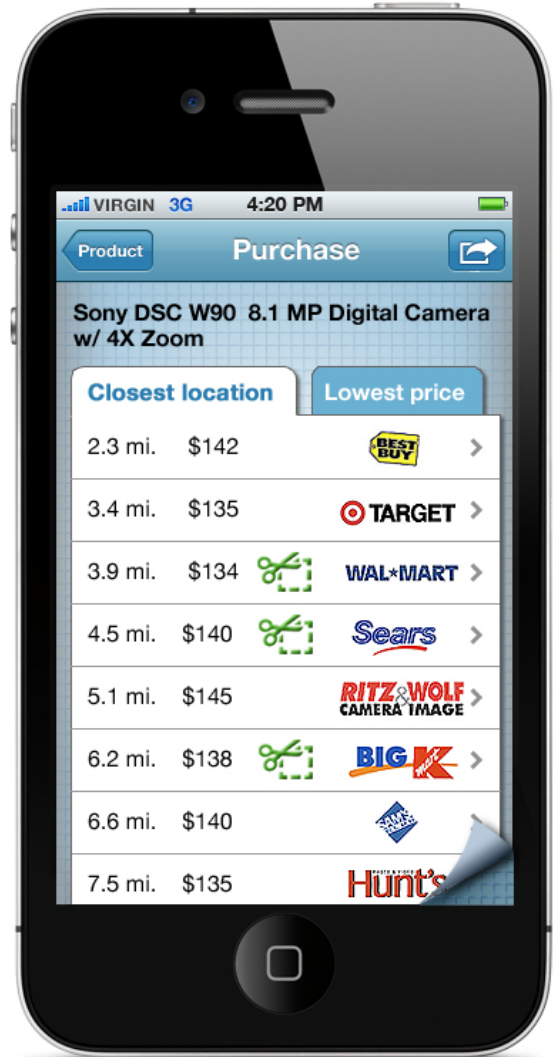


Buy Product

Buy by Lowest Price



Buy by Closest Location



Coupons

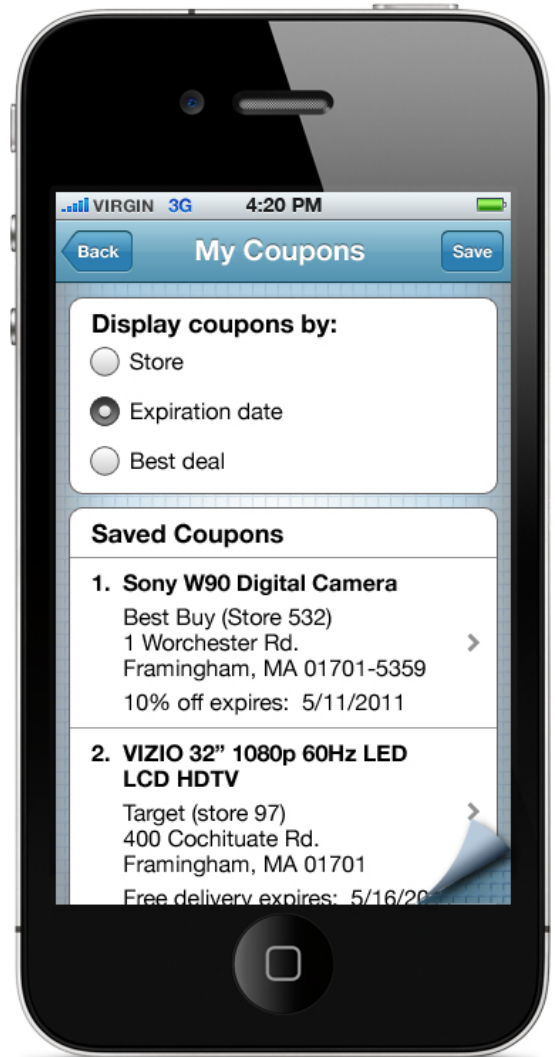
Product Coupon Page

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



My Coupons

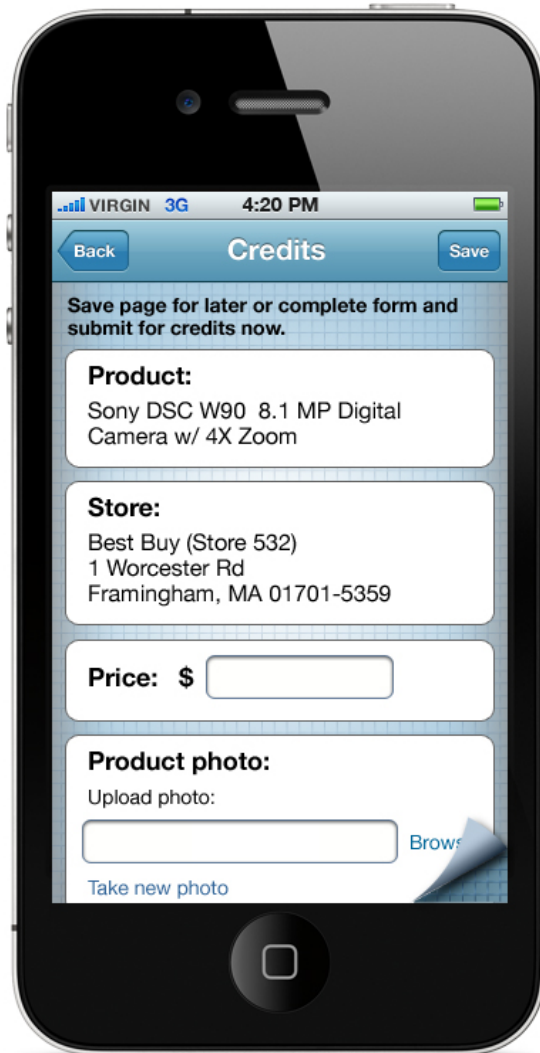
(saved coupons)



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



The image shows an iPhone screen displaying the 'Credits' page. The status bar at the top shows 'VIRGIN 3G' and '4:20 PM'. The page has a blue header with 'Back' and 'Save' buttons. Below the header, there is a text prompt: 'Save page for later or complete form and submit for credits now.' The form consists of several sections: 'Product:' with the text 'Sony DSC W90 8.1 MP Digital Camera w/ 4X Zoom'; 'Store:' with the text 'Best Buy (Store 532) 1 Worcester Rd Framingham, MA 01701-5359'; 'Price: \$' followed by an empty input field; and 'Product photo:' with an 'Upload photo:' label, an empty input field, a 'Browse' link, and a 'Take new photo' link.

VIRGIN 3G 4:20 PM

Back Credits Save

Save page for later or complete form and submit for credits now.

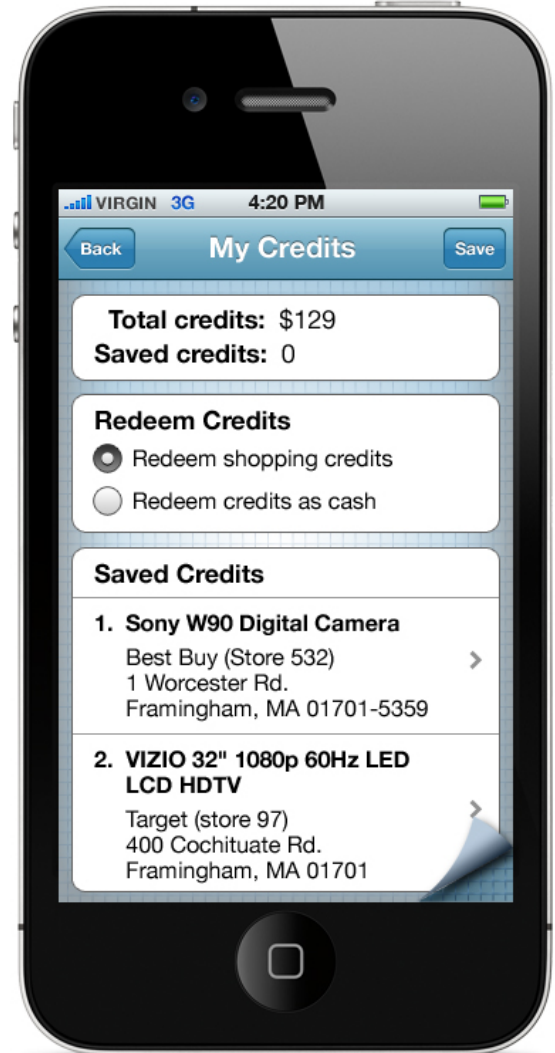
Product:
Sony DSC W90 8.1 MP Digital Camera w/ 4X Zoom

Store:
Best Buy (Store 532)
1 Worcester Rd
Framingham, MA 01701-5359

Price: \$

Product photo:
Upload photo:
 Browse
Take new photo

My Credits (credit list)



The image shows an iPhone screen displaying the 'My Credits' page. The status bar at the top shows 'VIRGIN 3G' and '4:20 PM'. The page has a blue header with 'Back' and 'Save' buttons. Below the header, there are two summary boxes: 'Total credits: \$129' and 'Saved credits: 0'. The next section is 'Redeem Credits' with two radio button options: 'Redeem shopping credits' (selected) and 'Redeem credits as cash'. Below this is a 'Saved Credits' section with a list of two items. The first item is '1. Sony W90 Digital Camera' with details 'Best Buy (Store 532) 1 Worcester Rd. Framingham, MA 01701-5359' and a right arrow. The second item is '2. VIZIO 32" 1080p 60Hz LED LCD HDTV' with details 'Target (store 97) 400 Cochituate Rd. Framingham, MA 01701' and a right arrow.

VIRGIN 3G 4:20 PM

Back My Credits Save

Total credits: \$129
Saved credits: 0

Redeem Credits
☒ Redeem shopping credits
☐ Redeem credits as cash

Saved Credits

1. **Sony W90 Digital Camera**
Best Buy (Store 532)
1 Worcester Rd.
Framingham, MA 01701-5359 >

2. **VIZIO 32" 1080p 60Hz LED LCD HDTV**
Target (store 97)
400 Cochituate Rd.
Framingham, MA 01701 >