

Open House

Design for All July Update / Concept / June 10, 2005

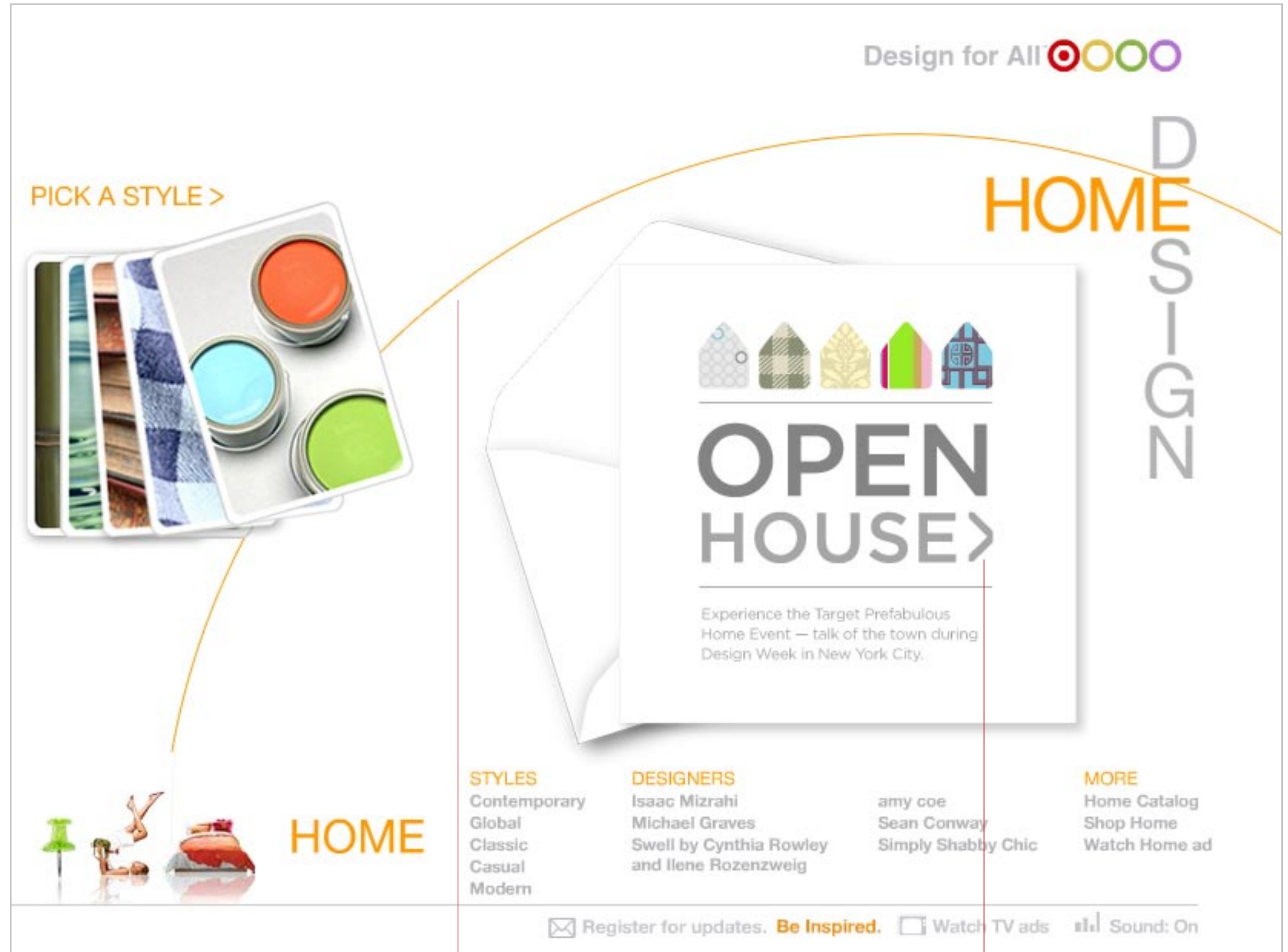
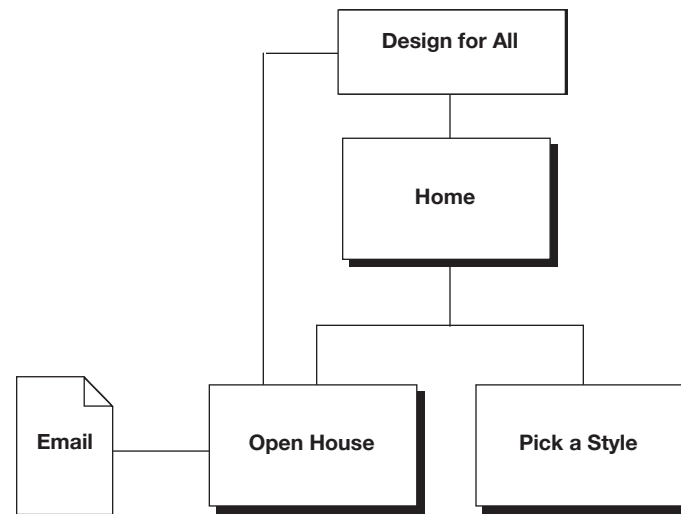
Design for All extends Target's Prefabulous New York Home Event to guests everywhere. More than just reporting on the event, Target welcomes their guests to visit an online re-creation that captures the flavor, spirit, and chatter.

Invitation

We tout the experience in several ways and places:

- Link on the DFA main page
- Invitation on the DFA Home category page (pictured)
- Invitation in email to DFA registrants. The copy here may be slightly longer and further emphasize that the event—"talk of the town during Design Week"—has passed.
- If possible, the invitation should also appear in a Target.com email.

On the DFA Home category page, an envelope animates open to reveal the invitation.



ANIMATION

After user clicks to enter OPEN HOUSE, yellow arc moves left (see following page)

ROLLOVER

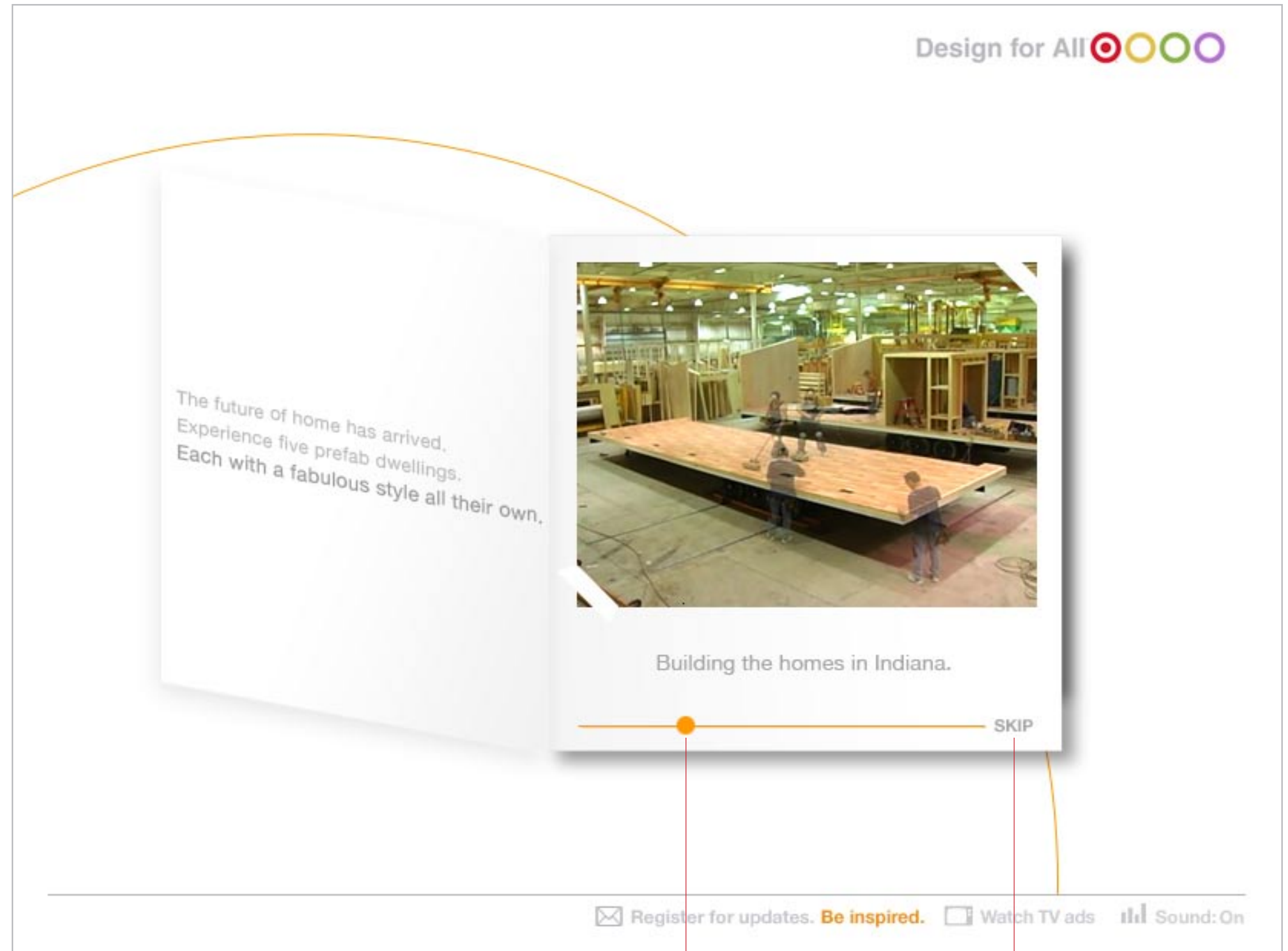
Envelope jiggles, or the > moves

ANIMATION

On click, envelope opens to reveal video

Buildup

Once you click into the experience, the invitation unfolds to reveal a time-lapse video telling the backstory from factory floor to fresh decor. The current video runs 2:30. We will cut this to about 30 seconds, by eliminating some of the long takes and the coverage of the completed homes (which will instead appear inside the homes proper). Simple subtitles clarify that five prefab dwellings were actually manufactured, transported and outfitted in fabulous styles.



ANIMATION

Playback head moves along bar to indicate progress through video. Not interactive - can't scrub through or rewind the video

ROLLOVER

User may skip video intro at any time. When user rolls over SKIP, changes color from gray to yellow.

Arrival

Welcome! There is motion and commotion capturing the excitement of the event. Plants and twisting road provide a taste of suburbia.



ROLLOVER + ANIMATION
On rollover, card slides out of envelope and shows a few frames from video.

Arrival

Rolling over each home produces a style-appropriate welcome and chatter: Bienvenue, Hi.

Classic -	Welcome
Modern -	Enter
Contempo -	Greetings
Casual -	Hi
Global -	Bienvenue



ROLLOVER + ANIMATION

On rollover, name of house style appears, and page title "Come In" changes to appropriate greeting. See text at left for details. Possibly audio greeting as well?

Exploration

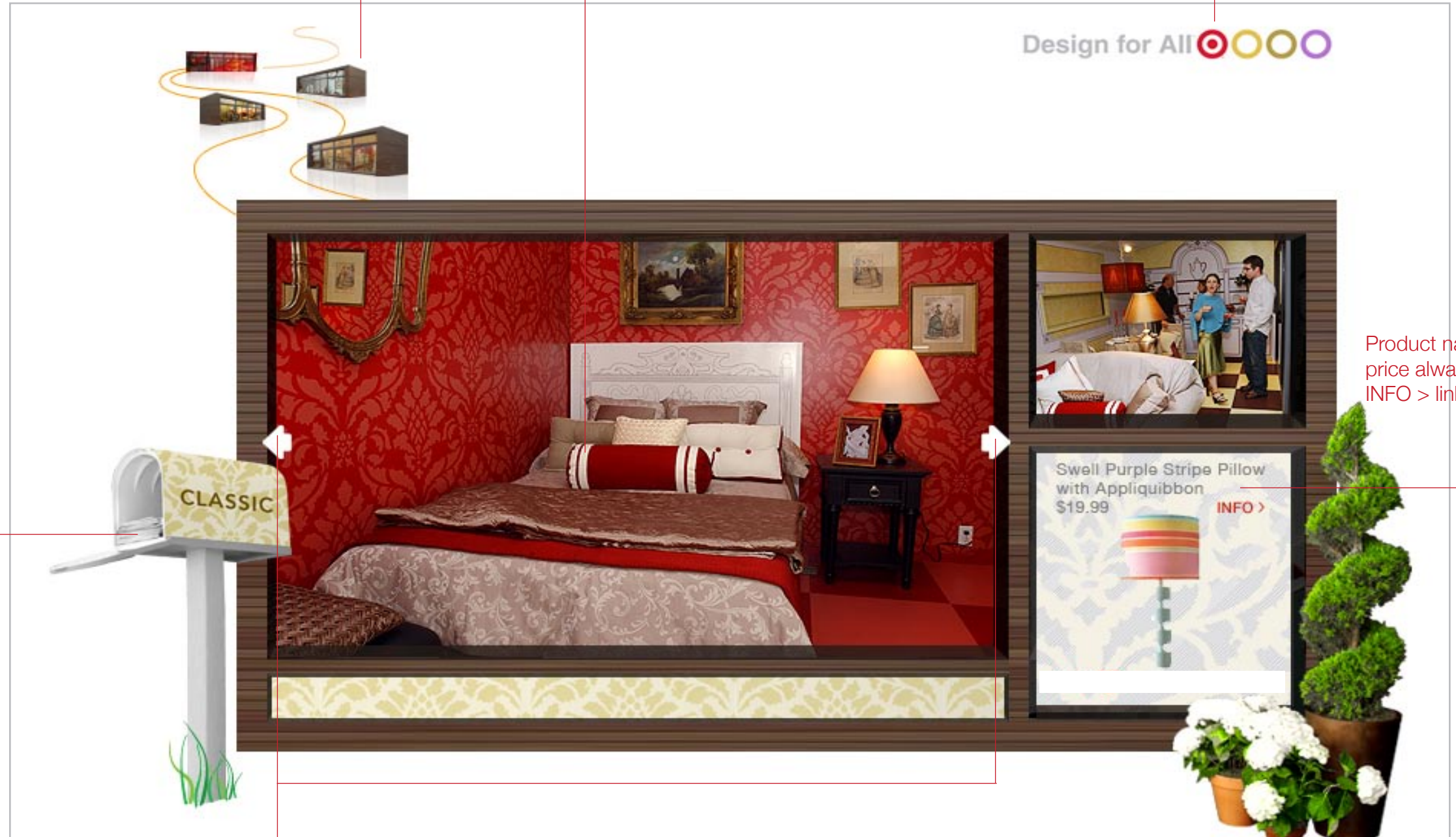
Clicking a home takes you inside. A modular montage conveys excitement and dimensionality:

- Upper right area is a video loop showing people moving through the space. Chatter is also heard, synched with the video or separate.
- The main area is a slideshow of 3-5 images covering the basic rooms and settings. Transitions between images focus on the surprising details—bullseye art, etc. Rollovers reveal simple details and tips such as “this beautiful rug traveled from a village nestled among the Himalayas.” Other tiny events may bring the images to life (light goes on, phone rings).

ROLLOVER
Each home links directly into an individual style experience. Style name appears on rollover.

ROLLOVER
Conversation bubble with details and tips (see text at left for details).

Links to DFA landing page



ROLLOVER
Links to Home catalog on Target.com. Possible to deep link into individual styles? Rollover text reads:

The Target Home Catalog
Shop it Online >

Product name and price always visible. INFO > links to PDP.

ROLLOVER
Arrows change color or move, link to next/previous view of this home.

User Flow

