Introducing the Target Wallet

A unique location aware mobile wallet. The user can keep a running balance they re-charge as needed. This will be a native application developed specifically for each platform. The iOS application and Android versions will each represent their native design pattern and user experience.

- The application will keep a running balance on this gift card which the user can re-charge as needed.
- The user can pay via the application either by displaying a barcode or using NFC on compatible devices.

In-store experience

Once the user arrives at the store we have included features personalized to the user.
- My List - The user can look up items at the store and keep a running tally of the estimated cost.
- Price check - A user can scan any product in the store to check the price and add it to their list. Product scans will query the coupon database for deals on similar items. Coupon barcodes can be displayed and redeemed from the application at checkout.

Social integration

By incorporating social networking sites we can utilize the check-in API to share deals and events with a users network which will typically include some like-minded friends with interest in the same products.

- Deal Share Check-ins - Users will be rewarded with added discounts for sharing deals they redeem at checkout with their social networks.

  Example: Baby formula is 15% off this week. The user would receive an additional discount for sharing this special offer with their social networks.

Drive traffic to stores

Target Wallet has many features designed to drive users to stores.

- Watch list - Users can watch an item that may be out of stock at a specific location or watch for deals on a specific item. This feature will drive in-store traffic.
- Virtual punchcard - To reward users for using the mobile wallet it will act as a virtual punch card. Each checkout creates a punch on the card. After 10 punches the user gets an automatic $10 reward to their gift card.
- Deal notifications - Weekly deals can be sent directly to all users of the Target Wallet application using push notifications. The notification can launch directly to a coupon which can be scanned immediately or saved to the users 'My List' for later use. Push notifications can also load a list of weekly deals instead of promoting a single item.

Analytics

Target will receive analytics reports on product demand by region. Analytics will cover watch list, product scans and checkout trends. The conversion rate for users that scan a product and convert to a competitors brand at checkout due to a coupon displayed will make a compelling case for brands to advertise within this app.

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