

# *My* TARGET

Target's revamped smartphone app composes all the necessities to bettering the consumer's shopping experience to be more creative and productive. And, here's a brief story of **Jenny**, a youthful mother of two kids and her newly enriched Target shopping experience...

Design and concept by Raisa Park, Paul Kim



SCHEDULE



LIST



SHOP!



INVENTORY



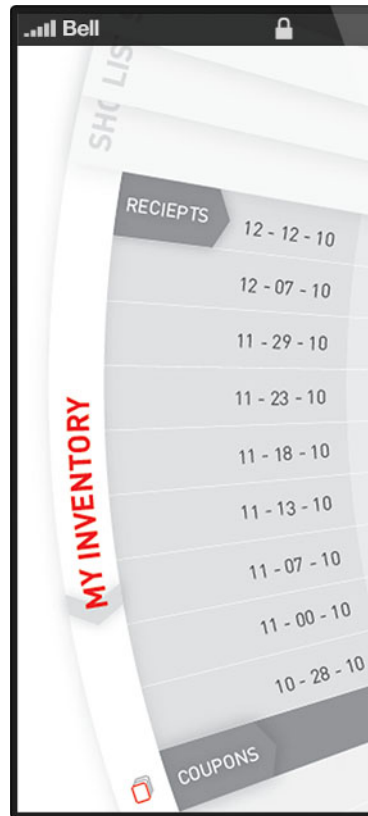
# My list

Jenny keeps a grocery list in her Target app's My List. She and her family are able to **sync** the app **to share** this list. And the two kids often edit or add additional items to the list to remind her to get their favorite snack, such as potato chips.

**functions** | **Sync and share** Target app with other shoppers to enable add and modify shopping lists and information.

Sync, share, and add **specified items** in terms of brand or type (i.e., Lay's cheesy garlic bread flavored potato chips 9.5 oz) to the list from browsing shopping items.





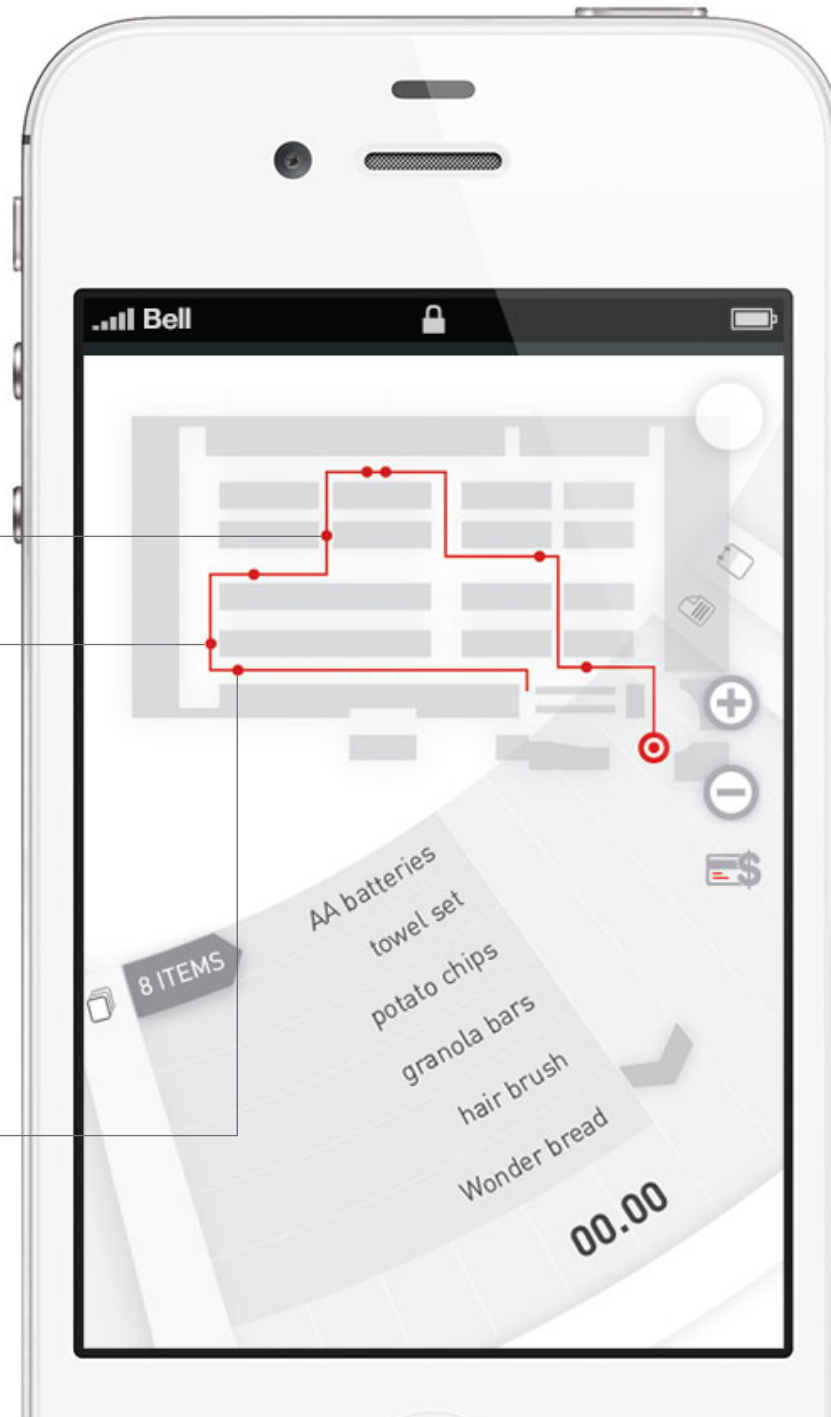
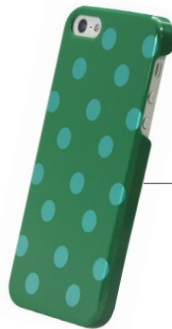
# My **schedule**

Having Target app's Inventory kept all the receipts which record past purchases, My Schedule informs Jenny that the milk she bought three weeks ago is expiring very soon. So, it advises her to **schedule the next visit** to Target for another carton of fresh milk. And she decides to visit Target the next day to restock the fridge with fresh milk, produce, and also grab other items on her shopping list while she's at it.

**functions** | **Reminds** the customer why he/she needs to schedule another visit to Target: to replace food with nearing expiration date, arrival of items that might be of interest to the shopper, or for updates on restocked items.

# My shop!

See Rachel Ray's recipe for the perfect Peanut Butter Jelly and Sandwich that will mesh-up well with Wonder Bread!



Next day, Jenny makes her trip and begins to cruise through Target in search for her needs. The smartphone app leads Jenny to the exact locations of where the items are with **way-finding map**. In addition, it makes her shopping experience more fun and productive by **suggesting** Jenny things she might need as she make stops: other supplemental recipes creating a perfect afternoon snack with Wonder Bread, inspired by her favorite cook, Rachel Ray, accessories she might need for her new iPad she's buying, or a shower curtain by Xhiliation® that might match a towel set she's put on her shopping list!

**functions** | Reinforces the shopping experience to be **creative and productive** with **way-finding** system that also **provides assistance**—informs coupon and sale items, and also advises other items to purchase to supplement the shopping list.



# My inventory

Having accomplished a successful shopping by finding everything she needed and more, Jenny approaches the cash register as her last stop. Since she has **scanned** all of the **items** in the cart with her smartphone, the final step is to scan her phone that has the totalled cost of all the items, \$380.23. And thanks to her inventory that **archives** all of Target's **coupons**, she receives a discount of \$7.10 and happily pays the total of \$373.13.



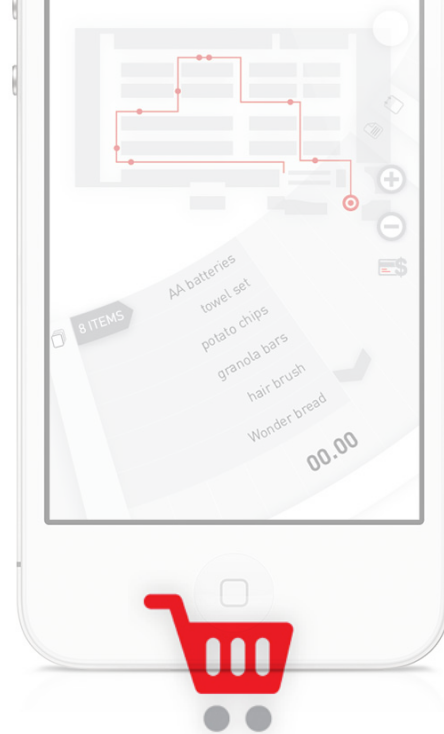
**functions** | My Inventory is an **archive** of information on **reciepts** and past purchases (with date, specified items, expiration on produce) and digital **coupons** for sale items.



LIST

Sync and share Target app with other shoppers to enable add and modify shopping lists and information.

Sync, share, and add specified items in terms of brand or type (i.e., Lay's cheesy garlic bread flavored potato chips 9.5 oz) to the list from browsing shopping items.



SHOP!

Reminds the customer why he/she needs to schedule another visit to Target: to replace food with nearing expiration date, arrival of items that might be of interest to the shopper, or for updates on restocked items.



SCHEDULE

Reinforces the shopping experience to be creative and productive with way-finding system that also provides assistance—informs coupon and sale items, and also advises other items to purchase to supplement the shopping list.



INVENTORY

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