Co.Labs & Target
Retail Accelerator

Key Objective:

Surface **customizable** and **relevant products** while extending guests **in-store shopping experience**.

Customize:
- Allow users to predefine product categories for a tailored browsing experience.
- Enable users to select their preferred Target Store and display products available at their nearest location.
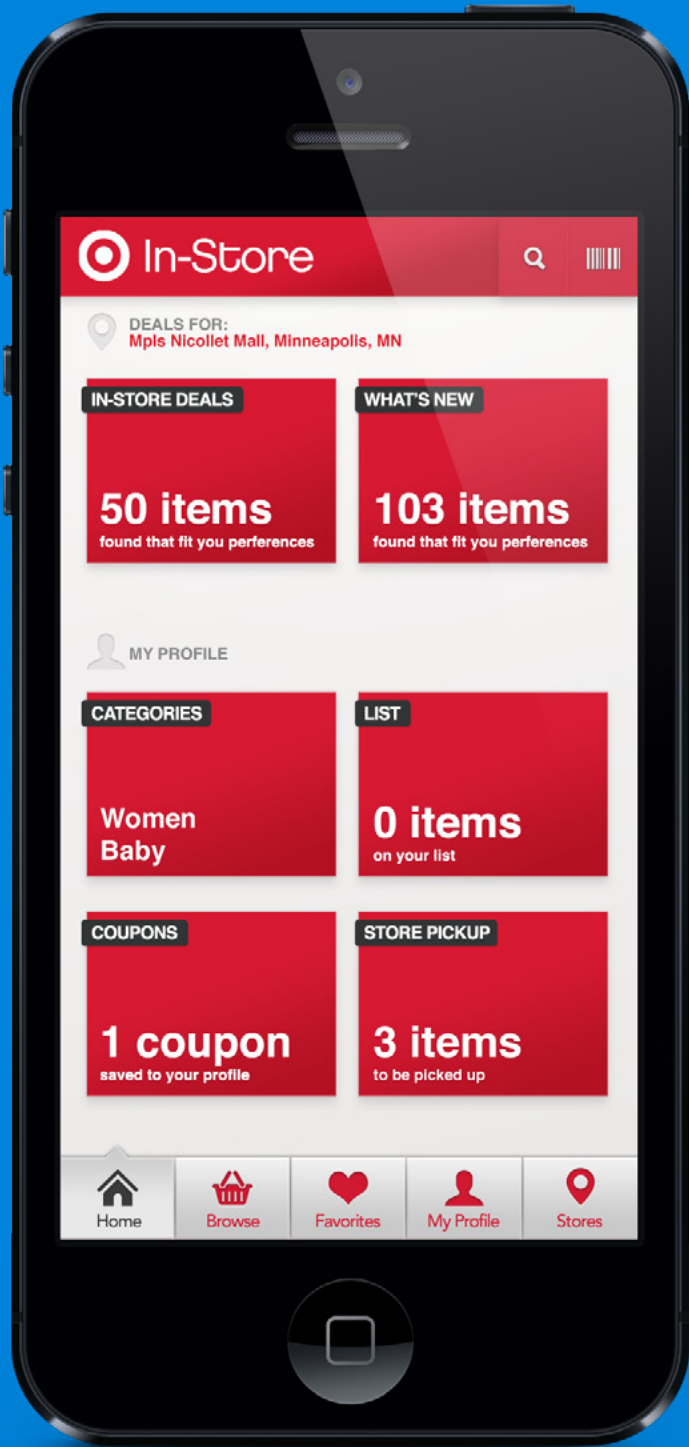
Product relevancy:
- Encourage users to discover new products they might be interested in, by surfacing similar or new merchandise.

In-store experience:
- Keep customers engaged by providing unique discounts/ offers based on previous purchases.
- Geolocation awareness notifications.

Additional Considerations:

• Social Channels   • Rewards & Incentives   • Store Map

Introducing, **Target In-Store**

Location awareness app.

Custom pin-board like catalog, specific to items user's favorited.

Designed with a scalable framework in mind.

Enable customers social interactions.

Prompt users with related products.

Indicate store and online inventories.

Sync with existing Target.com user credentials

See app in action!

Go to: invis.io/FZDWQ1D2   **Password:** f@stco-t4rg3t

App Home

Additional Features

Meaningful browsing categories.

Specific store data.

Personalized product categories.

Visual cues of savings, encouraging action.

Visually indicate when deals are expected to expire, if applicable.

Secondary options allows users to save, favorite, and share products.

Use of existing Target products.

In-Store

IN STORE DEALS   WHAT'S NEW   Sort by: Most Popular ▼

DEALS FOR:
Mpls Nicollet Mall, Minneapolis, MN

TIME LEFT:
1 day, 12:34:21

Categories: WOMEN, BABY

25% OFF
Kate Young For Target® Long-sleeve Bodysuit - Polka Dot Print
★★★★☆
$29.99
Reg: $39.99

SAVE $9.99
Bumbo floor seat
★★★★★
$30.00
Reg: $39.99

Mossimo Supply Co. Juniors Sleeveless Maxi Dress
★★★★☆
$25.00

35% OFF
Circo® Geo Girl 4pc Crib Baby Bedding Set

Home   Browse   Favorites   My Profile   Stores

Store specific sales. Products shown are based on user's preferences

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About Us
We are a husband and wife team truly passionate about creating products that will benefit users from great design. We are intrigued about what makes audiences tick and how we can get them where they want to go through experiences that are not only useful, but visually appealing as well.
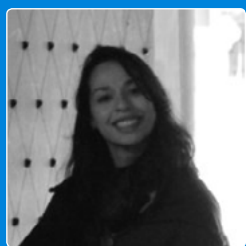
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