

Personalized Target App

Contestant

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I think a Target app should look the same on all devices. It should have an app identity instead of looking like an iPhone app, Android app or Win phone app.

My objective for the Target app is to provide a personalized tool that includes customer specific preferences, in-store assistance, and social interaction.

Each bullet point listed here represents a block in a grid on the home screen. Personalized blocks/features in the grid will have background colors matching those used on Target products. The reasoning behind using a grid-like format and big buttons are for ease of use, clarity and discoverability.

When customers are not logged in personalized blocks will show limited colors like (white, red, and gray)

My idea for the App is to update the current Target App.

- **Personalized Ads** [personalized]

IDEA: I don't want just a Target app. I want my Target app. I want the app to know what I want and what I need. I want the app to save time and money for me. I think it's time for Target app to know what we want and like.

- Customers will be able to create personalized Ads by selecting categories and adding a hobby or other unique things about them such as owning a cat or having a love of movies.
- Their watched/wish list items will show up as Ads if they are on sale.
- If customers are not logged then Weekly Ads will be shown instead.
- Click items to add to my shopping list.
- Show items as image with some information like price and rating in a grid view for quick glance.

- **My Shopping List** [personalized] [in-store] [social]

IDEA: I make a list before I go to shopping. I want the app to tell me where things are so I don't have to spend half of my time at Target looking for them since I go to several Target stores in my area and each stores are little different. I also want to know if you got what I am looking for at the store.

- Simply add items to shopping list similar to To-Do app by typing "milk", "shampoo", and so on. Unlike current Target shopping cart feature. Customers should be able to type a word "lamp" and it should show what aisle and how many items left in store. This information will also show on my Target store layout map.
 - (This feature can be built using 2~3 database tables and the algorithm will learn from the customer's input as they use the app).
- Tab/Radio button displays the list and store layout map.
- Share shopping list with family members and friends.

- **My Target** [personalized] [in-store]

- **IDEA:** I go to several Target stores in my area different on where I am at the time. Just tell me one near me and show me the location, map, hours, and in-store map when I am there.
- Show designated Target store layout map.

- Store map that shows you where your items are located (if the items exist in shopping list)
 - Special Sale of the day and other sale items will show up as treasure chest icon on the map.
- Hours
 - Store
 - Pharmacy
- If not logged in then use GPS to locate a store you are in or near by.
- **Royalty Card** [personalized]

IDEA: *I go to shopping with royalty card in mind. I will go 'A' store more often instead of 'B' store if I acquire points for going there. I love the idea of having royalty card in my phone and see the points I accrued since I will be able to use that points toward my next purchases.*

 - Customers can use it on each purchase to accrue points
 - When customers reach a certain number of points they can then use them towards their next Target purchase at concession stand, Starbuck area, or Target merchandise.
- **Wish/watch List** [personalized] [social]

IDEA: *I want to remember the products that I want and save it for later so that I can decide next time I am back at the store. There is a good chance that I will buy that product if I see that item in my personalized Ads because it was saved on my watched/wish list.*

 - Add items to wish list for later purchase.
 - This item will also show up if it goes on sale on my personalized Ads.
 - Share wish list with others.
- **Coupons** [personalized]

IDEA: *Target prints out coupons after the purchase. I don't even look at it and most of the time I forget to bring it. I want the coupons to show up on my phone instead. I will most likely to buy more stuffs on Target instead of local grocery store.*

 - Coupons will be displayed here based on customer's purchase history. (Target should know what customers purchased when customers use their royalty card.)
 - Coupons can also be from customer's wish list.
- **My Account** (similar to current app)
 - Help, Contact-us, policy, terms and condition, and etc.
 - Just want it as a big button so it will be easy for them to select and discover.
 - It will be displayed using grid with icons to find features easily.
- **Products**
 - It will show forever scroll technology (lazy-loading) to view as display product with pictures and reviews.
 - Easy to view and find items
 - It will also be categorized view for customers filter the product type.
 - Be able to comment and review products.
 - User can add selected items to shopping list which will show up on in-store layout map.
- **Registry List** (similar to current app)
 - Baby and wedding registry to share.
 - Just want it as a big button so it will be easy for them to select and discover.
 - It will follow grid view similar to other pages.
- **Scan barcodes** (similar to current app)
 - Scan to add to wish list or other lists.
 - Just want it as a big button so it will be easy for them to select and discover.