

# Product Entry: Granite Concierge

## **Artistic Elegance Meets Health and Wellness**

It is the intent of this contest entry to offer a mobile device engagement experience that is uniquely anchored in the Target customer home. The showpiece of this entry is made possible by the merging of new technology with an elegant solid spire of premium black granite. The resulting showpiece is a wireless enabled stone that serves as an in-home concierge responding to the touch of a compatible mobile device. The stone has four facings titled, Nutrition, Wellness, Home and Garden covering its slender six inch height. Each facing has a Target logo that when touched with a mobile device returns a personalized daily recommendation for the given topic by leveraging a mobile web app in communication with an enhanced Target API. The following Use Case Narrative colors one possible consumer scenario for this contest entry.

## **Use Case Narrative**

Find companion collateral titled: Video1, Image1

*"I work construction and my schedule varies greatly from one day to the next. Today I'm just getting home with my father who has been helping me on a job. Its lunch time and if we drive a few blocks we will find several fast food chains, none of which are doing my health any favors and are an even greater risk to my dad. He sees the stone on the counter and ask about it.*

*My wife is a regular Target shopper and she got the stone there on some type of loyal customer promotion. I love showing it off because it does something totally unexpected and my dad is not going to believe it until he sees it.*

*I explain that the granite stone has a laser etched topic and Target logo on each of its four sides. When I touch my phone to any one of the four Target logos my phone responds with a daily personalized recommendation for that specific topic.*

*Since its lunch time I touch the side of the stone labeled Nutrition. The phone responds with a lunch time food recommendation that Target has in their food isle. The funny thing is, I have been in that Target over half a dozen times and didn't know they had this full food section.*

*The phone screen shows today's recommendation of bagels and a can of minestrone soup. Not bad, save money and my health.*

*My wife knows my old habits of going through the drive through at lunch time are going to be hard to break and this stone is not only fun to play with, but having it here on the counter serves as a reminder to at least check and see what my daily recommendation is. I love it.*

*Another side of the stone is titled Wellness and although I am not interested in anything other than food today, I check it out and find a sale on a green mountain bike. I'm not a buyer now, but I do want to take a look at it while in the store today. "*

## Target-Defined Key Contest Areas of Interest

1. **Social: Enabling customers to interact with one another, or Target**
  - This objective has been met by allowing customer families to interact with Target directly via the granite spire from the comfort of home.
2. **Education: Helping students, teachers, and schools be more successful, and improving the community**
  - Not met in any significant way.
3. **In-store: Extending and improving the experience within the store, or until the next visit**
  - This objective has been met to the degree of strengthening the probability of a 'next visit' as a result of a personalized interaction with the granite spire at a time of in-home product need.
4. **Personalization: Catering to the unique tastes and needs of each individual customer**
  - This objective has been met by providing granite spire users a daily personalization of Target product recommendations based on user profile.

## Product Operational Detail

### User Sequence

1. Target customer acquires stone from a local Target store as a purchase or loyalty reward.
2. The customer receives the stone and user instructions.
3. At home, the first user screen is an invitation to establish a concierge profile or use existing Red Card profile information when available.
4. The stone offers daily recommendation in each category that serve the greater life and health objectives of the selected stone topic.

### Technology

Web app using Target API

Stone frequency: short-range wireless at 13.56 Mhz

Stone activation range: 1 – 5mm

Stone service life: 10yr.

Stone operational range in degrees Celsius: Min= -12 / Max: 40.5

### Maintenance

1. The stone has no internal battery and requires no maintenance
2. Indoor/outdoor

### Limitations

1. Requires NFC (Near Field Communication) enabled mobile device.
2. Requires developer level access to Target API used to serve product detail including but not limited to description, price, availability and geographic location.
3. Requires a rules engine or predictive algorithm for daily individual Target product recommendations if the concierge ad presentation is predictive rather than a scheduled feed. Both solutions are within the capabilities of the applicant.

### Proof of Concept

Two fully functional demo stones have been produced and tested.