

TargetShare

Expect More, Pay Less, Be Social.

Problem

Customers buy items based on their projects but there is no easy way to link projects to list to buy.

There is also no easy way for Target to share personalized deals, provide in-store services about products or share user generated experience to increase sales/revenue

Data

This data is based on the research done using Google+ and emails with 17 users. Media is also reporting on a regular basis influence of social recommendations to call for action. Recently Wired wrote this [article](#).

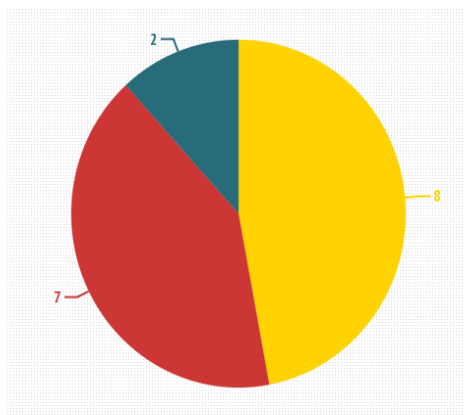
Conclusion:

Catalog is only used by 10% of people to find products they are looking for

More than 50% would like to know about new products available or deals for the items they plan to buy

Customers are also interested in personalized product recommendation(pinterest)

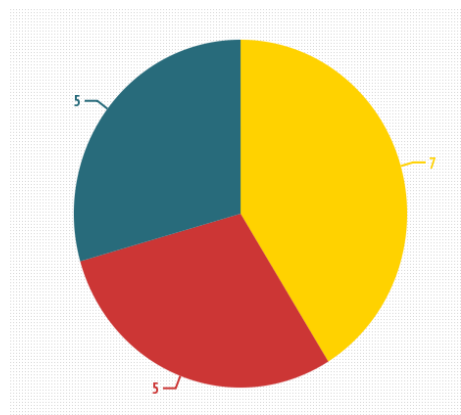
How Customers find new products ?



General Browsing Online Catalog

Create infographics [info:am](#)

Customer pain points in the store ?



Know more Less Lines Associates for help

Create infographics [info:am](#)

Solution

Mobile application that provides customized product recommendations to users based on their search string, location, user profile and virtual social interaction(Facebook, Instagram, Twitter and in-app) with other users.

Product

This application starts out a main search with an example along with different example search queries at the bottom for each category.

When user puts in the query or selects one of the pre-listed queries, results will be shown on the page with the product details, aisle, price and social recommendations

It will also show if you already bought this item before or your friends have bought this item and are ready to share

There are also secondary pages that will include -

- Profile - User information, email, facebook, tumblr
- Products bought previously by you

Impact

- Increase in sales and better product placement due to customization
- Increased customer engagement in the store for future interactions including support, better service
- Customer education through trivia

User Traction

Users entry point will be through trivia questions and discount offers. This feature will be enabled when user is detected in the store.

Team

Jinal Dalal - Product Manager, Google Local/Geo and also co-founder of Peeqshare

Ashutosh Pardeshi - Software Guru, Ruby on Rails Ninja - Recommind and co-founder of Peeqshare

Vallabhi Parikh - Educational Instructor from k to 12, Instructional Technologist

We created Peeqshare which is an iphone application to find unique products in your local area.

