TARGET   **Co.LABS**

OVERVIEW

With this challenge, Team SCAD SERV set out to create a comprehensive user experience that enhances each of the four key areas of interest identified by TARGET. Through contextual research we developed insights into problem areas and breakdowns in the TARGET shopper experience. With these insights we identified three pillars forming the backbone of our service design: Prepare, Locate & Connect. Our mobile app based service aims to create symbiosis between the three pillars with the intention of enhancing and extending the user experience, thus increasing brand loyalty for TARGET.

PREPARE

Shopping has never been solely an in-store experience. Consumers constantly think about what they need and want. Most go to the store with the intension of purchasing specific items. Many develop shopping lists. Why isn't TARGET a participant in this process. The TARGET PLC app enhances the customer preparation process and encourages them to shop at TARGET for all their needs by providing an easy to use shopping list. In addition to keeping track of items the customer needs and wants, PLC allows customers to view where list items are in their "home store" with a plan view map so they can better plan their shopping journey.

LOCATE

In addition to being able to view all of their items in the plan view map, customers using the PLC app are able to pin point the location and availability of specific items in the store as well as themselves as a reference point. Items in the users shopping list are ordered by what is closest to their location in the store at the top and the rest are listed in an order that will optimize their trip through the store. Shopping takes less time with PLC because customers no longer have to rely on association based product layout and they no longer have to "pinball" through the store. With PLC everything in the store is easy to find.

CONNECT

PLC increases the connection customers have with TARGET in-store and anywhere else they go. In-store, customers are better equipped to find what they are looking for. With PLC, they can scan their items as they place them in the shopping cart and pay from their phone without having to check out traditionally. Physical in-store touch-points, such as employee assistance posts and bagging centers, become more accessible, and shopping carts with a rest for mobile devices work with the customer instead of slowing them down. They can connect to TARGET Live from PLC where they chat live with other in-store customers as well as TARGET representatives.

STRATEGY

Shopping Habits:
Because PLC tracks customer movements with GPS in-store and records how they use the app, both qualitative and quantitative data about customers can be collected by TARGET to develop insights into shopper behavior both in-store and out so that shopping experiences can be further enhanced.

Up-Selling and Cross-Selling:
Each item page in PLC suggests additional products that compliment and enhance the subject item. Products that other customers have purchased along with the subject item and better models can also be suggested.

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