Target Guests are delighted to see the Price Cut sign while shopping at Target stores, as they portray exceptional value. Price Cuts can help the Guest substitute for a new brand, increase the quantity of planned purchase (buy extras), or even lead to purchase that wasn't planned (impulse purchase).

Why not enable the power of Price Cuts to be available to the millions of Guests using the current Target Mobile App?

The Target Price Cut App will focus on two areas of interest: In-store experience and Personalization.

Goals of App:

- ➢ Improve Target's price perception
- ➢ Draw new Guests with the "deal" factor
- ➢ Increase core customers frequency of visiting stores
- ➢ Personalized notifications of offers based on Price Cut email notification settings

About Price Cuts

Price Cuts are used in Target stores to provide a sales lift to a particular sku and are not affiliated with the Target weekly circular. Price Cuts also can vary by store, therefore the pricing is intentionally not the same in one store as another. Price Cuts are broken into two categories (signage in-store looks almost identical):

1) Temporary Price Cut – Price Cut is not permanent and will go back to regular price after a specified period of time.

2) Permanent Price Cuts – are exactly that, permanent in that store. The Price Cut signs will only stay up in that store for a limited time, the price will remain at that new low price.

The App intends to utilize both Temporary and Permanent Price Cuts, and will be referred to as "Price Cuts" for this presentation.

How the App Works

A great mobile experience delivers what could be complex data in a pleasing, simplistic view. That is exactly what the Price Cut App accomplishes.

Use Case 1: find on App, proceed to store, buy it

1) Within the "Stores" menu of current Target App (map will appear), Guest would click on the "Price Cut" image in upper left of screen to toggle on the Price Cut view of Maps.
2) Maps will then display the Target logo with the Price Cut image where each store is located within the map view.
3) Guest clicks the Price Cut image next to the store and a landing page of product category images will appear.
4) Next to each product category, a sku count of Price Cuts is referenced in parenthesis.
5) Guest clicks on category to view current Price Cuts by sku.
6) Guest can swipe the screen to view stores in order of proximity from previous location.
7) Guest proceeds to store to initiate purchase.

Use Case 2: personalized, enable email notification for chosen store

1) Within the "Stores" menu of current Target App (map will appear), Guest would click on the "Price Cut" image in upper left of screen to toggle on the Price Cut view of Maps.
2) Maps will then display the Target logo with the Price Cut image where each store is located within the map view.
3) Guest clicks the Price Cut image next to the store and a landing page of product category images will appear.
4) Guest would select "setup notifications" under the product categories.
5) Guest would then select product categories to be notified of skus on Price Cut for that store to receive in weekly email.
6) Guest receives email, identifies a product of interest and proceeds to store to initiate purchase.

Limitations

- Alignment of data from Target's systems which control Price Cuts would have to be fed into the Apps back-end databases to ensure accuracy of pricing & timing.
- Product could be out of stock when customer arrives.
- Some Price Cuts are temporary, so time is of the essence for the Guest to capitalize on the deal.

Thank you!

Josh Janzen
Mobile Developer
joshjanzen@gmail.com
612-232-5576