

TARGET SOCIAL VAULT



Customer Experience

During a customer's Target shopping experience he or she stumbles upon a large white box (6' x 4') that is only adorned with a large red target logo on the front. Near the box is a sign asking customers to "tweet @targetbox" with the hashtag being display in the center circle of the target. The customer sends the tweet out and immediately receives a tweet back from @targetbox with an image and instructions. The instructions are "reveal this image to the center of the Target and receive a prize." The user takes their smartphone and scans the display (with the embedded barcode scanner built into the front of the box, hidden behind the red circle.) Once scanned, a chime sounds and the entire Target swings out (like a bank vault door) revealing a freshly dispensed gift card (or TBD prize).

styling

Outside

- ➔ Seamless white box that can be seen from all sides
- ➔ Glowing backlit Target logo flush with the exterior on the front
 - ➔ The center of the logo would contain the necessary hardware for scanning barcodes
- ➔ When the door to the interior opens it is shaped like the Target logo and designed to look like a bank vault door

Inside

- ➔ Simple white interior to match the Target aesthetic made from white acrylic / glass
- ➔ Gift card dispenser embedded in the ceiling of the interior is only visible when dropping gift cards (never visible when the door is open)

Hardware

Hardware

- ➡ Custom hardware will be designed for both the door opening mechanism and the gift card dispensary
- ➡ The outside enclosure will be scratch built to meet exact specifications
- ➡ The unit will be powered by a small computer and microprocessor. The computer will allow for on-site configuration and administration
- ➡ A barcode scanner and small display will be embedded behind the Target logo

SAMPLE "TREASURE CHEST" ALTERNATE VERSION:

