

Do you need  
anything from



Greyworks LLC  
381 W Broadway St 300  
Westwood, NJ 07675

T 917-472-9967  
@gruen

mg@greyworks.com  
www.greyworks.com

Greetings, contest judges! This two-pager highlights the salient aspects of my proposed mobile product. Please enjoy.

## Concept

Before running out of the house, my mother would always say, "I'm going to the grocery store: do you need anything?" I'd answer with something rather specific, like, "*7oz of epperidge Farm® - Milano® Cookies?*" Depending on what I asked for, she may go to a different store.

I was a spoiled child.

What I propose is an application that emulates this conversation with an important variation: "I'm going to Target. Do you need anything?" With this application, my mother could let me know that she's going to Target, which Target she's going to, and allow me to populate a shopping list of things for her to buy, even when we're not in the same square mile.

This will also ensure she purchases the correct item. (For instance, I do like like the double-chocolate Milano variation—I prefer the Mint variety.)

## Experience

This application is simple enough to develop for and deploy on all handsets and Internet devices with HTML5 (with wrappers). With a bit more work, it can be adapted for SMS.

## Workflow

For convenience sake, we'll speak as though my mother is the primary shopper.

1. Mom decides she's going to Target sometime in the near future.
2. Mom picks which Target location she's going to via the "Do you need anything from Target" application.
3. Mom sends out notification, via the app, to my father, brother, and me that she's going to Target (and which Target she's going to).
4. I (along with other members of my family) receive a notification of her upcoming trip.

Do you need  
anything from



Greyworks LLC  
381 W Broadway St 300  
Westwood, NJ 07675

T 917-472-9967  
@gruen

mg@greyworks.com  
www.greyworks.com

5. I can search and select inventory from the specific store she's going to for things I might need. I know they're in stock because the app is linked to the store's inventory management system.
6. I submit my requests to Mom's shopping list
7. Mom receives my list (along with my brother's list and father's list, if applicable) sorted by item (in case some of us ask for the same thing) as well as the relative location in the store. This way, the app can intelligently navigate her around the store, making it easy for her to get what she needs without backtracking. (Or, if it proves to be more profitable, make her backtrack a few times.)
8. Mom checks off the items within the app and goes to the register, buys the goods, and leaves.
9. Optional: when the app notices that Mom's leaving the store's proximity, the app sends my brother, father, and me the results of her shopping trip. (Avoiding the question, "Mom? Did you remember to pick me up new socks? The argyles, not the striped!")
10. Everyone wins.

## Final Words

Thank you for taking the time to evaluate the "Do You Need Anything From Target?" concept. What I particularly love about this idea are all of the add-ons to this product workflow (e.g. suggested products, product barcode scans, up-sells, in-app advertising, purchase history) and other in-store integrations that can likely increase the average cart value without negatively affecting store visit frequency.

Cheers!

Michael E. Gruen  
Greyworks, LLC