

### ARCHETYPES

The following archetypes portray the main categories of consumers that will exist when TARGET PLC is introduced to the market. All consumers will fall into one or two of these archetypes. Note that nothing has to change for more traditional shoppers. The same great shopping experience that TARGET consumers have grown to love will not have to change at all if the consumer does not want it to. But for those customers who want to enhance their shopping experience, PLC will do that and more. TARGET PLC makes life easier!

#### THE LOW TECH SHOPPER

- ✗ Scans
- ✗ Mobile Checkout
- ✗ Locator/Nav.
- ✗ TARGET Live
- ✗ Reviews
- ✗ Shopping List

The low tech shopper is the shopper we know today. He/she may order items over the Internet but mobile technology is not part of his/her in-store routine. But the great thing is, it doesn't have to be. With PLC TARGET shopping doesn't change for low tech users.

#### THE WANDERER

- ✓ Scans
- ✓ Mobile Checkout
- ✓ Locator/Nav.
- ✗ TARGET Live
- ✗ Reviews
- ✗ Shopping List

A tech savvy shopper that does not plan out shopping. The wanderer likes shopping in a very informal manner. one might say the wanderer embraces retail therapy. PLC is a great tool for him/her but it does not dictate the shopping routine.

#### THE ENHANCED SHOPPER

- ✓ Scans
- ✓ Mobile Checkout
- ✓ Locator/Nav.
- ✓ TARGET Live
- ✓ Reviews
- ✗ Shopping List

The enhanced shopper is very tech savvy and uses mobile devices in everything he/she does. However, the enhanced shopper does not have a lot of foresight. Because of his/her fast passed lifestyle, planning is frequently overlooked or forgotten.

#### THE IMMERSSED SHOPPER

- ✓ Scans
- ✓ Mobile Checkout
- ✓ Locator/Nav.
- ✓ TARGET Live
- ✓ Reviews
- ✓ Shopping List

The immersed shopper takes full advantage of TARGET PLC, constantly looks up new dears, reads/writes reviews, chats on TARGET Live, and adds items to the shopping list as soon as they are thought of. He/she does not know how people could shop without PLC; which is irritating when he/she goes to other retailers.