

## Overview and Abstract

According to our primary research, Target Customers choose Target for 3 main reasons: well-priced quality, convenience, and the in-store experience. We also observe that a large (60% or greater) portion of Target shoppers are female as well, who come for “its designer collaborations and because we like the atmosphere.”

Our application, Everest, will enhance customers’ in-store experience, encouraging them to engage with Target and its products by showing **experiences or looks** they can create with those products. The experiences encouraged in the application will be personalized, tailored to local stores, and highlight the full range of Target’s products.

### Everest in action: 2 user stories

Tina, a tech savvy mother of two, walks in the store. She comes into the store to pick up some batteries for the kids’ toys and some milk. She fires up Everest to look up the location of the batteries, but a video on the splash screen catches her eye: camping trip. Her boys have wanted to go camping, but she had planned to make a stop at REI. Intrigued, she taps and watches a quick video which shows a family having fun cooking s’mores and telling stories in tents. It then shows her a list below the video with everything she needs: marshmallows, tent, flashlight, batteries, etc. The app guides her in store to exactly where she needs to be as she checks off each item on the list. She adds the milk and batteries, and smiles thinking about how happy her boys and husband will be that they’re finally going camping.

Jamie and Michelle come to Target on a Thursday evening to browse. They’re not looking for anything in particular so they stroll to see the new fashions Target has. A bright yellow Kate Young dress catches Jamie’s eye, but there’s no mannequin. She can’t imagine what she’d wear it with. A quick search on Everest brings up the dress and a video showing it being worn with different outfits and jewelry, all of which can be found at Target. She decides to try on the dress, and Michelle loves it. She completes the look with a bracelet and some eye shadow, sharing a couple of dressing room pictures with her friends.

### Building Blocks of a Better Shopping Experience

Everest rests on the assumption that shoppers have untapped aspirations and needs that Target can help them create: their next family cook-out, keeping their new year’s resolution to keep in shape, trying out a designer look or finally buying sustainable products. Everest is designed to quickly make customer imagine how Target’s various products, used together, can create experiences or looks they want. We believe behind many Target customers, there are unmet needs an application can help with:

- **Tech Savvy Tess, who says** “Help me find the newest gadgets for my home”
- **Thrifty Tiana, who says** “Help me find the best deals, and my family healthy and looking good”
- **Adventurer Annie, who says** “Help me do something new I haven’t done before”
- **Social Shopper Sophie, who says** “Help entertain me and my friends while I shop”

The videos around experiences and looks will be **personalized** to each location and to each customer, learning about their habits and preferences. Featured experiences will change to meet their profiles.

## **Application Functionality:**

We can't forget that many customers will expect basic functionality from Everest, including a store map and an item locator. We also must remember that one of the biggest challenges will be getting shoppers to open the app. To encourage this, the app will activate free in-store WiFi when opened. In addition to these basic features, Everest will contain the following features:

- ~30 second videos highlight how Target products can create desired experiences or new looks for shoppers
- Shopping lists based on the videos to help customers find and buy featured products
  - Customers check off items when they've purchased them, or say they don't need them
- Points or Badges when a customer chooses to buy experiences
- In-store guidance to show all locations of products
- A digital receipt holder to track their budget and to remind them of their past experiences
- Social features to allow them to invite friends to an experience they've decided to pursue (eg Game Night, Barbecue, Camping)
- Ability to review and tag items for their friends

## **A More Personal Target**

Everest will provide Target with real time data on which experiences customers want, and what items they are purchasing. This will help Target tailor its experiences to maximize revenue and increase customer engagement through new videos. The application will learn about the customer and be able to suggest new experiences or looks based on their past behavior. Additionally, Target will learn about individual purchases without loyalty cards, providing data on how individual customers shop, what they look for and what they buy. This more granular will provide significant value to Target.

## **Application Walkthrough**

1. **User opens application, which will grant access to Target's Wi-Fi**
  - a. **On first use, welcome screen will show explaining Everest's functionality (not shown)**
2. **Main screen shows experiences tailored to individual's local Target and their preferences**
  - a. **Swiping left will take user to an item search (similar to iPhone interface)**
  - b. **Swiping Right will take them to a map of the store**
3. **Clicking on a video will play a short (~30 second) segment of video showing people using Target products to create an experience or combining products into a 'look'**
4. **A checklist of items will show below with their location**
5. **Clicking an item will bring up a map of where they are**
6. **Users can check off items as they put them in their basket, or select that they don't want or need the items**
7. **At checkout, receipt will print QR code that users can scan to create a digital copy of their receipt that the app will store**