**Introduction**

At Appmosphere, we believe in a world of effortless, streamlined mobility. Our vision is to utilize the best technologies to improve people’s lives through useful, relevant, and efficient software tools. Appmosphere, Inc. is a Minneapolis-based mobile application development and mobility solutions company.

Appmosphere is platform-agnostic, and designs native applications for iOS, Android, Windows 8, and BlackBerry. We have world-class designers and a dedicated team of developers eager to take the next steps in this exciting project.

**Target Concierge App**

Introducing the Target “Concierge” App, a cross-platform mobile application geared toward Mom and intended to increase trip frequency and basket size. The app allows guests to shop based on mood, time, or kids for an immersive, helpful, and enjoyable shopping experience.

**Mood**

* Guests can choose from a variety of moods such as tired, happy, sad, angry, stressed, or content.
* Coupons, deals, or purchase ideas are then generated onto their phone based on the guest’s chosen mood, some of which could then be loaded into Passbook. These coupons will complement Target’s brands and partners. For example:
  + Sad?
    - Treat yourself to a new dress or shoes, 20% off.
  + Tired?
    - Get half off a Starbucks coffee.
  + Stressed?
    - Target staff can assist you in preparing specific items on your list for you, help you find a product, or order items off target.com and have them delivered to your home.

**Time**

* Set Your Pace – This could include two or more speeds. Guests would choose the pace at which they would like to shop.
  + Leisurely
    - Receive a route based on current deals and promotions or shopping habits, while still stopping for all of the items on list.
  + Hurried
    - Based on your app’s shopping list items, guests receive the quickest route through the store.
* Map – Based on the chosen speed at which the guest wishes to shop, a map and walking path is then generated on the guest’s phone. If the guest is in a hurry, the map generates the quickest path through the store based on the shopping list on their app. If a shopper wishes a leisurely stroll through the store, they can be shown things such as new product lines or designer clothing and accessories.
  + Once Target adopts indoor-GPS or Google Indoor Maps, this could then be integrated into the map, showing the guest exactly the direction they need to go, supplying coupons and ads when they reach checkpoints within the store, or receiving help from a virtual employee or “Concierge.”
* Item Preparation – For those wishing to save time, a feature would include the option for a Target employee to prepare specific items for guests in advance, such as household items or toiletries.

**Kids**

* Children choose their Age and Gender. While this information is great for demographic metrics, it also helps decide the possible “prizes” that can be “won.”
* Children or Mom chooses what they would like to play for, such as coupons, gift card points, or a contest entry.
* As the child walks around the store with mom, they touch smartphone to NFC-enabled Bullseyes or Target Dog magnets/stickers, placed strategically around the store. Simply touching the tag with the phone would instantly send “points” to the phone, and give Target metrics on the family’s location.
* Each Bullseye touched earns points toward various “prizes” for the kids, such as coupons for things like Legos or Barbies, thereby increasing Mom’s basket size in the process.

**Benefits**

* Frees up a guest’s time to explore the store.
* An immersive, enjoyable experience will increase trip frequency.
* Target can gain additional metrics and analytics on guest shopping habits such as:
  + How does this guest shop when they’re nervous?
  + What are their priorities when they’re in a hurry?
  + Learn children’s ages and interest.

**Tie-Ins with Target’s Current Apps**

* List management: Integrated Target shopping lists.
* Location services: You’re near your store. Would you like us to prepare certain items for you from your shopping list?
* Coupons: Here are current coupons for the items on your list.