



RETAIL ACCELERATOR

TARGET® TROY BJERKE & ELYSE LAROUERE

PROPOSAL

This app seeks to link the Target shopping experience from in-home to the shopping experience, by organizing customer's lifestyle-needs through reminders and networking with friends and other customers. This app seeks to help customers find the right Target products and leave the store with everything they need. The user process would look something like as follows:

AT HOME

Customer is browsing the Target website by computer or phone. Using the list feature, they add items to their "Grocery" list, as well as the "Vacation" and "Tommy's birthday" list. These items can be as nondescript as "paper plates" or as specific as an item number linked from the online store.

IN STORE

Once the customer arrives at the store, a sign at the entrance reminds them to use the target app to enhance their shopping experience.

Upon opening the app, it recognizes that the customer is in a Target location, and asks them which list(s) they would like to use on this trip.

In addition to customer made lists, the app would prompt the customer to add additional items to the list based on past purchases. i.e. based on the last time a customer purchased laundry detergent, it would remind the customer that they may be running low on that item and might want to purchase more.

Prompts to refill prescription medications would also appear for any prescriptions held at Target which are due for refill.

By linking with friends through the app, customers would also be prompted about their friend's gift registries with upcoming dates.

Upon clicking "complete" the list is reorganized by department and the "best route" through the store would appear, helping customers navigate the store, ensuring they don't miss an item along the way.

If having chosen to add "prescription drop-off" to the list this item automatically appears first so prescriptions will be ready for pick up at the end of the shopping trip.

When a customer enters a department, coupons for that department from previous trips in their collection automatically appear on the screen.

COMPARISON & AVAILABILITY

When a customer is having trouble making a decision about which item best suits their needs or they cannot find specifically what they are looking for (ie, size or color) they can use the “Scan to Compare” or “Can’t Find It” features which automatically appear for the “current” item on the list.

A customer is looking to purchase a bike for their son. They want to buy one he likes, but they also want to make sure its safe and will last until he grows out of it.

Seeing a couple possibilities, the customer uses the app where the “current item” reads “Bike for Tommy” and taps “Scan to Compare” Using the phone’s camera, the customer scans the barcode on each bike’s tag that they are considering.

“Product Info”, “Customer Reviews”, “Trending at Your Store”, “Friend’s likes” appear for each item.

The customer has discovered that the bike they chose for Tommy is currently out-of-stock at this location. By tapping “Can’t Find It” for the item they have chosen, they are shown “Nearby Target locations” that have the bike in stock as well as given the option to “Add to Cart”

By clicking “Add to Cart” the customer will be prompted at checkout to add these items to the purchase as an online order.

GIFT REGISTRY

Customers can add their friends’ gift registries to their list. When entering a department where the friend has registry items still needing to be purchased, the customer is shown options on the registry from that department.

PRESCRIPTION PICK-UP

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CHECK OUT

At checkout all items in the cart are scanned as is traditional.

Upon tapping “Ready for Checkout” on the app customers are prompted to add their online orders to this transaction, allowing for a single checkout.

By choosing “YES” a barcode is generated which the cashier scans, automatically adding the customer’s online cart to the transaction.

The customer’s previously used shipping address appears at the register and is asked if they’d like to use the same address

the transaction finishes as usual and a second receipt prints with the confirmation # and expected ship/delivery date

New coupons are automatically added to the user’s account instead of being printed at the register.

AT HOME

upon opening the app at home, customers are reminded about their “Save for Later” items as well as the coupons in their collection.