Co. Labs & Target Retail Accelerator: App Proposal

Team
Objective Subject
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Target App Concept

Every shopping moment, whether in-store or online, begins with a moment of inspiration or 'discovery'. The goal of the "Target App" is to capture these 'a-ha' moments by allowing users to take pictures of products and, using image search and recognition technology, match them to similar Target products. The Target App will thereby respond to one of the most significant obstacles confronting today's internet-enabled shopper, product search. With a growing focus on omni-channel marketing, the concept builds on the customer experience and contributes to Target's 'web-influence-to-store-sales' KPI.

The Target App's core image recognition will employ our partner, HOVR.IT's API. This third-party retail visual product search engine is already available. The Target App's initial focus will be on apparel since this product vertical represents the largest ongoing use category for shoppers, and best supports Target's 'cheap chic' positioning. Moving forward, the experience can be expanded to housewares etc.

Primary Functionality

- Take or upload pictures and find similar Target products via image recognition and visual product search
- Instantly compare items within the Target product catalogue
- Discover more information about Target products and learn about new products

Secondary Functionality

- Add items to Favorites list or Target shopping cart
- Purchase products in-app
- Be notified when a user is near a Target location that carries a product in the user's list/cart
- Share 'finds' to social networks (Facebook, Pinterest, Twitter, etc.)

Sample Use Case

Katie is at dinner and sees a person across the restaurant with a coat that she instantly falls in love with (moment of discovery). She opens up her Target App, snaps a photo and is immediately shown similar coats available at Target. She finds two coats she really likes, saves them both to her Favorites list, and shares both finds on Facebook to seek her friends preferences. Katie sees that both are also available at her local Target and decides to check them out at the store tomorrow.

Value to Katie

- Instantly satisfies her shopping fix
- Saves the discovery so she can revisit later
- Finds nearby Target locations that carry the item of interest
- Socializes her 'find'

Value to Target

- Captures a qualified shopper
- Satisfies a customer's spontaneous shopping moment
- Actionable analytics from user driven data

Technology
- HOVR.IT technology is specifically designed for image retrieval and comparison for retail purposes
- Simple API access allows for:
  - Easy image uploading
  - Easy product feed uploading from retailers (Target)
  - Machine Learning:
    - Continually analyze what shoppers are looking for
    - Continually validate user interactions relative to 'matches' to provide feedback for better matching
  - Machine Vision:
    - Optimize detection to understand product categories
  - HOVR.IT DB:
    - Product feeds from retailers
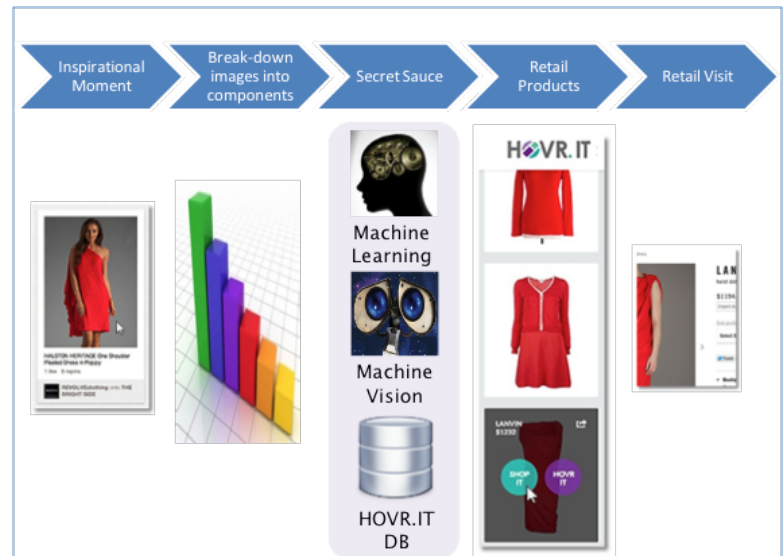
Key Areas of Interest

Social:
- Add 'finds' to a Target Favorites list/ shopping cart
- Comparison shop the Target catalogue
- Share finds with connections on major social networks (Facebook, Pinterest, Twitter, Tumbler, Instagram)

Educational:
- Made aware of and prompted to purchase similar Target products
- Made aware of nearby Target locations

In-Store:
- Interact with the complete Target catalogue of products
- Receive notifications from Target about promotions for associated items
- Receive notifications when they are near a Target store based on items in the list/cart
- Discover Target products from inspirational moments anywhere
- Barcode scan products to find out more information for products while at Target stores

Personalization:
- Remarketing products to users based on previous searches, associated products, etc.
- Search history so users can see prevously discovered items
- Recommendations tailored to users in-app searches

thank you!