

SMART SHOP

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After a lot of research, observation, and interview Target's customers, I found trends that are useful for creating a mobile app for Target. I found that many customers like the experience and the service within the store, but some complained that they don't see much Target's employees to help them. Many customers like shopping with friends and family. However, I also found that many customers made lists and just wanted to shop as fast as they can. Therefore, I created my main persona based on this type of "on task shoppers." My app is created targeting toward this persona, though it will be useful for all target's customers.

Limitation:

- This app is designed for mobile, iphone.
- This app is created based on target's existing app, and the new features "SMART SHOP" can easily be integrated in.
- The app requires users to sign in to use the new features.
- The app works best if the users turn on Location Service in iPhone setting.
- Users must selected "My Store" or preferred store before using the new features.

Functions:

- Cleaner Welcome page. Existing ads can still be access by swiping down the screen.
- New feature "My Store Map" can be accessed from every screen of the app.
- Show available parking space in target store.
- Can remember parking spot.
- Show store layout.
- Show location of the items in users' TargetLists or shopping list in the store layout.
- Navigate the user quickest way to get all the items in the shopping list.
- Notify the users if items in the list are out of stock, and help users find similar item in the area.
- Help users find Target's associates within the store.
- Allow Target's associates to help customers quickly, at the right time and right location.
- Help users checkout quickly by showing available checkouts (no waiting line).