

The Team

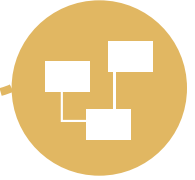
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SCENARIO



Kelly is a design budgeteer transitioning into a post-graduate lifestyle. Every day, she strives to make stylish and sustainable, yet fiscally responsible decisions. She goes to Target on a weekly basis for groceries and other essentials, but she always spends more money than she initially plans on. This type of behavior makes it difficult for Kelly to achieve and maintain her personal goals which results in buyer's remorse. How can Target facilitate the realignment of Kelly's shopping experiences with her personal goals without sacrificing the unique creative expressions made available by Target?

Targets is a mobile application that helps Target customers like Kelly to achieve and maintain their target behaviors. The application utilizes personalized information about Kelly and curates a product database which relates to her specific goals. Each in-store purchase is weighted on a relative scale based on her goals distribution. With *Targets*, Kelly can finally keep track of and analyze the impact of her spending behavior in the context of her personal goals.

One day after her spring cleaning, Kelly resolves to begin purchasing longer-lasting and more environmentally-friendly products. *Targets* uses this data and helps Kelly navigate the store's vast selection with the introduction of an aisle-by-aisle luminescent filtering system (LFS). Kelly can choose to concentrate on "mission-critical" goals, or to peruse each aisle depending on her schedule. *Targets* responds in real-time to Kelly's updated goals, and even helps her to explore new ones in a safe and secure way. The application enables an intimate relationship between Kelly and the products she buys from Target, all the while gathering highly individualized consumer data for future inventory decisions.

Kelly can also create new goals for herself to account for her dynamic life. For example, Kelly goes on a juice diet once every six weeks so she creates a "Juicer" target-track which gains popularity and becomes a Trending Target on the app. Kelly feels a sense of connection to like-minded customers, and looks forward to her next Target experience.

In an era of hyper-connectivity and anti-consumerism, the future of the retail experience will be based on a deep trust between the brand and the consumer. *Targets* is like a personal coach, where customers can directly communicate their values and identities to Target while learning to invest time in setting and prioritizing goals. The LFS redefines Target's store layout in a game-changing way, making use of existing way-finding behaviors. Furthermore, layers of useful virtual information such as customer reviews or product popularity, can be communicated through the varying intensities and colors in the LFS. *Targets* is the answer to bridging the delicate gap between brand and customer by laying a foundation for transparent and user-driven communications.

Social:

- Share Target Tracks with friends.
- Share Gifts with Target Track friends.
- Meet people in-store with similar Target Tracks through in-store ambient socialization.
- Create personality archetypes to share with others

Personalization:

- Personality Archetypes touch on consumers' individual interests.
- The curated product lists enable users to reach a deeper level of fulfillment through their purchases.
- People rely on immediate surroundings and in-store ambience rather than staring at a screen.

Education:

- Educate people how to be better consumers.
- Educate people on how to achieve specific goals/tracks.

In-store:

- Customers rely on immediate surroundings and the luminescent filtering system to shop, rather than staring at a screen.
- Technology integration enhances in-store assets, not hijack them.
- Target Track products are revealed to consumers in-store. This creates a curious awareness and immediate availability, rather than the straight forward recommendations online.
- Targets embodies the convenience of the internet's information architecture, in an unobtrusive, sensational real world experience.

APP WORKFLOW

■ User opens Targets application on mobile device

■ User is prompted to refine archetype via a quiz

- User completes quiz and receives an archetype
 - User can refine archetype by answering more questions
- Application suggests popular target-tracks for user's personality type

■ User subscribes/creates target-tracks for him/herself based on budget

- User can keep track of budget with a contextual pie chart
 - Pie chart shows how much money is spent in each target-track
 - User can manipulate pie chart to reflect relative importance to him/herself
- User can add and transfer funds to and from Targets account (connected to bank)
- User can pay for items in cart directly from Targets application
 - The receipt of items is used as a database for application (what is purchased and for which target-track?)
 - Customer service reps are "freed" from the confines of a register
 - Trained for specialized customer service on-floor

■ User can "level up" as he/she makes more frequent purchases/decisions to stay on target-track

- i.e. decision NOT to buy chocolates is a bonus for a fitness track
- With each "level up", user is eligible to receive a gift based on personality type
 - User can accept
 - User can decline, and add the gift's dollar amount to upgrade the next level's gift
 - User can gift the item to a friend/random person

■ As user travels through Target store, curated product database communicates with Luminescent Filtering System (LFS) and guides user to purchases which support target-tracks

- Intensity/rhythm/etc. of LFS diode communicates layered information based on virtual database of product information
 - Peer reviews
 - Suggested items

