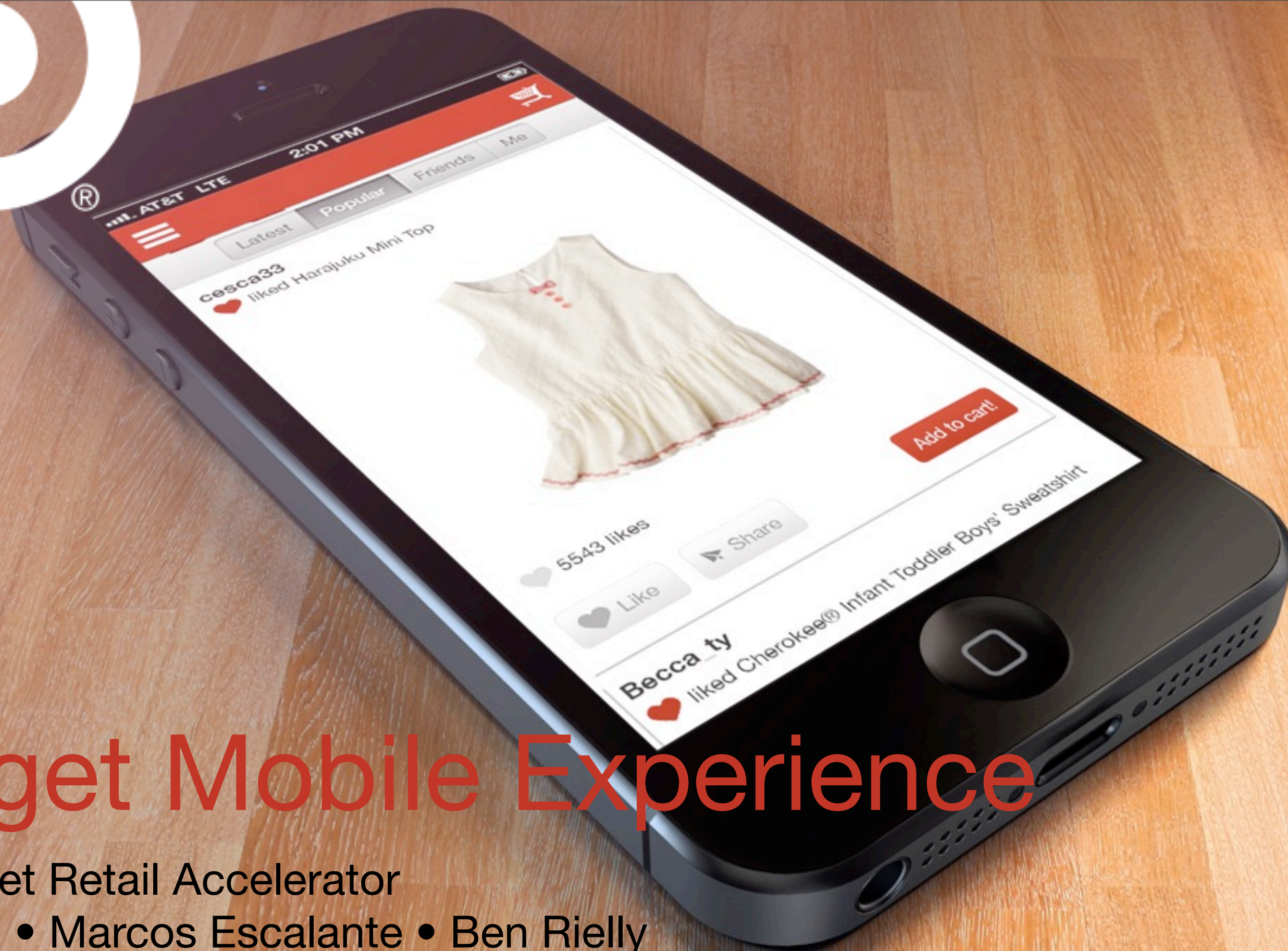


# Target Mobile Experience

for Target Retail Accelerator  
4/30/13 • Marcos Escalante • Ben Rielly





# In-between visits

While in-between visits the Target app should engage the user to prepare for the next visit and/or engage with target.com

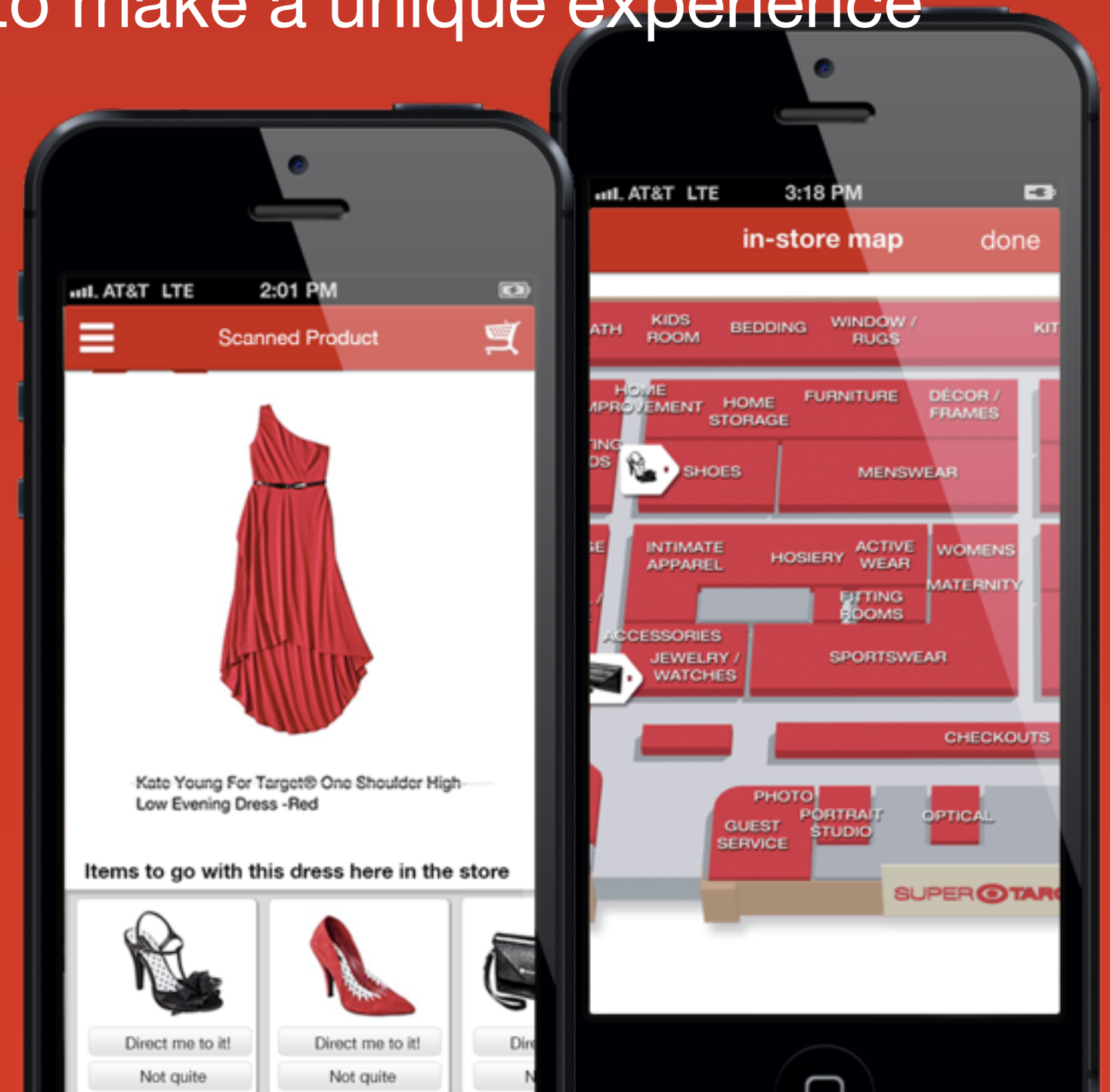
- User enjoys browsing a feed of products for possible buy now or to plan for a future purchase
- the feed is a combination of recently liked or purchased items from other app users as well as target promoted items. These items are personalized based on tastes and behaviors
- The user can like a product, which will be recalled when the user visits a store. The app will prompt the user “you liked item x - would you like to see a map where it’s located?”
- the user can purchase items from Target.com - and (as feasible) have products delivered locally on the same day
- the user can be notified via Push Notifications about sales, new lines, personalized offers, etc



# In-store visits

Use of data and personalization to make a unique experience

- User checks-in at a specific Target store (or is auto-checked in based on GPS location)
- The map of the store is loaded, and customized with product locations (from items stored on the list) and promotions the user may be interested in
- the user can snap a picture of the product and be shown complimentary products perhaps outside of the department:
  - “You might try these shoes with this shirt”
    - Take me to them > user is directed to map
    - Not quite right (user tastes are updated)



# Check-out

Point of sale for in-store experience

- Purchase can be shared to Instagram, Pinterest, Facebook, Twitter, etc
- User is reminded that 5% of purchase goes to school of their choice

