



Trade It

Trade it is a mobile-based app focus on in store shopping experience as well as out of store experience. My intension is to encourage more interactions between strangers in Target stores as well as outside store through coupon trading. Research shows that customers can get coupons when they checked out. However, those coupons are either something they just purchased or something they do not need. In the end most customers threw them away or put it somewhere in the store in case someone needs it. Even though they do get something they need, chances are they are going to lose or forget that paper coupon later.

The Trade it app works as soon as customers walk into the store. The app will offer customers exclusive in store coupon every time when they visit the Target stores. Customers can save that coupon in the smartphone for later use for trade it with others in store or outside of the store if that is not the one they want. All coupons will be expired in 7 days.

In store:

When customer receives a barcode he/she won't know what is behind it until he/she gets to a price scanner. It creates a sense of uncertainty. And that uncertainty triggers the desire of reaching a scanner to unlock the mystery. It could be an exclusive coupon, a small amount of gift card or just an "Enjoy your shopping at Target" greeting. Through this way customer gets what Target wants to delivered and be more engaged into the process of delivering.

Social:

Now people have the desire to trade coupons with others. However, they either ignore that desire or complete it without face-to-face interaction. This app creates a bridge between strangers and it motivates them to talk and interact with others to get the maximum benefits. The magic happens at the very second when the two bumping their phones or clicking buttons.

Personalization:

Trade it gives back the power of customize coupon back to customers, it pushes coupon or other bonus based on the purchase behavior. However, if the one the customer get is not the one that he/she needs then just find the right one and trade it.

User steps:



-
- Tom receives a barcode when he walks into the store
 - Tom uses the price scanner to unlock the barcode
 1. The message behind barcode could be a coupon, a gift card, or just a simple greeting from Target.(in this case we say he got a coupon)
 - Tom received a tissue coupon. However, he wants to buy milk and some grocery today.
 - Tom then goes to the coupon list from his smartphone to check available coupons
 - He finds a 2 dollars off dairy product coupon that someone do not need. He decided to trade it with that guy.
 - Tom has two ways to trade it. He can either go to find that person through the in store navigation map to bump phones to trade or send it remotely through the phone. In this case he decided to trade it with that guy through bumping. (note: customer can only trade it remotely 3 times in a week)
 - He then found that guy through the in store map and they successfully trade the coupons
 - After they done trading they had a short talk about some in store product they recommended.

Limitations:

- Customers can skip log in step. However, without log in information the app won't connected to their social network thus they won't be able to see coupons their friends have and trade with them
- The bump will only succeeded when the two users are using the same Wi-Fi network