

Enhanced Customer Experience at Target Zakzo Software, LLC.

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This application's focus is capturing what a customer wants and/or needs in their life. The information can then be translated into a list of items to be purchased from Target. More than just a stark, basic list, the application presents an interface with a logical view of the customer's home and a choice of events in their life to help capture the items. This approach allows the customer to think at a high level when creating their list which will help them capture more items for purchase. The application will also be available on multiple devices: a tablet device could be the primary input device at home, but a phone could be used at the store. This will also allow the application to provide recommendations, an enhanced in-store experience, and the ability to incorporate helping community.

Capturing what a customer wants provides personalization

- Better than a simple list by offering a view of the home
 - Shopper selects item from a user interface of room by room guidance
 - Recommendations can be made by Target, direct marketing possibilities
- Shopper can event plan by using templates
 - Simplify planning for parties by offering templates
 - Shopper can get recommendations for items based on size of party and budget
 - Shopper can select Back to School, Baby showers, or Nursery /New born lists
- Shopper can choose from meals that Target suggests
- Online purchases could be recommended for certain items, if preferred store has no inventory
- Notifications can be sent if items are added.

In-store experience can be enhanced and personalized

- Shopper can view list and map on a mobile device or print the list and map
- Target can create route for shopper, saving shopper time and routing them by other items shopper may want to purchase
- Notifications sent when Shopper has marked item as picked up

Community

- A charity section would contain recommendations for items needed by local organizations
 - Food Pantries
 - Back to School supplies for those in need
 - Shelters

Sample Scenario:

Chris is a 44 year old male with a wife, Liz, and a teenage daughter, Grace. They own a house in a bedroom community. There are two Target stores that are convenient, but typically use one.

On Thursday night in late July, Chris and his wife are planning a cookout with friends on the weekend and getting their daughter ready for back to school.

Realizing that they need to shop for the weekend, Chris and Liz take their tablet computer and start the Target app. They select the Cookout event and use the template. They select the number of people and input a budget. The application provides recommendations and they select the items they need for the cookout. Using the app, they navigate through each room, they stop and think about what they want and get a complete list of their needs.

The application reminds them that school is starting and they use a template to help select the supplies needed for their daughter. The application also suggests purchasing school supplies for those in need and they add certain suggested items.

They select the store they normally shop at and create a map for the shopping. They close the app and are now ready for shopping tomorrow.

Friday morning Chris and Liz go to work. During the day Liz realizes that more is needed from Target. She opens the Target app on her phone and adds the items. On Chris' phone, he is notified by the Target app that list updates have been made. He takes a quick look to make sure it isn't Grace adding more snacks.

Friday afternoon, Chris leaves work. Upon checking traffic he sees that an accident on the freeway won't make shopping at the preferred store easy. He heads for the other Target store.

At the second store, he accesses the app on his phone and recreates the shopping plan since this store is laid out differently. He notices that the application has recommended items on sale at this store. He adds new socks and a videogame. Because they are on sale, he is saving money. He also was directed by the sporting goods where he stopped to look and added golf balls to his cart.

With the help of the plan, he quickly completes the rest of his shopping.

Liz can see from notifications on her phone, that the shopping is complete.

The family enjoys the weekend, is ready for back to school and has helped the community.

With this application the customer can experience an enhanced shopping experience at Target. Enhanced information collection can lead to personalized recommendations. Community involvement can be achieved through recommendations. Enhanced in-store experiences can be achieved with the creation of a shopping plan and in-store recommendations.