

Target mobile application improvements

Purpose :

The purpose of these improvements is to provide the customer with a unique buying experience which is quick and personalized.

Currently we find that it is difficult for customers to buy something quickly. Also, there are no alerts or reminders to help customers.

Suggestions:

We suggest the following 3 features :

- Quick Shop
- Easy Shop
- Remind Me

Quick Shop

This feature aims at providing the customer the ability to create a list (using voice or text) and select a particular store which might be enroute or within a particular radius.

Once the user submits the list, the application should be able to check and send a response stating if these items are available.

As an extension, if the user wants to order them, the items could be picked and ready with a receipt for pick up, if the billing information is provided. The user can just show the confirmation bar code in the application and pick up the items.

Easy Shop

This feature is aimed at easy navigation of the stores. This will especially be useful for senior citizens or customers with children and also for the differently abled.

The application facilitates the customer to search (voice or text) an item and the application should be able to guide the customer to the particular aisle where the item is available.

If the customer wants to add more than one item, the application should then show the customer the shortest path through these items, all the way to the checkout queue.

Remind Me

Reminders and alerts are integral part of our daily lives.

The Remind Me feature consists of 2 primary areas

- Alerts
 - Personal
 - Social networking
- Reminders

Alerts - Personal

In personal alerts the user can create a list of items that he wants to watch and the application will then alert the user when the prices fall below a certain price or when those items go on sale. This also means that personal coupons can be sent via the application to the user for these items.

Also, users who have the watch list can be allowed to prebook items that are in an upcoming sale if alerted earlier.

Alerts - Social Networking

If the user permits connecting to social networking account, the application can then pull up data of the close friends and family. This should be configurable as the user may choose certain people.

The application can then alert the user certain number of days before an event, like birthday and suggest the gifts for that age group or the most popular gifts that season.

This again means that coupons can be sent to the user via the application for those products.

Further, the item links can then be shared on the social networking platform.

Reminders

Reminders will be useful when we think of something to buy but do not remember it when we are at the store.

The user can speak to the application and the application can remind the user to pick up the item when the user is in a store or it can also alert when the user is within a particular radius of a store.