

BACKGROUND

Target Corporation has become a formidable player in the retail industry transforming its signature logo into an American lifestyle symbol. By positioning itself as a high-style brand despite its low prices, Target has upped the ante and attracted shoppers who would normally avoid discount retailers.

Our team has surmised that clever and eye-catching marketing and a series of partnerships with high-profile design-oriented suppliers has been the driving force behind this successful growth. We recognize that one of Target's main goals is to enhance the customer experience while they are in the store and take advantage of Target's unique value proposition of "designer quality" at affordable prices. Our challenge? How do we create a mobile app that appeals to the average target shopper who has made a passive commitment to include Target in their consideration set and convert them into Target enthusiasts.

Our recommendations are made on a couple of assumptions about the average person that shops at Target. The Target customer on average is younger, well-educated and affluent. They are predominantly female with a median age of 40, median household income of approximately \$64,000, approximately 43% have children at home and 57% have completed college and are tech savvy.

Taking Target's design partnerships, the REDcard (both credit and debit) as well as the current mobile apps that are already available to Target shoppers into consideration, we have identified two key areas that will assist Target in building on the strengths they already have and maximize budget: rewards and product pairings.

THE CONCEPT

The REDcard is a vehicle to give customers more of what they want; more discounts, free shipping from Target.com, more time to return purchases and more ways to stack reward points. By leveraging this thinking of giving customers "more," the REDrewards App will combine the REDcard rewards/couponing system with product pairing functionality to offer customers a more enhanced shopping experience.

Many Target customers may not have the luxury of hiring a stylist or shopping assistant to help them find and pair items to create that desired look for a night out or update their living room to reflect the latest trends in spring home decor. Yet with the REDrewards App, REDcard holders will be able to scan the barcode of a desired item and get a list of recommendations to pair with it. Example: Tiffany, a single young professional and frequent Target shopper, is having a date over for dinner. On her way home from work, she runs into Target looking for the perfect outfit. As she peruses the racks, she stumbles upon the cutest Merona pencil skirt. Needing some quick advice, she scans the barcode with her REDrewards App and it returns a list of recommendations. In the list are selected in-store items to complete her look: a Merona shirt, Merona clutch, Merona Magee Peep Toe heels as well as a bottle of Barefoot Red Moscato. Tiffany, being so focused on finding the right outfit, completely forgot that she was out of wine for tonight. After she pulls all of the items together for her ensemble, she heads to the grocery section to grab the bottle of Moscato. Not only does the REDrewards app provide smart in-category and cross-category recommendations, it also stores her available coupons which she is able to redeem at the register to receive an additional discount on top of the 5% off she gets for having the REDcard.

When Tiffany arrives home, she immediately starts preparing for her date. With the wine in the refrigerator and food in the oven, she gets dressed. She puts on her newly purchased outfit and it fits perfectly. Loving the way she looks, she takes a selfie (picture of herself) to share it with her friends. As she goes to open one of the social apps on her phone, Tiffany remembers that she can unlock more Target rewards if she shares her latest purchases via her REDrewards

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app. Running short on time, she opens the app and uploads her selfie with the comment, “Date night ready! #LoveIt #TargetFashionista.” Just as the photo uploads, there is a knock at the door. Tiffany places the phone on her bed and goes to answer the door to greet her date. Fast forward, Tiffany returns to her room, checks her phone and sees a notification pending from her REDrewards app. She clicks on the notification, which reveals that she has unlocked a 10% off coupon towards her next Merona purchase at Target for receiving 18 likes and 6 comments on the selfie she shared earlier via her REDrewards app.

With this one example, the REDrewards app took what could have been a frustrating experience and turned it into a win-win situation for Tiffany and Target. Tiffany was able to complete her outfit with ease, buy a bottle of wine and receive two discounts. As for Target, the brand was able to fulfill its purpose of providing value at every touch point to it’s customer. The shopping experience was rewarding and personalized to suit Tiffany’s needs, which helped her look like the smart, savvy shopper she is.

USER FLOW & LIMITATIONS

Application Download - Target Website

Login (Screenshot)

Registration (Sync Card) Screenshot

Registration: Link to REDcard or REDrewards Account

Menu (Screenshot)

My Accounts: REDrewards Account / Menu: Deals & Coupons: REDrewards

Pairings & Showcase

REDrewards Initial Homescreen: Initial Pairing of Showing of Exclusive Deals only available for REDrewards Members

Pairings & Suggestions - Recommended for you

REDrewards Scanning & Pairing: Scan Barcode of purchase/Product Memory of previous purchases made by end user matched with REDcard

REDrewards Product Pairing: This platform will be done with product algorithms for likeliness of purchases made by other end users and also created by Target in-house specialist in Fashion & Lifestyle. To make the experience more personal and “spot-on,” a stylist will review the data of purchases and offer direct feedback to build a larger database of personal referrals of product pairings.

REDrewards Product Pairing Cross Platform: Pairing of items based on “lifestyle.” The purchases and referrals will reflect the lifestyle of Target with the subtitles being the brands in Target. This information will reside in the current “Recommended for You” above the product details and more section to give the consumer additional motivation to make another purchase or pair their purchases.

Screenshot (Social Share)
REDrewards Social Media Currency & Image Share : Image share of photos on social media platforms Facebook, Instagram and Twitter. Algorithms will track the Likes & Comments made directly to images with # of REDrewards & #Product to unlock additional rewards (Coupons)

indicated screenshots have been designed

the tool to enhance your social media commerce