

Target Retailer Accelerator Entry: Mod9

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Summary:

The Mod9 mobile app makes it easy and fun for shoppers to find apparel and accessories at Target by integrating the in-store and online shopping experiences. The existing Target app already allows customers to scan a product barcode to see price, reviews, availability, etc. The Mod9 mobile app extends this functionality by displaying visually similar product recommendations. By viewing images that look like the scanned or queried product, Target's in-store shoppers can enjoy the same playful and effective browsing experience demonstrated at the Modista.com website – also built by the Mod9 team. This image content analysis enables visually intuitive navigation that is ideally suited for a handheld user interface. In addition to helping shoppers find what they want, Mod9's **product discovery** enhances the in-store shopping experience by leveraging Target's much larger online inventory.

Use cases:

Basic workflow:

- The Target shopper identifies a product and uses a smartphone to scan the barcode or enters text to initiate a search.
- The Target shopper may search through all apparel and accessory categories, or restrict the results to a specified category, and also apply optional filters.
- Mod9 performs automated image analysis and displays a 3x3 grid of images similar to the scanned product or matching the text search.
- The Target shopper may specify whether shape or color is more important to him/her using the shape-color slider.
- A touch on a displayed item performs visual similarity search on that image.
- A touch of the "Yes!" button displays a page with product information such as price and in-store availability.
- The shopper has the option to purchase the item online and have it shipped to their home. Or if the Target shopper wants to save the item to look at compared to others later, he/she may touch "Maybe"
- If the item is unavailable in the store, he/she may touch "add to cart" and checkout as in the current Target app.

Example #1: Finding something specific

Gina decides she needs new ballet flats. She heads over to the shoe department and sees a few different styles, but doesn't see anything that gets her excited. She scans the barcode of one pair and several similar pairs pop up on her screen. After playing

around for a few minutes with the Mod9 app, which displays the most similar flats out of the ~120 available, she sees a pair of black and white striped flats – just the thing to make a statement. She touches “Yes!” to get additional info and the flats are available in-store – success!

Example #2: Just browsing

As Gina heads to the the checkout she is enticed by the in-store apparel displays and stops to see what’s available. She finds some cute dresses and remembers that she is looking for a new shirtdress for work. She starts to search around, but is unable to find what she’s looking for. She takes out her phone, opens the Mod9 app, and types in “shirtdress”. Her phone displays several shirtdresses, and flipping through several product grids, she sees one from Merona that piques her interest. With a touch, Mod9 performs a similarity search and a new grid is shown, with dresses similar to the one from Merona. In this new display, Gina discovers an Alice Temperley for Target shirtdress that perfectly matches her new shoes. “Yes!” takes her to product information and, though the dress is sold out at the store, she is able to easily make the purchase online.

Example #3: Creating a matching outfit

Next, Gina wants to accessorize her outfit. She finds a great coral pendant in the jewelry department and decides that a matching bag would be just the thing to complete her outfit. She scans the barcode for the necklace, specifies that she is looking for handbags, and moves the slider all the way over to color and away from shape. Mod9 displays several bags the same color as her necklace and she chooses a coral Moda Luxe satchel. Touching “Yes!”, she is able to see that it fits her budget and is available in the store. Her outfit is complete!

Advantages:

For Target:

- Ability to present entire inventory to shoppers in the store.
- Visual search enables product discovery.
- Increase conversion rate and cross-selling for apparel.
- Seamless integration of online and in-store shopping.
- Data on user preferences.

For Customer

- Fun, intuitive shopping experience.
- Access to all available products.
- Easy way to discover and buy products in-store and online at the same time.