

Design description for “**TARGET coupon**”

According to my research, 90% target customers never use Target App, and 90% customers think coupon is important. Most Target customers are over 40 years old female. I try to design a “TARGET *coupon*” app to attract more younger customers.

Why this “TARGET *coupon*” App?

- Use gamification method to enhance in-store experience.
- Attract younger customers to spend more time in-store to increase shopping probability.
- “Add message,” “TARGET friend,” and “pair coupon” bring social chance to customers.

Key features:

1. Mark on map

Customers may have trouble with finding specific item in store. “TARGET *coupon*” marks the item, which related to the coupon that customers want to use, on the in-store map.

- Open “TARGET *coupon*,” go to the “coupon detail” page which you need.
- Press “Mark on map” button.
- The location of product has been marked on the in-store map on main screen.

2. Combine coupons

Customers may receive same coupon for a product multiple times. They can only use one coupon each time. What if customers can combine four same coupons(e.g. Four of \$5 off) into a bigger coupon(e.g. 10% off) to get a bigger discount on one purchase.

- Open “TARGET *coupon*,” go to the “coupon detail” page which you have multiple copies.
- Press “Combine” button.
- Get a bigger discount coupon instead of four small discount coupon.

(Reasonable with coupons for TV, dishwasher, etc., which you just need one at home. So one bigger coupon makes more sense than four small coupons)

3. Drop coupons

Customers may have coupon they don't like. Instead of delete it, customers drop the coupon on floor digitally. It changes into a "hidden coupon" in store with location information with it.

- Open "TARGET *coupon*," go to "coupon detail" page which you want to drop.
- Press "Drop" button.
- Add message to the coupon if you want to.
- The coupon changes into a "hidden coupon" somewhere in store.

4. Hidden coupons

In-store map on main screen shows approximate areas of hidden coupons. Customers may find a hidden coupon by standing beside it for about 10 seconds. If so, a hidden coupon notification may pops up on mobile phone and asks for confirmation. Customers can not know what discount it has before "take it." Otherwise, they are able to see who dropped it, and the message with it. In addition, customers may even add the "dropper" as a "TARGET friend" to communicate in the future.

- Find a hidden coupon surprisingly.
- Take it, or leave it alone.

5. Pair coupons

"Pair coupon" is the kind that customers can not use directly. They have to find another person who has the same "pair coupon" to pair them, then use them. (Usually big deals!)

- Open "TARGET *coupon*," go to "pair coupon" page.
- Press "Find partner" button, then your paring partner has been marked on map.
- Go to find the partner, and say Hello!
- Both of you redeem this coupon after bumping phones.

6. Find coupons

Customers may have demands to see related coupons on an in-store item.

- Customers interested in an in-store item.
- Open "TARGET *coupon*," then scan the bar-code.
- Product information pops up to show how many related hidden coupons in store and how many available coupons in your own coupon box.