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Purpose:

Traditional merchants like Target face new competition that impacts consumer's physical interactions as well as their digital engagement. To thrive in this new market it is essential that Target influences the modern consumer's single, self-driven point of contact via a user centric platform.

Experience:

The prototype presents a consolidated platform for Target's branding. Target's current mobile focus is the shopper, to create a holistic platform our focus is the person. Here we create a baseline profile to streamline target's relationship and facilitate the consumer brand feedback loops which creates lifetime value.

- To address engagement a "Go Social" presence was created to inspire both in-store and aspiring customers. Social curators now provide apparel and product ensembles and are awarded Target gift cards and/or cash rebates based up the ROI they create for the target brand. Furthermore, when in-between ensembles an algorithm can display options that complement the selected item. Such interactions create a loyal social ecosystem around the Target brand and allow an agile customer experience.
- "My Target" places emphasize on semantic search to allow immediate discovery. Furthermore, milestone profiles are available to acknowledge the consumer's needs. As consumers celebrate important life events such as birthdays, graduations, weddings, anniversaries, pregnancies, and holidays; Target can emphasize and incentivize its consumers.
- "Gems" allow consumers to provide Target with potential purchases and the price point at which they feel comfortable purchasing the item. When the price meets or drops below this threshold the consumer receives a push notification and has the option to hold the item in inventory for 24 hours.
- "Community" allows users to explore Target affiliate bargains and sponsored events. Whether educational grants, ticket giveaways to a local attraction, or buy one get free admission; Target's philanthropy and community efforts have a mobile home.

User Steps:

To use the application consumers can scan, use semantic search, or navigate to items of interest. Items can be grouped to create ensembles, shared socially to redeem points, or saved as a gem via price and time pinpoints.

Technical:

"Go Social" ensembles will be crowd sourced to engage the community. As the platform expands a machine learning algorithm utilizing association rules will be created to augment the crowd sourced

items based on the consumers color preferences, “My Target” profile, and seasonality of the product. Assuming granular access at the API level exists, this initiative allows Target to reimage its product line based on real-time business intelligence and social media demand.

“My Target” API calls will be used to identify milestone merchandise. At the toggle of a button, merchandise will be presented based on the moments selected. Implementation assumes items are/will be categorized by occasion.

“Gems” implementation assumes a price threshold will be available which hedges against excessive product or profit loss.

“Community” will implement an RSS feed which supplies relevant local information.