Target App Redesign

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Concept

The new Target App is designed to be a highly personalized, localised companion to the in store Target shopping experience.

The aim aims to connect Target users with their Target Store, their community, and their fellow shoppers.

The design seeks to solve the usability issues surrounding the current app through a more immediate interface that highlights the features the user wants the most.

User Research

To get a better grasp on the Target customer, in-store research was conducted through observational analysis and customer interviews.

General Findings:

- The majority of Target customers are women
- Target customers aren't using the current app
- The majority of Smartphone usage in-store is for coupon redemption
- The average customer spends around 30 minutes to an hour in store. The average customer returns on a bi-weekly basis.

Do you have a smart phone?

No 16%

Yes 84%
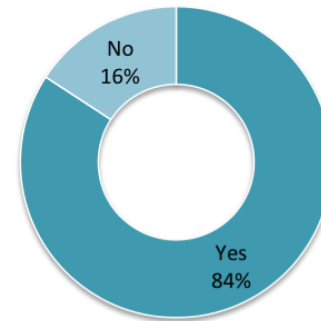
Have you ever used Target's App?

Yes 8%

No 92%
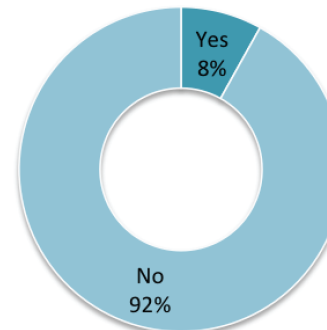
Usage Scenario: **Elizabeth Baily**

Elizabeth is a newlywed wife adjusting to becoming a homeowner. Elizabeth works as a nurse and as a result is always on the go. She makes a lot of effort to find time to spend with her husband. Together they are working on making on their home cozier.

Purchasing Behavior

- Uses shopping lists
- Uses coupons
- On-task shopper
- Goes to Target weekly
- Spends on average 1 hour a week in store

Usage Scenario: Initial Download

Elizabeth is a frequent smartphone user and downloads the app after seeing an advertisement in store.

App Features
- Sign into the app via email, Facebook, Google, or Pinterest.
- Enter your zip code for localized content.
- Personalized homepage with easy access to most used services.

Feature: Shopping List Generation

Elizabeth uses the app throughout the week, creating shopping lists that she shares with her husband.

App Features

- Create and share shopping lists with other app users.
- Create registry for upcoming events.
- Share registries publicly for friends to access.

Feature: Coupon Book and Discounts

Elizabeth browses the app regularly to see what deals Target is offering her. She builds her coupon book with discounts that she redeems when she shops.

App Features

- Browse personalized advertisements by department.
- Save coupons and discounts for later use.
- One scan at Point of Sale through QR generation of your current coupon book.

Feature: Target Reach

Elizabeth is fortunate to be financially comfortable. She enjoys giving back to the community. The app helps connect Elizabeth to local school systems and charities through the Target Reach section.

App Features

- Target Reach allows school systems and charities to create registries of supplies they need.
- Target shoppers can easily browse these registries and add these items to their digital shopping lists.

Feature: Store Specific Page

Each store has a responsive profile page that gives users a variety of resources to use in store.

From here customers can interface with the store's products, employees, and Pharmacy.

App Features

- Group Shopping Discounts
- Group Shopping Lists
- Prescription fulfillment
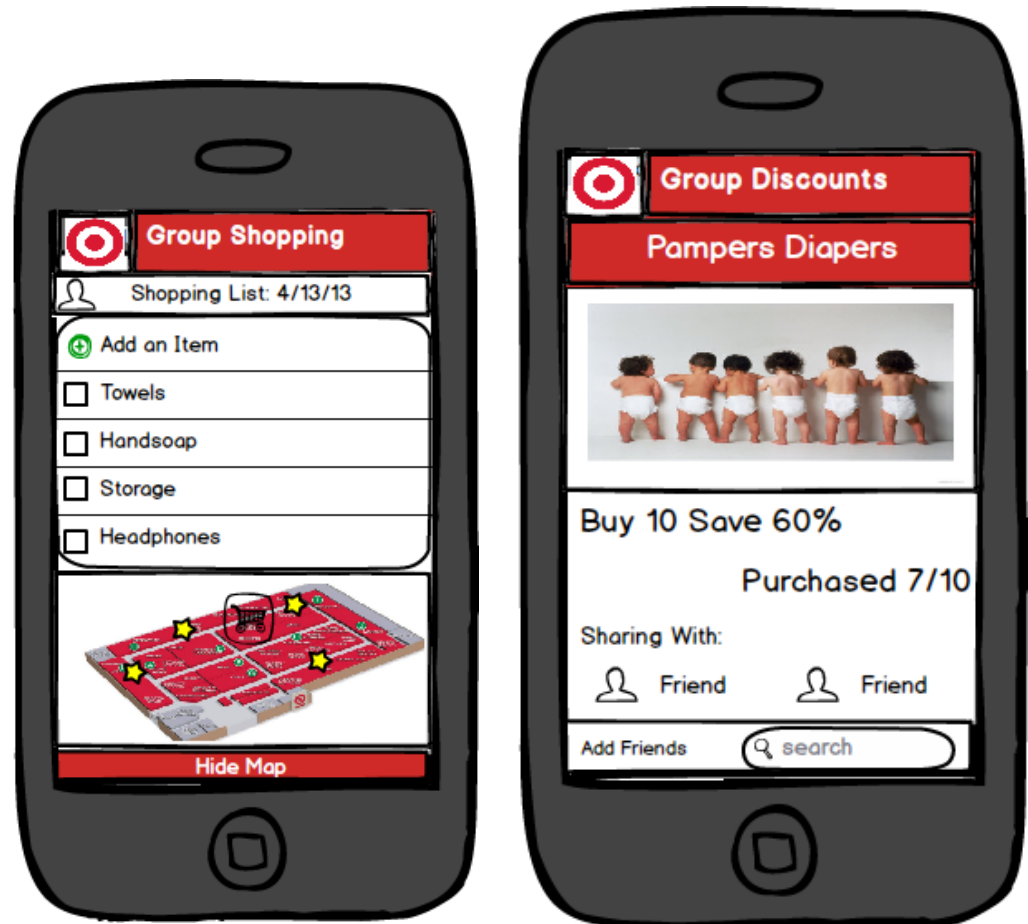- Product Scanning
- Request Help from Employee

Connect: Group Discounts and Shopping Lists

Elizabeth enjoys shopping with others. Typically she will tag team the Target trip with her husband. Occasionally she will shop with her friends from work.

App Features:

- Real Time updates on shared shopping lists.
- Group Discounts for purchases you and your friends make.

Feature: Tutorials

The app extends the customer service experience by offering tutorials for common issues faced by Target customers.

Using the app they can get educated on the how to's and the what's needed of these common tasks.

App Features

- Store sponsored tutorials
- Easily translate needed items into shopping list
- Tutorials by department