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This assignment presented us with the exciting challenge of delivering a mobile extension to the Target experience, enhancing shopping for their Guests. The Target Guest is both connected and highly social, as shoppers they appreciate the environment and sense of discovery they find in Target stores. For many, Target trips are a balance of things they have to get, and the fun extras they find. This got us thinking, what could we add to the Target shopping experience to recognize this Target Guest's shopping desires as well as lifestyle needs?

As a social butterfly, the Target Guest has an active lifestyle and is well connected with their friends. These are the behaviors we sought to tap to enhance their shopping experience. From social gatherings at home to group activities, being social butterflies can often be expensive and planning intensive.

The answer is to allow Target to help Guests facilitate shopping for these events by allowing users to; build guest lists, get input from their invitees as well as sharing the cost for event stock ups. Also, along the way Target can add a little inspiration for these events via the mobile experience like they do in stores for their shoppers.

### **Introducing... Divvy**

Divvy is division, and while it is easy to see the need for dividing the planning and cost for a big party or an upcoming camping trip, there is also a need for the Target shopper to divide their own household finances. This is why Divvy also incorporates the ability to sync an existing RedCard account to the app, for ultimate convenience at check out. Divvy allows for social shopping and payment - splitting the bill amongst the members.

The Target shopper always knows their store has the latest gifts and seasonal items, so when a group purchase is in the works they already know where to go. They can launch the Target App and click the Divvy functionality, from there they can start building a purchase with friends\*. They can also manage multiple instances by naming the event. As the owner of the experience they can allow members of the group to add, subtract or modify items, as well as chip in via an eCommerce transaction, or in the store with a bar code they send to their friends via text. Also, the owner can send push notifications to the group to notify them of changes and each group member gets an itemized receipt for their portion of the purchase.

\*Finding friends functionality can be based on the user contact list (invitations sent via email), or solely on those registered into the Target CRM, or we can incorporate other social integration via Twitter, Facebook and Pinterest.



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Target can now suggest other items based upon the existing recommendation engine, get new users registered into the CRM database and gain incremental RedCard accounts by gaining exposure across their core shopper's social network.

Fulfillment of the group purchase can take place through all of Target's existing channels, shipped to the home via eCommerce or picked up in the store. There could even be a purchase threshold, which triggers a Target associate to gather the entire order, making it available for pick-up at customer service. Otherwise, the shopper can gather all of the items from the list in their cart, take them to the checkout, launch their APP and with a quick scan they are on their way!

User flow scenario –

- 1) User creates a shopping list (as per the current Target app)  
Adds name to list > Adds items to list
- 2) Taps on the (new) friends icon to share the list with friends > Invite panel opens with contacts > chooses friends > Taps "Invite Friends" > sends them an invite
- 3) Friends receive an email/or app notification > (friends accept/dismiss invite)
- 4) User receives notification that friends accept (becoming divvy list members)
- 5) User see's friends icon next to items in list > Friends add to Users list
- 6) User goes to Target store and purchases items on list > App saves digital version of receipt to Users app > App sends notification to members of purchase completion
- 7) Friends receive an email with itemized receipt  
Items are designated to specific friends (Each friend has a sub-total w/tax)