The League of Extraordinary Social Shoppers (*LESS*):
A Target Retail Accelerator Proposal by JLOOP - Long Beach, CA

The LESS app is a social shopping experience designed to enable Target shoppers to share ideas and inspire each other - before, during and after shopping. Through photography, the mobile application becomes a community of creative Target shoppers and those looking for a spark of inspiration. The app serves as a social style consultant and platform for sharing inspired purchases in a seamless and immersive experience.

LESS performs its magic in two modes:
1. **Create Mode -** Create and share imaginative uses of Target products as part of the shopping experience at home or in-store. Users assemble unique "creations" - a fashion ensemble in the store, an arrangement of furnishings at home, preparations for a party - and share their creations using the camera on their smartphone. To complete a creation, users tag Target products by tapping and scanning product barcodes or searching the Target catalog. To publish, users write a brief description of their creation and then post it for The League. The most inspiring creators are rewarded with Target discounts as they achieve specified levels of endorsements through "likes" or "followers".
2. **Explore Mode -** Explore and discover the creations of others and be inspired by fresh ideas curated by an active social community. Shoppers discover inspirational creations made by others - easily exploring using a variety of filters such as *popular* and *featured*, creations they *liked*, creators they *follow*, *categories*, and creations described with particular *keywords* or *tags*. Shoppers can receive instant inspiration by simply scanning a product's barcode and magically window-shop creations that feature that product. The best ideas are lifted to the top by the LESS community and once a shopper finds a creation they want, they can push the related products to their TargetLists®, accessible online or via the Target retail app.

User Story #1: Jennifer, creative shopper
Jennifer lives creatively, and on a budget. She loves to express herself by combining fashion items to create a new and unique look - and she loves the values she finds at Target. She lives her life with creativity by bringing together simple home products to design a new setting, or by assembling decor and food items to create a perfectly themed party. Jennifer has a knack for using everyday products in fresh and lively ways.

With LESS, Jennifer now has a tool to help her record her own creative ideas as she shops at Target or after she gets home. With the tap of her finger in "Create Mode" she can snap a quick photo of a fashion ensemble or a newly decorated room. She simply

tags the items in the photo to link the Target products. Its a quick and simple way for her to create her own personal scrapbook of fashion, style, and lifestyle.

On top of that, Jennifer loves to *share* her creations. Through LESS, she can share creative ideas with others and inspire them to discover products they can wear and use in ways they might not have envisioned. She can share her ideas with anyone in the League of Extraordinary Social Shoppers.

Best of all, since she makes such awesome creations, she is rewarded with Target discounts when she reaches Creator Achievements - as other participants in The League *follow* her, *like* her creations, or *purchase* products discovered through her creations. No wonder Jennifer loves to shop at Target so much!

User Story #2: David, uninspired shopper

David is a Target quick shopper. Get in. Get out. The last thing David wants to do is spend hours in the store looking for new clothes or coordinating the decoration of his apartment. He wants to be stylish - he just needs a little inspiration - fast.

Luckily, David can do more with LESS (wink-wink). David has a wealth of ideas at his fingertips from other Target shoppers - in categories like Men's Clothing, Gift Ideas, Party Ideas, Home Decor, and more. No more wasting time trying to figure out if the lamp in *this* aisle will match the rug in *that* aisle. Using "Explore Mode" he can get ideas for fashion combinations that work - from a trusted community. He can even scan the tag of a particular product he likes to find other items that go with it. David can see what other people - real people like him - look like in various outfits, or how that lamp/rug combo will look in a real apartment like his.

Once David finds something that inspires him, with a simple tap he can push the related products to his TargetLists®, so he's ready when he gets to the store. David may even find that he is inspired by a particular Creator and *follow* that person for future ideas on fashion, decorating, or other lifestyle product lines. Using in-store location services, when David opens the app in the home furnishings section, he is immediately inspired by ideas relevant to where he is standing.

David is feeling pretty cool. He's finding products that keep him in style while saving him major hassle. With all this mojo in his pocket, David is actually getting more and spending LESS!

About JLOOP

JLOOP is focused on creating sophisticated design solutions and gangbuster technology to create digital experiences that are unique, engaging, and focused on results.

The Team

The following are members of the JLOOP Team:

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The Plan

JLOOP proposes the following strategy for developing the LESS application:

- Develop essential application wireframes and visual designs
- Fast-track Initial Prototype Development
- Generate limited initial content for testing purposes
- Conduct extensive real shopper testing
- Revise application wireframes and visual designs based on shopper testing
- Complete application development