Title   *One & Only at Target*

Description   Receive early access passes and exclusive offers that are only available at Target. Each offer is intriguing, unique, and no one else has the same, but *you can only see them one at at time.* Take the offer or dump it on a friend to see the next offer. (What are friends for?)

How it works   **1.** App asks you a simple, conversational question to determine which offer matches your answer.[1]

                             2. App displays the best matching offer.

                                     a. If you like the offer, place the order and pick it up at your local Target store.[2]

                                     b. If you don't like the offer, dump it on a friend via email, text, Twitter, or Facebook.[3]

                                     c. If you don't take any action, the offer will expire in 24 hours.

                             See user flow chart for visual (It shows the user flow of someone who's already signed up)

[1] Apply different conditions and discount amounts to all the offers at random to ensure each offer is unique and maximize the sense of anticipation and surprise.

[2] If it's your first time, it's going to prompt you to sign up and select your local Target store.

[3] The share message will contain a link to download the app and a code. Only one person can claim this offer with the code to maintain the exclusivity. First come, first serve.

Why would you use it?

It's simple. You can get in and out of the app with as little as 3 taps. Can't get any simpler.

It's curious. It's like opening Christmas gifts – you can open them only one at a time, and you can't wait to open the next one. Only condition is that you have to take the offer or dump it on a friend to see the next one.

It's rewarding. If you like the offer, you are getting a great deal that no one else is getting. If you don't like the offer, you can give this exclusive offer to a friend. Either way, it feels rewarding.

It's fun. The UI is designed like a game where you can tap, drag, and flick various items to go through the steps rather than jsut tapping on boring buttons.

What's in it for Target?

It gets user data. The app can collect user data and build customer profiles based on their purchase patterns and answers they've provided in the app. Using the data, Target can provide them more relevant and catered offers, not only in the app, but also at their local Target stores based on demographic user demands in thier zip codes. Also such data can be an integral part of a CRM / Loyalty execution.

It gets people in the store. Because they have to pick up the item at the store, they can do their grocery shopping while they are at the store and increase basket size.

It gets shared. Users are gonna have to take or dump the current offer to see the next one. Since no one can't afford to pay for every single offer that comes along their way, they are gonna have to dump some of these awesome offers on their friends.