

# divvy from Target -

## A new social way to shop & pay together.



### Social

Enabling customers to interact with one another, or Target

### Education

Helping students, teachers, and schools be more successful, and improving the community

### In-store

Extending and improving the experience within the store, or between visits

### Personalization

Catering to the unique tastes and needs of each individual customer

# divvy from Target

div·vy [div-ee]

**To divide something into parts or shares:**

They finally decided how to divvy up the money.

<http://dictionary.cambridge.org/us/dictionary/american-english/divvy-up-something?q=divvy>



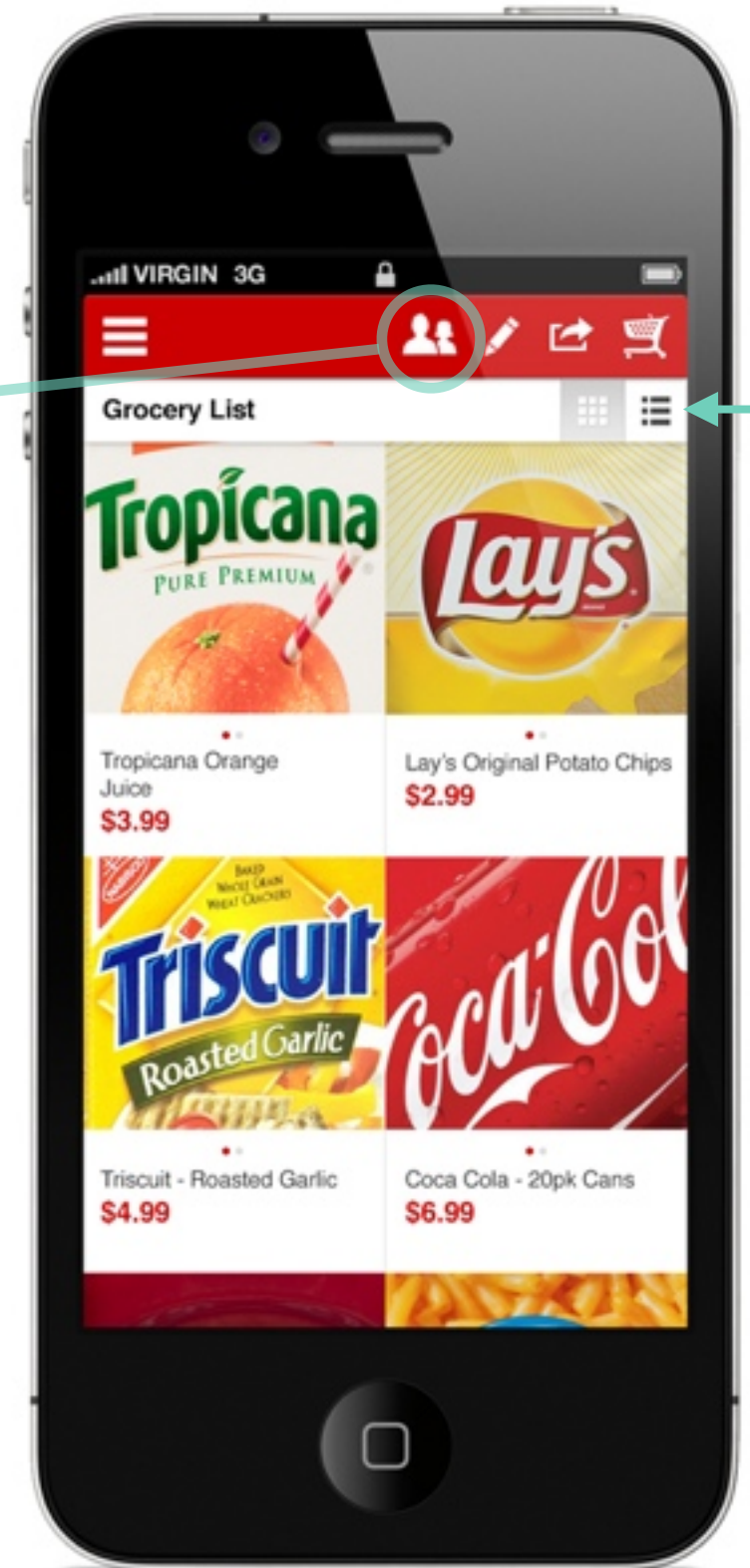
# Creating a divvy list

## What is a divvy list?

A divvy list is a shared Target shopping list that friends can easily split the payment on.

### How to make a divvy list

Clicking on the friends icon inside any Target list lets the user invite friends to shop and pay together.



Grid/List  
Toggle

# Inviting friends to divvy

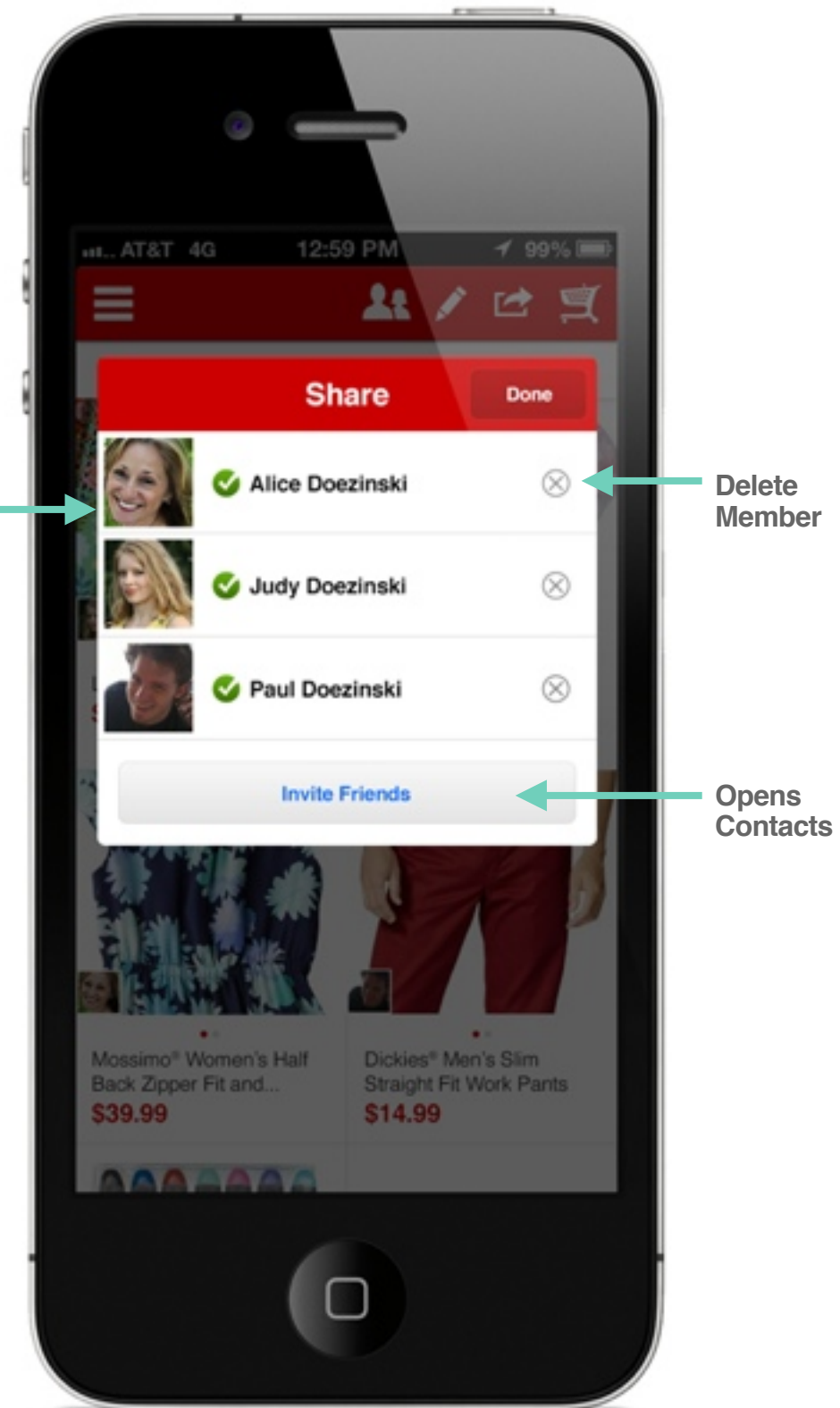
## Who would use divvy?

Families, college students, grandparents, roommates, neighbors, teachers, PTA's, event planners, first responders, and the socially conscious - to name but a few.

### Inviting friends is a snap

The app accesses your contacts, so you can send an invitation via email. The email will prompt them to download the Target App, if they haven't done so already.

divvy can also create public divvy lists, for those in the community that need extra help with supplies - like teachers or PTA's.



Delete Member

Opens Contacts



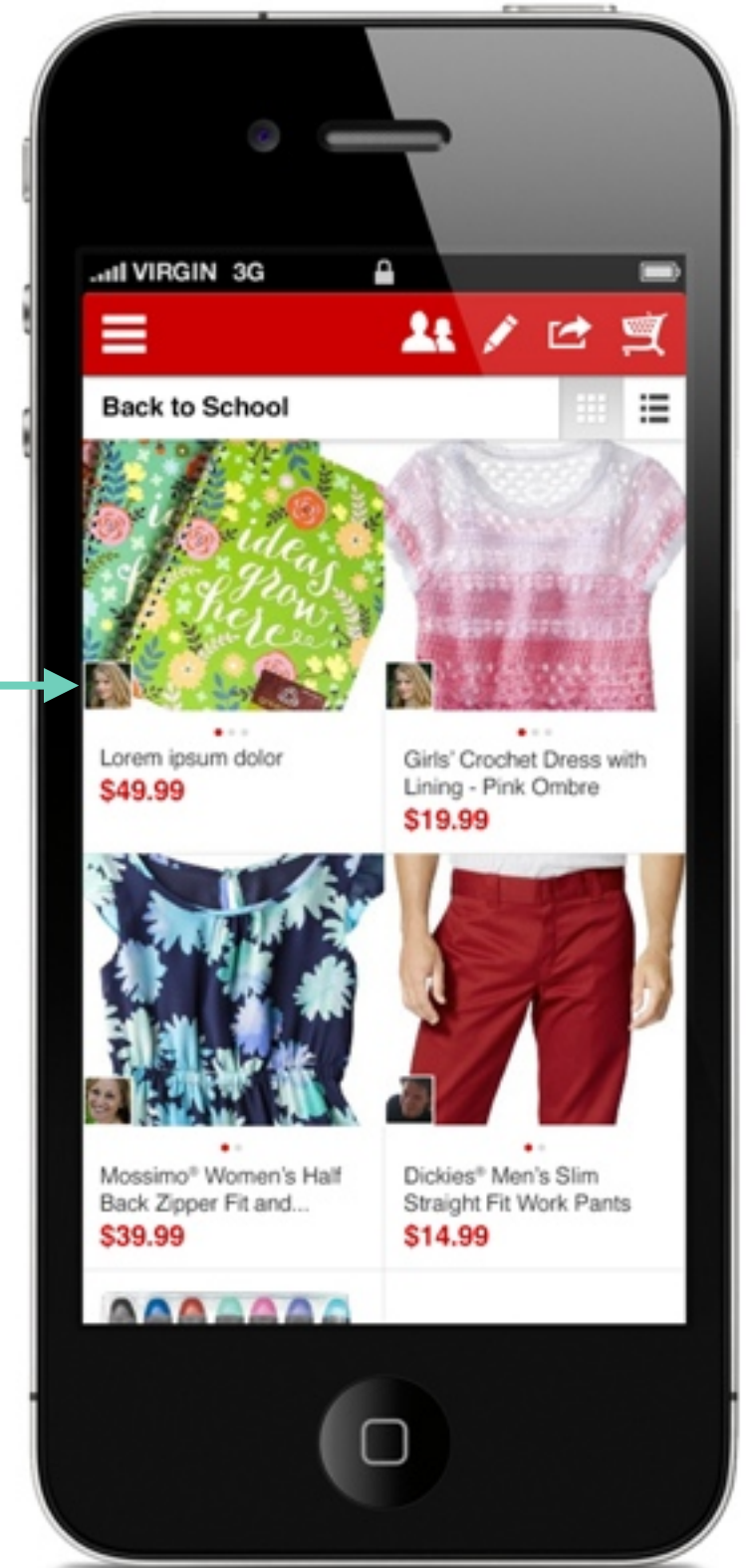
# Who wants what?

## divvy'ing with friends

A divvy member is a friend that has accepted your invitation to join your divvy list.

Each member can add to, edit, or delete from the list.

**See what your friends want**  
Each item in the divvy list has an avatar next to it, so you can keep track of who wants what.



# Paying with divvy

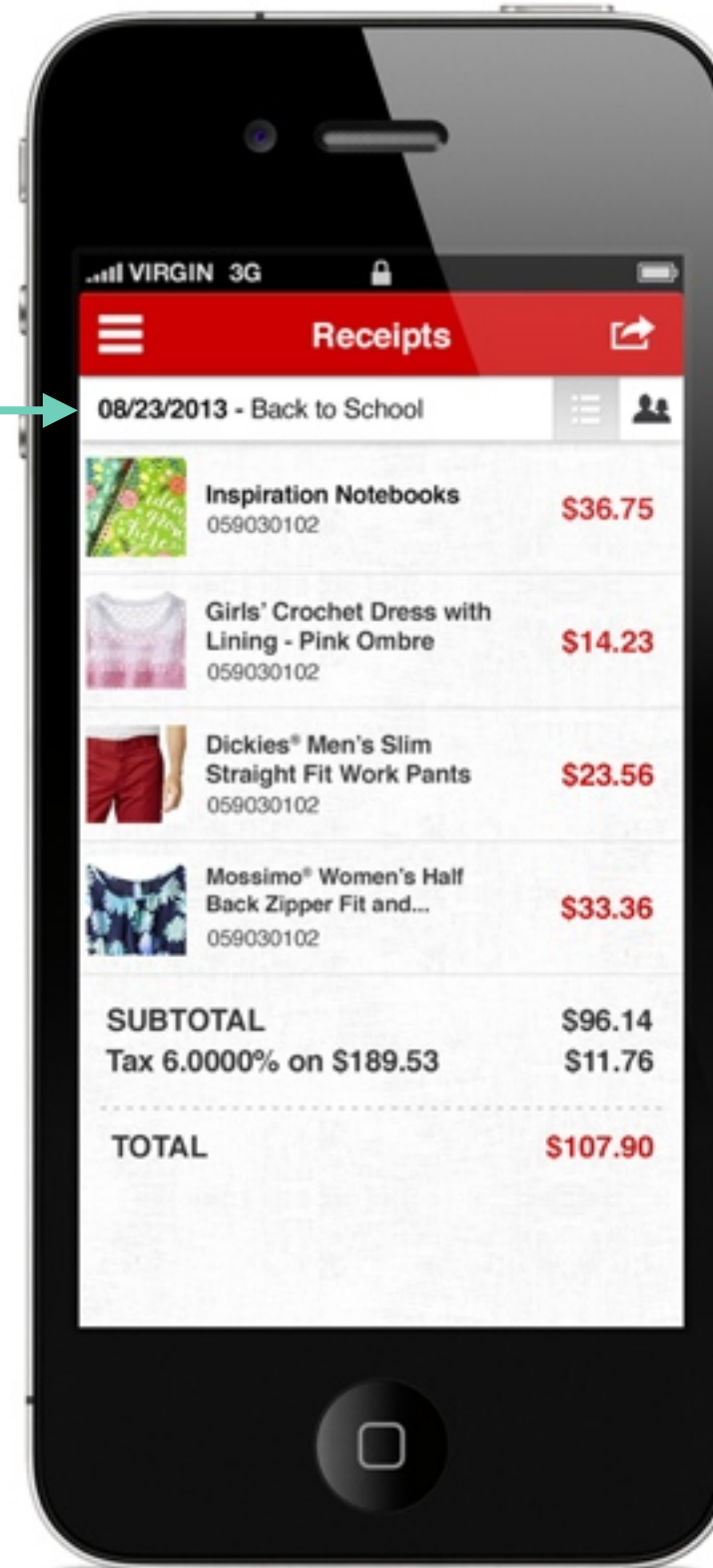
## Payment & Receipts

With a RedCard connected to divvy, payment is convenient and instantaneous at check out.

All members instantly see the final purchase and receive an itemized receipt.

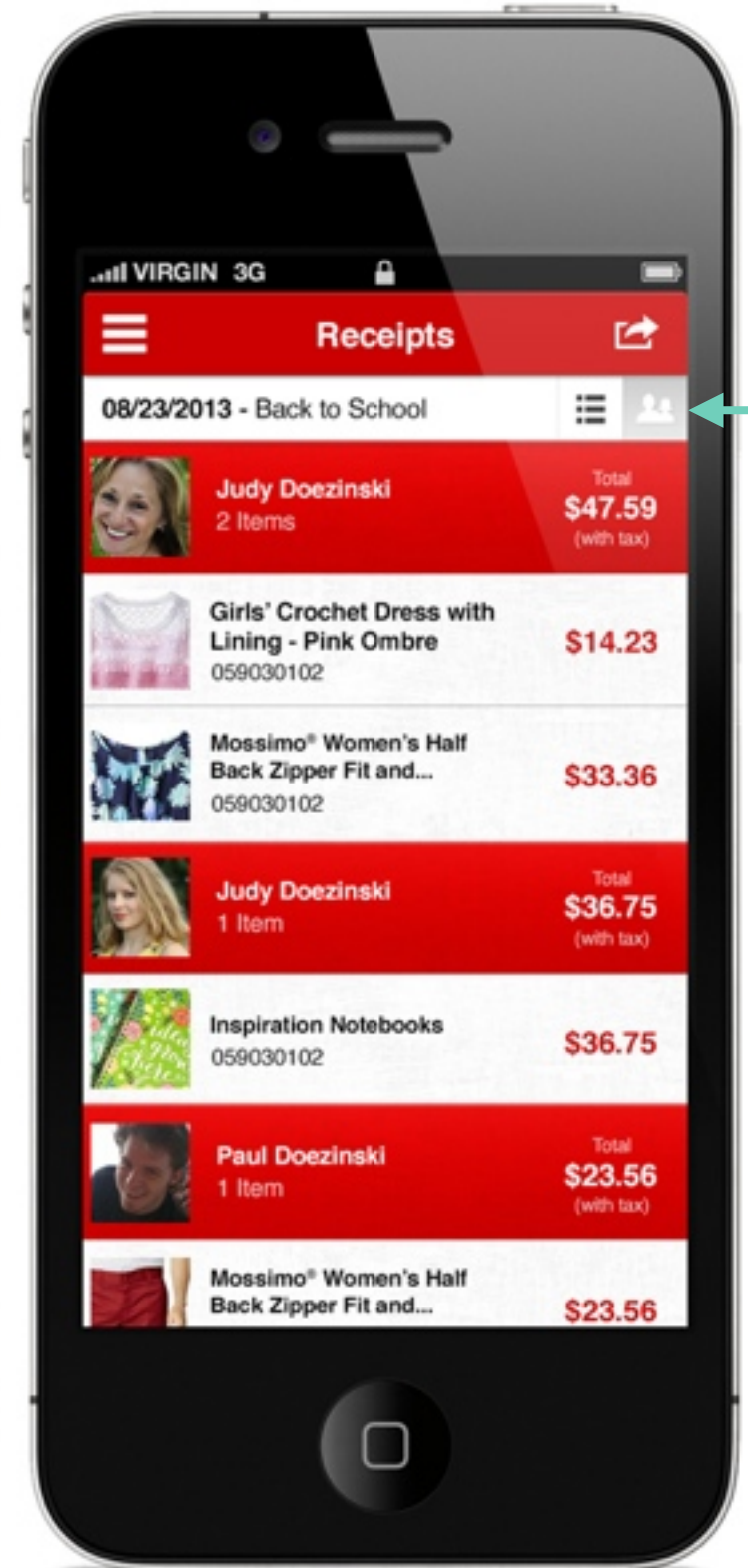
If members do not have a RedCard, the purchaser can settle up later.

Receipt Date/  
List Name



Receipt  
Item View

View  
Toggle



Receipt  
Member Sorted View

# Returns or refunds

## Paperless Transactions

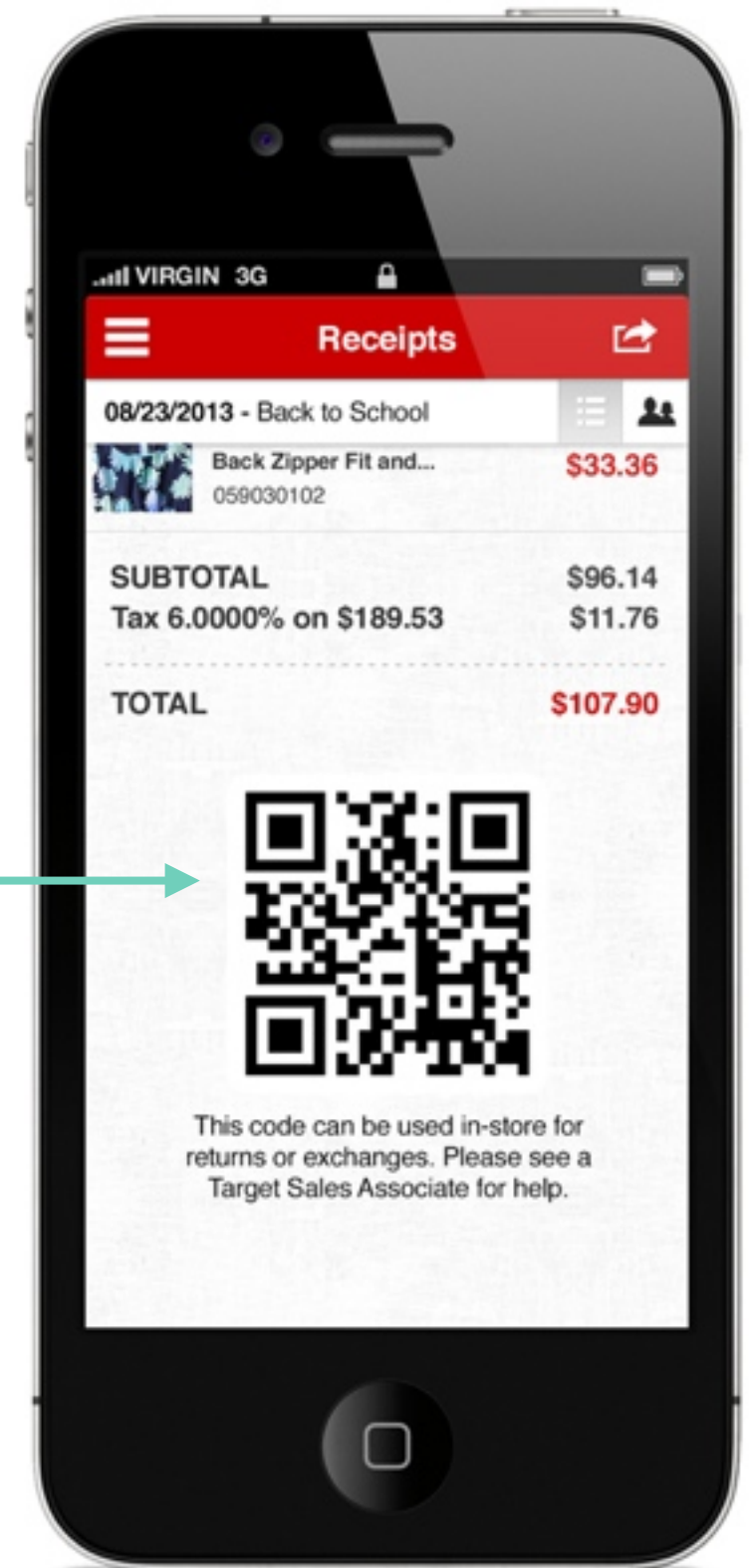
With divvy, guests don't have to worry about losing their receipts anymore.

Each receipt comes with a QR code that a sales associate can scan to check on pricing and refund information.

### Digital Receipts

QR code can be scanned by a sales associate for returns, exchanges or promos.

Paperless receipts are great for the environment.



# divvy receipts

## Transaction History

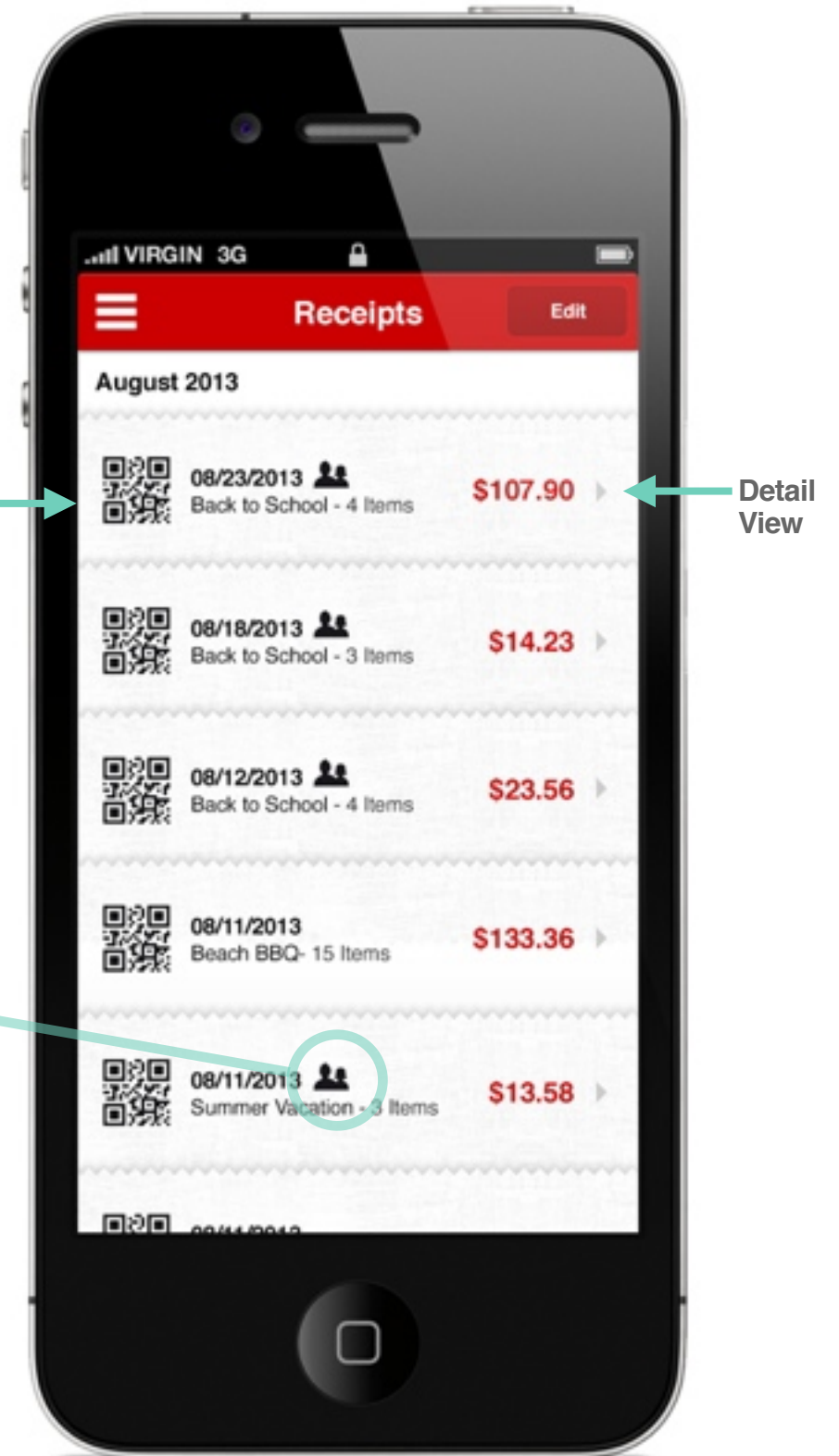
divvy keeps all of your receipts, so you can keep track of your shopping budget over time.

divvy can be tied to guests' Mint personal finance accounts.

### Transaction history

Target can place promos and reminders for upcoming sales on items that are purchased with regularity, so that guests get the most out of their shopping experience.

### Shared Receipt



Detail View



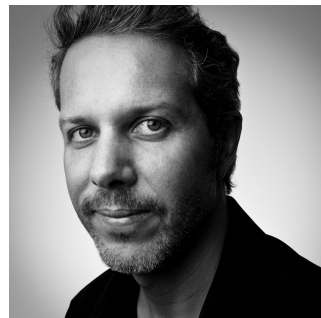
# divvy features

- Consumer shared shopping lists
  - Shopping lists can be edited by multiple members
  - Archives and stores all receipts
  - Members receive an email with an itemized receipt
  - Connects to RedCard accounts for instant payments and rewards
- Teachers can share lists with parents who want to chip in and help their local school
  - Users can access previous 'event' lists and repurchase the same items (i.e. purchasing the same items every year for their Super Bowl party)
  - Discounts/promos can be surfaced in the digital receipt section of app

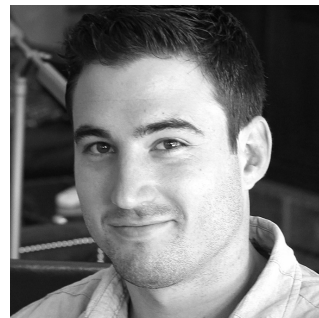




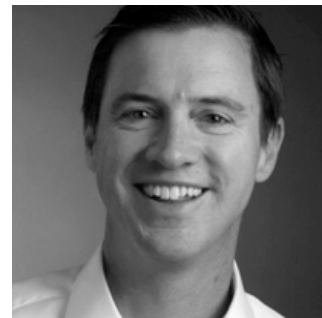
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