Clay stein

Max Frothingham

<div align="center">MyTarget</div>

Alana is a frequent target customer who feels that target stores are able to cater to her every need. Recently she has been a less frequent shopper at target stores due to the emerging role online shopping has taken in her daily life. Alana loves music and is frequently engaged with her smart phone. Her phone allows her to connect with her friends and the world. Alana uses the MyTarget application on her phone because it makes the in-store experience fun and exciting. Alana decides that it is time to go shopping for her weekly groceries and maybe other products if her budget permits. She begins the process by downloading the application and taking a picture of her Target card. This will allow target to automatically link to her profile and track the merchandise that is specific to Alana as an individual. Once the application is downloaded Alana decides to make her shopping list with the application function Mylist. Mylist is a shopping list that is made within the application and is made easy by using past purchase history to suggest products that she has purchased before to add to the list.

Alana enters the target location and immediately grabs a "Smart Cart." This cart will allow the shopper to rest their mobile phone on the dock and interact with MyTarget hands free. Target now knows Alana is in their store using location based marketing tools. Her smart phone is in a readable distance and using near field communication to enable an in-store GPS, a map is shown on her phone screen to show her where her products are and which aisle they are in. Once Alana has located her first item, which happens to be new bathroom towels, the Smart shelf recognizes her phone signal and begins to show her profile picture of the social networking outlet that she chose to link to MyTarget during the application set up. The smart shelf technology is used to make customers feel as if target knows them on a personal level. This will develop positive in-store experiences, which will, in-turn, create stronger store-customer relationships.

Once Alana places the towels into the "Smart Cart" the mobile phone dock and the application work together to identify that item and check it off of Mylist. The price of the item is also calculated at the bottom of Mylist. Alana follows the GPS on her phone to the next item on her Mylist which happens to be her favorite brand of tortilla chips. After the smart shelf alerts Alana on her arrival to the product she places them into the cart. Once placed into the cart the phone finds a pre-existing coupon that saves her money if she purchases two bags of chips, she cannot refuse. The application has a database full of

coupons that will become aware to the shopper once the item has been placed into the "Smart Cart." Once the chips are checked off of Mylist an advertisement on her screen pops up and alerts Alana that other people who purchased these tortilla chips also liked a certain type of salsa that can be found further down the aisle. This peaks Alana's curiosity and when she approaches the salsa the smart shelf shows her profile picture next to the product. Alana decides to find out more information about the product. She can do this by scanning the bar-code. This will redirect the application on her cart to a product specifications page. This will inform her on ingredients, manufacturer, price, and even product reviews. The app will also allow the user to watch a video or commercial advertising the experience that would go along with the merchandise. Convinced by the reviews and price Alana decides she can afford to splurge and puts the salsa on her Mylist and into her cart. Now she can see her total price and continue to the next item.

MyTarget connects with social networking websites as well. Alana is on her way to look at new CD's, she passes by the Television section. Her best friend Brittney has just "liked", on Facebook, a new movie that she purchased at target. When Alana walks passed the T.V.'s the smart shelf recognizes that it is her and starts to play a trailer for the movie that her Facebook friend Brittany has just Liked and commented on. Alana stops to watch the trailer for the film and decides that she has enough money in order to buy the movie as well. When Alana finally gets to the music section her phone triggers the smart shelf that is home to the headphones. A pair of headphones that has been on her Mylikes part of the application shows her profile picture and is illuminating green. The Mylikes portion of the application allows previously purchased items to be easily found and is another way to always have a product wish list on you. This way whenever you are in a target store there is a chance you will be reminded to look at this particular product. Mylikes also serves as a way to quickly remember what products you have already bought thus making it easier to make a Mylist because the application will record your purchase history. Once Alana has finished her list she has picked up a few new products that she thinks she will try out. The entire sum of the purchase has been tracked and counted by the Mylist portion of the app and the total is at the bottom of the screen. When Alana pushes the checkout button a barcode will be generated with the total on it that can be scanned by a Target employee. This will expedite the check-out experience that frustrates a lot of customers.

Overall the My target app will move the customer through the store fluidly with little problems and all the information the customer ever wanted will be at their fingertips. The experience will make the shopper feel as if they are the only customer the store caters to.