

## **Tina**

A Fast, Fun and Friendly Digital Shopping Assistant

### **Anywhere and Everywhere**

Tina is your new, always on, always with you, personal digital assistant from Target. Accessible from your smart phone 24/7/365, Tina isn't like the other shopping apps available today. She's more than just a bunch of buttons and pretty screens. Tina has character, personality, and her own natural style which comes through in her voice. Tina is there for you, she's a great listener, and she's someone you can talk to - literally.

When you're on the go and need to pick up a few things on your way home, Tina can quickly locate and direct you to the nearest Target that has everything you need.

On the way, Tina can help you compile a quick shopping list - even while you drive - and Tina will check availability in the background and notify you if one of the available items is only available in certain stores.

Tina can also keep you up-to-date with the most recent weekly specials and promotions either through a text-based app alert, or by simply asking if the guest would like her to read the offers aloud.

### **As Our Guest**

Tina is a very smart cookie. She's waiting for you when you arrive and greets you as you enter the parking lot. Tina can check you in to FourSquare or Path (via confirmation or automatic setting). Tina might ask if you'd like her to keep a note for you to remind you where you parked. Or if you have reusable bags to remember to bring in. She's got you covered.

If you've just opened the app from within the store, Tina can ask what you're looking for today and give you information about the current specials and provide custom content by interest and context.

Tina's content is targeted by user interest, region, and shopping history. Tina also provides additional messaging based on the time-of-day, day-of-the-week, month and holiday season. Tina knows when all the holidays are, and you can teach her all the birthdays, anniversaries, and special occasions you absolutely cannot forget. She'll remind you and help suggest something for that special someone, right when you need to remember.

While you shop Tina can pull up your shopping list and provide locations by aisle and suggest the fastest route through the store to pick up everything you need. Tina can mention related items and content as a guest passes into a new department.

At the end of the visit, Tina makes sure the guest can carry everything out their car - or can prompt them to ask for help. Tina reminds the guest where they parked. And asks if they'd like to leave a comment or suggestion behind via a voice recording. Tina will transcribe it and email a copy to Target CRM with a timestamp and location.

## **Back into the World**

As our guests get more familiar with Tina, Tina can learn how to be even more valuable. Tina can track target specials and set alerts, she can track hashtags and conversations, offer to subscribe guests to email newsletters, SMS alerts, or provide webpages. Or just leave friendly reminders herself within the app.

Tina can also provide additional information and directions to Target community events, like Free Saturdays at local museums, or sponsored events in and around the local store.

## **User Experience Situations (Quick Summary)**

### *Anywhere*

- The user asks Tina a question
- Tina then responds in the context of the user's situation

### *In-store*

- Tina serves the user with context sensitive information

### *Casual Browsing*

- Tina serves the user with deals and offers based on user interest, region, shopping history and social media data (i.e. Facebook likes, Twitter follows, etc.)