



Treasure Aisle-Land

MAKING EVERYDAY ADVENTURES REWARDING

CO.LABS & TARGET RETAIL ACCELERATOR CONTEST

Prepared for:
Target Enterprise, Inc.
Mansueto Ventures, LLC
Co.Labs

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CONCEPT CHALLENGE STATEMENT

What if Target® could provide a simple, engaging and memorable experience through shopper mom's favorite personal device - her smartphone - that could make her weekly trips more special?

CONCEPT INSPIRATION

Weekly big-basket shopper moms. Why? As Target's most loyal shopper segment, they desire and deserve a more personalized shopping experience. A critical area in which large, supercenter retailers struggle is enhancing the in-store shopping experience: enhancements that are simple, accessible and memorable. Delivering "surprise and delight" to everyday shoppers, specifically shopper mom, is the key to fostering store/retail brand loyalty.



MISSION

Treasure Aisle-Land is a fun and engaging way to motivate shoppers to explore more of the Target store instead of being focused on the specific items on their shopping list. A shopper uses the app to "hunt" for treasures (typically overstock items, product coupons or gift cards) while completing their shopping list.

The goal behind the design of the app was to make it very simple and easy to use (one-hand) with as few steps and clicks as possible so that even a child could use the app.

The key areas of interest that Treasure Aisle-Land focuses on include the following:

1. **In-store:** Extending and improving the experience within the store and until the next visit
2. **Personalization:** Catering to the unique tastes and needs of each individual customer

Some of the benefits for Target include the following:

- Shoppers will discover and explore aisles/areas of the store where they may not normally go.
- Because shoppers must look for a particular item (i.e. a "treasure"), they are exposed to more products in an aisle.
- Target can view shoppers' purchasing habits and determine whether certain gifts/coupons were used and, thus, valuable.

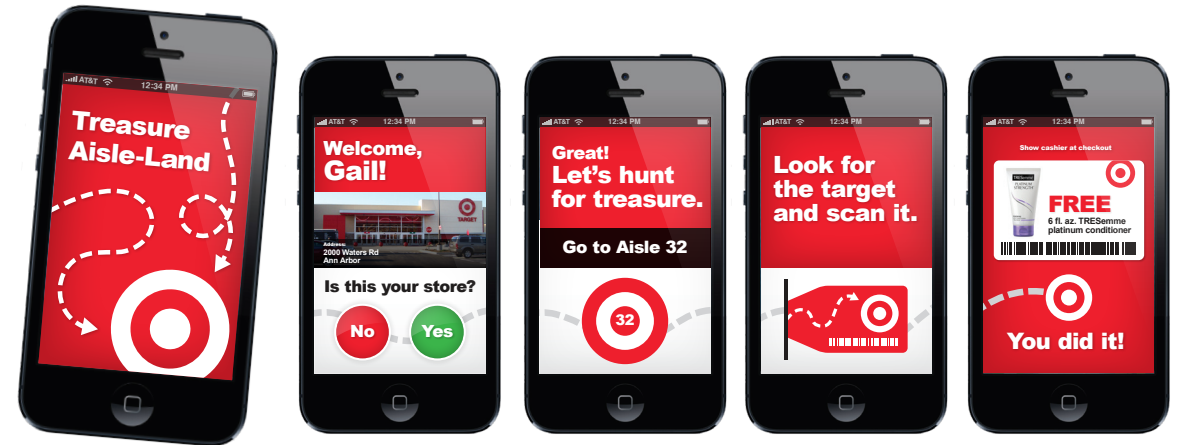
Some of the benefits for shoppers include the following:

- They will have instant access to coupons and deals that are relevant to them.
- The monotony of the everyday shopping trip will be broken up and transformed by surprise, delight and fun.
- Everyone in the family, especially children, can participate in and enjoy the shopping trip.



THE MOBILE EXPERIENCE

1. If a shopper is new to the Treasure Aisle-Land application (app), he or she can log in via their Target.com account or create an account via the Treasure Aisle-Land app.
2. Once a shopper is at a Target location and opens the Treasure Aisle-Land app, the app verifies that the Target location it selected via the mobile device's GPS is correct. If it is not, then the app asks the end-user to select the correct location.
3. Once the location is verified, the Treasure Aisle-Land app will query the Target backend to learn which aisle the end-user should go to. The Target backend determines the aisle via analytics of what it knows about that shopper and which products/deals Target wants to promote. This makes deal experience with the Target Aisle-Land app personalized for every shopper.
4. In the middle of each aisle there is a Target-branded tag with a barcode. This barcode identifies the aisle that the shopper is in. This means that any aisle that Target wants to have products with Treasure Aisle-Land deals in them would have one of these tags.
5. The Treasure Aisle-Land app scans the barcode in the bulls-eye and does two things:
 - a. It verifies that the shopper is in the correct aisle. If the shopper is not, the app tells them which aisle he or she is currently in and which aisle the shopper should head to. This prevents shoppers from going to random aisles and trying to get deals in every aisle.
 - b. If (5a) is verified, Treasure Aisle-Land then lets the Target backend again know who this particular shopper is and the aisle he or she are in.
6. Based on the shopper ID and the aisle, the Target backend provides a targeted deal for that particular shopper for an item located in that particular aisle.
7. That deal appears in the Treasure Aisle-Land app as an in-app coupon, which the shopper can use at checkout to receive his or her benefit (the checkout POS scans the coupon or gift card displayed in the app). The Treasure Aisle-Land app is flexible enough to allow additional types of rewards, such as gift card rewards, that Target can distribute to random shoppers. These random gift card rewards can be tied into Big Treasure promotions where the shopper could win big prizes, such as a \$100 gift card.
8. Once a shopper completes a Treasure Aisle-Land Hunt, the app gives the shopper the opportunity to do another depending on criteria Target sets. If the shopper participates in more than one Treasure Aisle-Land Hunt, all coupons/gift cards end up in the Treasure Aisle-Land Loot Chest for later retrieval at checkout.
9. Target can decide whether these are one-day deals or if the shopper can queue them up for use on a later day.



See Storyboard document for larger images.

LIMITATIONS

- The app does not provide any educational benefits.
- The app does not have product checkout capabilities aside from interacting with the in-store POS.
- The app does not make toast. However, it may deliver a great deal on bread or a toaster!

TEAM

The following brand strategists, designers, and technologists comprise our team of seven (7):

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