The Idea

It's not an easy task to shop and entertain a young child at the same time. How can we help Mom (or Dad!) make it through her shopping list while making it fun for the child?
*The **Target ADVENTURE! App** is the solution.*

This app leverages the shopping list feature of the current Target app and brings the list to life in an entertaining, scavenger hunt style mobile game. Through this game children can help busy moms hunt for what they need to pick up in store while discovering savings and new products and making shopping at Target fun for the whole family.

The User Journey

Create a shopping list
At home Mom can scan coupons directly from her Target mailer.

Nearby Target
The app can suggest a nearby Target with the most items from her list in stock.

Engage young shoppers
Mom hands the app to her child to navigate the treasure map and scan items for points.

Find discounts
Each scan rewards the child with an animation and points. Some may even reward Mom with coupons or exclusive offers.

Earn for your school
School teams are formed so children can compete against other schools to win money for their schools.
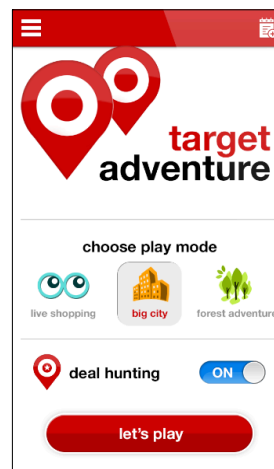
The App Experience

At home/pre-shopping:

• **Coupon book:** Scan coupons from Target mailer (and possibly manufacturer coupons!), add coupons from the Target email, or browse the Target weekly.

• **Shopping list:** Add items to the shopping list with a free-form field with autocomplete technology to pull up popular items or browse through the Target catalog.

• Automatically recognizes the product category (mapped to actual Target aisles) to keep the list organized and easy to read.

• Share and sync lists with others in the household to easily manage shopping trips.
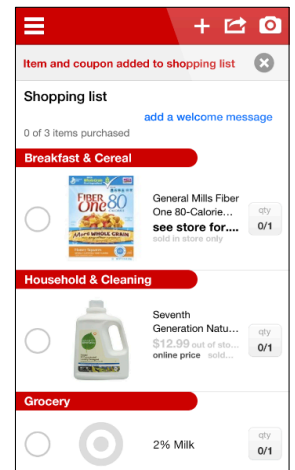

Store arrival/activation:

• **Find a Target:** Lets users know which nearby Target stores has the most items from their list in stock. For example, directing you to a SuperTarget if you have a lot of food items on your list.

• **Location-detect:** App detects when user is within vicinity of a Target store and sends them a notification.

• **Play mode:** Different play modes can be augmented with different graphics. Shopping mode for moms that turns off the hunt and focuses on the deal hunting.

Shopping experience:

• **Treasure map**: A layout of the store guides Mom and child with a quick overview of the shopping route.

• **Quick scan:** Scanning is fun and rewarding with the adventure app!

• **Reward animation:** A fun animation plays with each scan, letting the child know how many points they've earned.

• **Surprise coupon:** Hidden easter eggs await in each aisle. A surprise coupon for a complementary product based on shopping list items or past purchases.
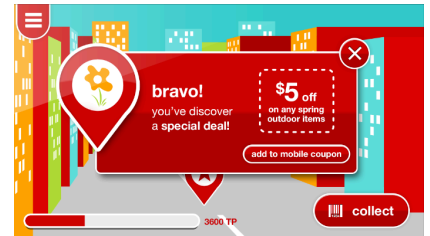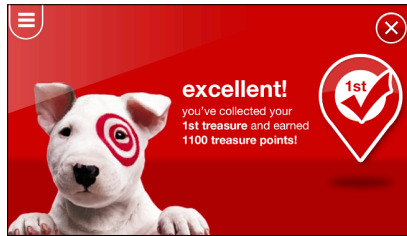

Checkout experience:

• **Checkout:** Engage the child during checkout with a fun video featuring Bullseye and fun trivia questions about the items he/she has collected.

• **Easy redemption:** At the end of the game, a single scan at the register activates all of the collected discounts.

• **Score results:** A leaderboard for each store and the child's past high scores and records encourages repeat play.

• **Schools/tournament:** Joining your school team for a tournament-style competition allows students to play for their school for a possible school donation prize.

Scalability

Shopping utilities such as integration with Target deals and manufacturers' coupons could be layered in as future components. Gamification components can be extended into social networks, allowing Moms to share scores and compete with friends.

Data to Enrich the User Experience

Product and behavioral data collected during the planning and shopping stages can be use to augment purchase data for personalized offers and coupons, recommended items, etc.
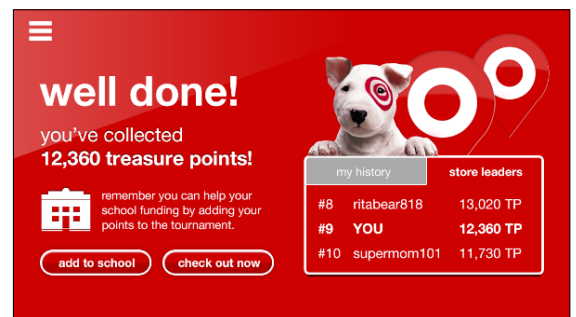
About team in(genius):

Florence "Oh, finished that yesterday." Ng   *kkflorence@gmail.com*
Florence is a creative director, heavy on the creative, whose love for fashion is fueled by Target Collaborations and only wishes she would fit into Harajuku Mini.

Sheena "Yes, but is it USABLE?" Yang   *warmin@yahoo.com*
Sheena is a UX designer and aforementioned "busy Mom" who moonlights as shopping cart entertainer for her toddler during her weekly Target trips.

Jesse "Let's add more awesome." Pinuelas   *jesse.pinuelas@shinyquest.com*
Jesse is an interactive art director/developer who is not afraid to shop the Target aisles for "cute leggings" or "tutu skirts" for his little daughter.