

# PROPOSED MOBILE EXPERIENCE FOR **TARGETCARES**

## Team

**Siyuan Tu**  
s.tu626@gmail.com

**Sangmi Park**  
sangmipa@gmail.com

**Haihong Wang**  
rainbow.wh@gmail.com

**Shelley Leung**  
syleung.shell@gmail.com

**Yuan Gu**  
Guyuanhangkonghang  
tian@gmail.com

## Overview

We want to create a mobile experience that emphasizes Target's altruistic efforts, already a strong focus of the corporation. Target is one of the most philanthropic companies in the U.S., but its presence needs to be at the customer's fingertips. We want to engage mobile technology to combine social, education, and a personal touch so that Target's efforts will be more widely recognized and contribute to an even greater sense of community.

TargetCares fosters a stronger connection between a local Target store and its surrounding community. It is a social channel for community members to support neighbors and friends. Local schools or those affected by a natural disaster, for instance, can request support online by selecting Target products they need. Approved requests are showcased in the TargetCares mobile app for a limited time. Target shoppers within the community can browse the app to select items to donate or causes to contribute to. In return, they accumulate badges with a sense of accomplishment, as well as points that they can redeem for coupons. The app keeps all requests tied to the user's local Target store to strengthen the community connection.

## Scenario 1:

Amy is a single mother with two young children. She works two jobs to provide for her children and is studying for a Masters in education at the same time. Her children want to learn how to ride a bike, but she cannot afford to a bike, or let alone basic supplies for the home. A young, tech-savvy man comes across her feature story on TargetCares – "Support Amy". He sees that other neighbors have already contributed paper towels and groceries, so he chooses to contribute \$10 towards a new bicycle for the child. He earns a badge, shares his achievement with his friends on Facebook, and accumulates enough points for a coupon the next time he visits Target.

## Scenario 2:

Kindergarten students at East Elementary School do not have enough crayons and markers for in-class activities. The principal contacts the Target store near the school, where many parents shop, to arrange their feature story. One parent hears about the cause through her child and locates the school on TargetCares. She can then easily choose school supplies to send to the elementary school, which benefit not only her own child, but his classmates as well.

## Complete User Steps

1. Login
  - User can log in with a Target account
  - User can log in with a Facebook account, which automatically populates "My Friends."
  - User can log in as a guest, to view listings for an area (but cannot support, follow causes, etc.)
2. Home
  - A list of causes is displayed. Each cause has a photo, the number of supporters (people who have contributed), and the number of followers (people keeping track of the cause).
  - Friends who are supporters are also displayed on the page.
  - Supported causes are limited to schools, families who request (in the event of a house fire, job loss, etc.), or events that affect the community as a whole.
3. Cause Detail
  - Tapping on a cause from the Home page takes the user to the detail page.
  - Information shown: time remaining and status of the cause, the number of follows and supporters, friends who have supported, and description.

- Product list containing information about the requested items, the number of items give/still needed, and a scroll for the number of items that the user can give.
4. Support
    - From the detail page, the user can choose to support the cause, which takes them to the transaction page.
    - The transaction page allows the user to use a previously stored credit card, or to enter a new one.
  5. Confirmation page
    - A thank you note for supporting the community
    - Displays the number of points earned from the transaction
    - If a badge was earned, it is displayed on the page
  6. My Profile
    - Defaults to the number of badges you have received.
    - User can switch tabs to see history (list of causes the user has supported) and following (list of causes the user wants to check up on, or wants notifications about).
    - Settings: allows the user to modify privacy settings (e.g. Facebook friend list), push notifications, etc.
    - Across the top, profile information is displayed: username and number of points, and an option to redeem points on the “My Coupons” screen.
  7. My Coupons
    - A list of continuously updated coupons is available for the user to redeem.
    - Each coupon holds a different value, and has a different associated point value.
  8. My Community
    - A map view is displayed across the top and shows my store location and the coverage area.
    - An infographic shows information about my store’s contributions (number of contributors, top contributors, schools and individuals who have received help, contribution trends, etc.)
    - Toggle to “My Friends” to see friends’ activities and top contributors’ activities (most recent donations, badges earned, etc.)

## **Notes & Limitations**

Undoubtedly, this effort requires cooperation and enthusiasm from both Target employees and the community in order to be successful.

- Target must determine the community coverage of each store. This can be determined by distance (e.g. must live within 25 miles) or population density (e.g. covers x number of families near the store). Or, it can allow users to choose the store that they want to support.
- Requests must come in online, since those in need may not have the means to own a smartphone. Internet access is much more ubiquitous.
- The biggest challenge to the success of this mobile application is user adoption. The app relies upon Target’s customers, both those in need and those who want to give back to their local community. Target must launch a strong marketing campaign to raise awareness. Information should be well displayed within stores.
- Target’s history of philanthropy with local schools and communities is well established, but not well marketed. By making the experience more accessible, fun (through gamification), and personal, we can create a functional and beautiful campaign.