

Endlich Studios Target Mobile Application Proposal

Vision of Mobile Experience:

Our vision for a Target mobile application is an intuitive, socially orientated, and shopper friendly mobile application, which Target customers can use to quickly identify products they are interested in, manage their account, and streamline their shopping experience both online and in store. Our goal is to add on new forward thinking functions to the app to improve the user experience, while minimizing the visual impact of adjustments to the current mobile application.

Main Features

- My Target: Customizable opening screen
- More intuitive UI designed to facilitate easier use through a simplified clean design
- Expanded Top Bar: Cart, Product Search/Scan, & Store Finder
- Social Corner: Social media statistics on Target and their products.
- New in store shopping experience to encourage users to shop in store

In store shopping Experience:

In an effort to bring business back to the retail locations, this mobile application vision looks to specifically adjust the end user's in store experience by streamlining the checkout procedure. Our goal is to create a virtual shopping cart that users can scan their products into as they place them into their physical shopping cart. When they're ready to checkout, they simply select checkout in store, instead of the mobile checkout, and the application will create a smart QR barcode that a self-checkout or a checkout attendant can scan to pull in the shopper's entire shopping list. Therefore reducing customer wait times at the checkout counter and allowing Target to reduce costs associated with checkout stations and checkout attendants.

Pop Up Side Menu

The pop up side menu will be in many ways similar to the current menu in the Target mobile application, the main difference will be in the reorganization of the selectable pages and the consolidation/addition of a few of the current pages. Based on the user's selection, a new page will open in the main screen with the user selected content.

My Target:

My Target will be the screen users first see when they open the Target mobile application. The users can adjust the page's contents within application settings, which can be found in the Pop Up Side Menu. The user will be able to add content to their opening page such as a daily deals feed, quick links to departments, or social media highlights. Here users can target what they use the application most for, such as deal hunting or perhaps shopping for a particular product, i.e. a new tablet.

Browse:

The browse page will now include both the Weekly Ad and the Deals & Coupons pages. This decision was due to the common shopping theme of these sections. Users can select the Browse page from the side menu and then choose to navigate through the Departments, the Weekly Ad, or the Deals & Coupons pages in the main screen. Each choice will lead the user through a set of choices for Department, then Product Types, and finally Products. Once users are at the product level they can customize what products they see through the normal filter/refine and sort options. Additionally they will also have the ability to compare two products and see a new Top Product View.

This Top Product view is intended to showcase what other individuals are buying to improve customer product confidence. It will display the top three products in different categories such as customer review, total reviews, and total product purchases. This can serve as an indicator for users who are "on the fence" about which product to purchase or if they should make a purchase.

Social Corner

The social corner is intended to be a consolidated social networking information center focused on Target and its products. The page will show social media interactions that involve Target and allow users to send tweets, post to Facebook, or send an Instagram picture of the user at Target.

Lists

The lists page will allow users to generate shopping lists or wish lists to organize their shopping experience. Users can create a permanent list for products they purchase on a regular basis, or a one-time list which will be deleted once the shopper has moved everything on their shopping list to their cart. Each item on a list can be moved to a new list, deleted, or added to the user's cart. Once the item is added to the cart, it will be grayed out and moved to the bottom of the list, if the item is purchased it will be removed from a one-time list. Users will also have the ability to browse products and add those directly to the list or manually write in a description of the product they are searching for, i.e. pens. If the user has only inputted a general product name, they can then search that product description from their list and find specific products that they'd like to purchase and then replace the general product name in their list with a specific product, i.e. pens is replaced with a specific brand's pen five-pack. The user can also add items from their list directly to their cart either by scanning an item while in their list or selecting an item in their list and then selecting add to cart.

Registries

The individual registry pages will open a page with the ability to either search for an existing registry or to create a new registry. If you have an account you can save specific registries for future reference, or manage a registry you've created.

Pharmacy

Our goal is to incorporate the pharmacy components of Target's business into the mobile application instead of keeping it as a separate mobile webpage by inserting the current online pharmacy pages into the mobile application. This way the mobile application will be able to reference user account information stored on target servers through the mobile application.

My Account

The My Account page will allow users to manage their Target.com account and REDcard account information from directly within the mobile application. An additional login request will be sent to the application if the user requests to make any changes to their account and before a mobile payment.

Settings

The Settings page will allow users to specify specific application settings such as notification frequency, times, and content. The settings will also allow users to specify their preference on receiving geo-targeted deals and coupons when they are within certain the proximity of a Target location.

Help & Contact Us

The Help & Contact Us page will include the current content in the mobile application, with the addition of the Gift Card page.

User Steps & Functions

Each mobile user would be able to download the mobile application and instantly begin to use the application. They will have the option to login to their Target account and link to their social media accounts as well.

Limitations:

- In-store experience will require a data connection. Stores must be located somewhere with sufficient mobile coverage or stores will need to provide in-store WIFI to customers.
- The current data structure has potential to be a limitation depending on what data is available for the mobile application.