PROPOSED MOBILE EXPERIENCE FOR TARGETCARES

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Overview

We want to create a mobile experience that emphasizes Target's altruistic efforts. Target is one of the most philanthropic corporations in the U.S., but this presence is absent from 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 telling their story and creating their wishlist of Target products. 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 contribute. 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 strength the community connection.

Scenario 1

Amy is a single mother with young children. She works two jobs to provide for her children and is simultaneously studying for a Masters in education. Her children want to learn how to ride a bike, but she cannot afford a bike, 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 supplied paper towels, canned goods, and dishware, 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 select school supplies to send to the school that benefit not only her own child, but his classmates as well.

Complete User Steps

1. Login
   - The user can log in with a Target account, Facebook account (automatically populates "My Friends"), or as a guest (to view listings for an area without supporting, following causes, etc.)

2. Home
   - A list view 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 and must pass through Target approval.

3. Cause Detail
   - Tapping on a list item from the Home page takes the user to the detail page.
   - Information shown: time remaining and status of the cause, number of follows and supporters, friends who have supported, and description.
   - Product list containing information about the requested items, the number of items given/still needed, and a selector for the number of items that the user can give.

4. Transaction
   - From the detail page, the user can choose to support the cause, which takes them to a transaction page.
   - The transaction page allows the user to use a previously stored credit card, or to enter a new one. The functionality is similar to what Target already has.

5. Confirmation page
   - The page appears to confirm the transaction that a user has made. It shows a thank you note for supporting the community.
   - The number of points earned from the transaction is shown.
   - 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" lets the user 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 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 (sorted by most recent donations or badges earned)

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.

- Target must keep this information in a data warehouse and be able to update real-time data, as well as credit card/transactional information.

- 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 and common community areas.

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.