

Dreamscape is a Target mobile app for use in the store and at home that seamlessly integrates the features of Target's online catalog with the immediacy of shopping at a store. Karen is a smart shopper who browses at home and then does her shopping in a Target store. We'll see how Dreamscape makes her life easier and brings her a more immersive Target experience.

In Store

How it works

Near-Field-Communication-Technology(NFC) is now available on all new Android and Windows phones. The same technology that allows phones to share photos by holding them against one another can be used in Target stores. NFC tags are the size of stickers, cost pennies on the dollar, and are securely reprogrammable. By holding up a phone to the same sign on the shelf that contains the product name and price, **an NFC tag is read from the label to the phone**. The tag tells the phone to 1) Open Dreamscape and go to the product page, or 2) Download Dreamscape if Karen doesn't have it yet.

How it helps

- Shopping is full of tough decisions. When faced with a choice between two products, Karen tries to make the best choice, but she doesn't always have the information she needs. While debating what brand of power drill to buy, she swipes her phone near the shelf label, causing Dreamscape to open and pull up the product page. First seeing that the ratings are 4-star for both, she then looks at the User Reviews. The review rated most helpful is shown first, warning her that the battery life on Model A is not worth the extra power. She makes the right decision and moves down her list to find a very particular brand of granola bar...
- Only to find it out of stock! Karen knows her granola, and no other brand will suffice. She swipes her phone again below the empty shelf and Dreamscape helpfully shows her other Target locations where the product is located. Although she doesn't know it, Karen has just helped out her fellow shoppers. Now Target knows that this granola bar needs to be restocked and that customers are willing to travel to find it.
- Instead of being distracted by her phone, Karen has used it as a tool to shop smarter and faster. Without fumbling with an onscreen keyboard, she was able to translate what she saw in store to useful

information available at her fingertips.

At Home

Dreamscape remembers Karen's trip to the store through her Target or social media accounts to keep her experience consistent across devices on her tablet or phone. The familiar experience of shopping with a catalog is augmented by Dreamscape's customization.

How it helps

- New sales and offers on items Karen has inspected with Dreamscape or bought through her Target account.
- Remembering that Karen looked at products with brand "Apple", or categories "Portable Electronics", as specified in the API, Dreamscape recommends similar products.
- By integrating social media and passively reading Karens' wall posts and tweets, Dreamscape knows which brands the customer is naturally interacting with and can suggest relevant products.
- Push notifications are sent when an item Karen is interested in is on sale, or when an item she was looking for comes back in stock.
- On tablets that are often used during other activities, like watching TV, Dreamscape features unique graphical animation elements to constantly engage the user. Keywords and sentences from User Reviews are automatically summarized and fade in and out around the product page when the screen is idle. For sales and offers that don't warrant a push notification, a "stock ticker" scrolls along the bottom of the screen, offering insight into what new developments may interest the user

Conclusion

Dreamscape offers an engaging shopping experience unmatched by anything in the marketplace to date. In-store integration gives power to the customer to make informed decisions on products they've never tried or heard of before. It rewards curiosity, and reinforces interest expressed days or weeks earlier by continuing the experience at home. The user experience is continuous and natural.