***“On Target”*** is a uniquely new and innovative system to allow Target shoppers to integrate their mobile device, Target.com and in store experience into a streamlined and efficient adventure into the next generation of navigation, purchasing and checkout. ***“On Target”*** is comprised of a cutting-edge combination of web site utilization, in store navigation and mobile payment all designed to not only create a dynamic experience for the Target shopper, but allow for an efficient transition from home to store that will increase brand loyalty and take Target into the next generation.

* ***“On Target”*** begins its adventure in either the home or office with an easy link from Target.com. The Target customer registers with***” On Target”*** providing name, address, email, closest or preferred store and payment information. The customer is assigned a user name and password allowing them access either through the link or the ***“On Target”*** app for Android or iPhone.
* The ***“On Target”*** app/site allows the customer to access the entire Target inventory and create a virtual shopping list in a variety of languages either from the site or by scanning existing products. Certain products and/or brands added to the list may generate merchant paid pop up advertisements increasing brand awareness and revenue.
* The ***“On Target”*** app/site has a customer wallet in which in store payment options are stored as well as a virtual coupon compartment. In this compartment a customer can scan and store manufacturers coupons, Target coupons as well as direct coupons sent to their wallet from Target as a result of spending habits. As an item is added to the shopping list the corresponding coupon from the wallet is automatically noted. Also in the wallet a customer may scan any and all Target gift cards for future use as well as having the ability to have gift cards automatically added to their wallet as a gift. Additionally the customer can add a number of credit cards, including the Target Red Card to use for in store purchases.
* Through the ***“On Target”*** app/site the customer can access the navigation icon for directions to their preferred, closest or alternate store. Using available GPS and real time traffic data the customer is given routing directions as well as travel time using current conditions.
* As the customer enters Target they are greeted by an ***“On Target”*** kiosk welcoming them to Target. The customer scans the barcode on their app and is personally welcomed on the kiosk screen and begins their in store ***“On Target”*** experience. The kiosk computer analyzes the customer list and distributes an appropriate number of bright red ***“On Target”*** shopping bags. These bags immediately identify the customer as an ***“On Target”*** participantthus increasing the in store awareness of the program.
* Once the bar code is scanned and the customer list analyzed, the in store navigation system is initiated showing a clear and precise map and in-store route for all items on the customers shopping list. The in store GPS will take the customer directly to each item on the list in the most efficient route while also possibly directing customers by seasonal or featured end of aisle displays in order to increase sales. Each store’s GPS is exact and has the ability to locate and map every item on the list and devise a route and estimated in-store shopping time as well.
* The ***“On Target”*** app’s built in scanner allows the customer to scan the bar code of each item which in turn tallies and records the item in the virtual cart. The item is then placed in the ***“On Target”*** bags directly in the customer’s physical cart. If the customer decides not to purchase the individual item they simply use the minus button, rescan it and place it back on the shelf. This system is directly tied to the Target inventory system as well, removing each item form inventory as scanned. If the customer has a virtual coupon in the wallet the coupon amount is deducted as scanned and coupon info sent to Target for redemption.
* As the customer completes the shopping experience and all desired purchases are scanned and bagged directly into their cart they proceed directly to the ***“On Target”*** kiosk for final checkout. The checkout kiosk is a unique and efficient state of the art experience. The entire cart containing the bagged purchases are rolled on to the built in floor scale within the kiosk and as the customers ***“On Target”*** bar code is scanned. The computer automatically calculates the total weight of all purchases as to quantify the items being sure they are the same items scanned as were also put into the physical cart for security purposes and quickly and efficiently charges the total purchase to the stored card. The kiosk screen then thanks the customer and offers a printed receipt or the option of email.
* The ***“On Target”*** customer then proceeds directly to their car having completed a unique, efficient and very personal shopping adventure without the hassle of searching for items, price checks or long checkout lines.

***“On Target”*** is truly a new adventure creating an unimagined ease and personally efficient shopping experience. ***“On Target”*** will create brand loyalty as no other retailer has the ability to offer an in store experience designed with today’s time starved shopper in mind. A customer in the new City Store who needs only a few items has the ability to access the in store GPS for efficient time saving navigation as easily as the suburban family who integrates a large list into their ***“On Target”*** app to complete the weekly shopping.

***“On Target”*** increase loyalty allowing Target to monitor spending habits thus targeting specific promotions and customer specific advertising. It allows Target to accurately control inventory, allow lower customer to staff ratios through the self check-out process, while still maintaining high levels of security and customer service.

***“On Target”*** combines cutting edge technology in mobile devices, truly unique in store GPS, personal recognition, and unmatched ease of a shopping experience to create a total adventure that is truly ***“On Target”.***