Target Trip

Target In-Store Mobile Experience

The target Trip Application consists of getting the user 100% engaged into the mobile and in-store shopping experience by making it fun, interactive and convenient.

The App is about allowing the customers to create a shopping list fast and easy and have the App create a visual route (later shown in an interactive map) that would guide them through the store, with marks in different sections indicating where the products are located. The application would have to be linked to each of the different store’s Database to have a close reference of each product’s location in the store. The route given would be intentionally the fastest route possible according to the customers’ lists and would also provide an estimated time for the completion of the trip as well as an estimated price of the overall purchases.

As the users open the Target Trip App, he/she would be greeted by a Welcome page, followed by a screen that asks the user to sign in with either their e-mail or by using their Facebook account. The user is given the option to also sign in as a guest, which would bring more comfort for a first-time user to try the application freely with no compromise.

The next screen would ask the user to select their preferred local Target Store, which would allow the App to connect to the floor plan and Database of that specific store. The next screen would ask the user to create a list and give it a name. Following this step, the user is provided with a search bar, where he/she can search for any desired product (available only in the selected store). The screen would show a variety of options based on the search criteria and if the user decides to click on a certain option, he/she will be directed to a second screen that shows details of the item and also indicated if there are any promotions/sales available. The user is also asked to enter a specific quantity for the item and finally, he/she must choose to either “Add” the item to their Shopping List or return to the “Search” screen.

Once the user is done filling up his/her shopping list, he must click on the button with the icon of a list. The list shows all the added items and next to each item there would be an “on/off switch” in case the user changes his/her mind about an item. The user would also be able to delete an item entirely from the list by clicking the “edit” button at the top corner. Once the user is satisfied with the list, he/she should click on the button that indicates “Get Route”, which will transfer the user into a new screen that shows the floor plan of target with the route shown over it marking the start and finish points. The floor plan would be divided into sections of different colors that with an icon that indicates what section of the store it is (eg: Retail, technology, Home Goods, etc). The user can click “Start” at anytime to activate the GPS tracker and know his/her position at all times in the store, also making sure no item was left behind.

If the user decides to change something in the list, he/she can always go back, make the desired changes in the list and a new button will appear that reads “Update Route”. After clicking this button the route will be immediately updated, as well as the estimated price and time. If the user decides to make a quick stop to a certain section in the store and wants to be reminded to do so, he/she can also manipulate the route free-hand, simply by dragging the line to any area in the map, which would also cause the route to update the estimated time. Ideally, the carts would have a dock where the shoppers can place their smartphone and shop more comfortably.

Target Trip captures the essence of the convenience and advances of technology merged with the genuine experience of navigating through the store and reaching out for exactly the products you are looking for with an estimated price and time already in mind that will be effectively achieved. This will give the customers more satisfaction when doing their shopping since they will know that the app will give them the results that they expect while also making it entertaining for them. This will also help Target to earn their trust after they see how effective the app is and how they can now manage their time and money in a more accurate way.