Jeff Dull Target Retail Accelerator

To prepare for this project I first did some research into User behavior at my local branch of Target. After spending time observing and researching, I began to compile and affinitize the data to provide a comprehensive solution, that would provide the customers value and Target more loyal users and repeat customers. I found that the best way to do this would be to extend the services of Target so that the User feels connected when they are away from the store, as well as provide new and unique ways to engage the User while they were shopping in the brick and mortar locations.

I will be showcasing four separate ideas for the Target Application that can all stand-alone or be implemented together in unison. All ideas are designed to augment the existing Target Application The first is a Social App that aims to engage Target Users both in and out of the Store. The second is Target Touch points, in store locations that invite the user to interact and engage with products. The third is Target Tracker which is an in store Augmented reality Navigation app that allows the user to quickly find any item from the mobile App in the brick and mortar store. The final concept will engage the user, while also providing them benefits from Data that is collected on their shopping habits. I call this Smart Shopping lists and it works by allowing customers to compile a learning shopping list that gets smarter with use and can predict the need of purchases based on habitual buying patterns.

Utilizing Target’s existing App and implementing some new features, the Target Talk social app presents new opportunities for how shoppers will interact with each other, the Target application, and the Target Retail store.

The customer is given an option of linking the app to existing social networking sites, or the email address of their choice. Integration with other social networking sites makes the overall experience much smoother as it will bring friends and family into the loop in a more streamlined fashion, without the need to lookup and add each contact separately. Built into the Target Social experience are ways to share recent purchases, make recommendations, share specials, add items to wish lists, gift items, receive price notifications and utilize the smart shopping list.

While the addition of a Social aspect to Targets app will bring new ways of engaging the customer outside of the store, the App will utilize many new ways to engage the customer in the store as well.

Utilizing Near Field Technology, or alternatively Quick Reference Codes, the app will have the ability to allow mobile devices to communicate with designated posts all around the store, these spots are called Target TouchPoints. For example, when a customer first walks into the store they may tap their mobile device at the first Target TouchPoint tower and instantly receive the latest specials and coupons for their specific location. This first tower also provides information necessary for the in-store augmented reality navigation (called Target Tracking). While shopping customers can use Target TouchPoints to instantly interact with Product Video Demonstrations, Reviews, Full-Spec sheets, and comparisons to similar items. These TouchPoints will bring information to the consumer in ways never before seen, and allow for much more informed consumer decision.

What happens when a User sees a post on their TargetTalk App and wants to check out the item their friend just suggested? The user can simply select “Track” from the Target Talk page, and onscreen augmented reality navigation begins. This feature will overlay images from the Cameras Phone with navigational devices to guide the User directly to the item within the Target location. This simplifies the process of trying to find an item when the User is pressed for time or is not familiar with a specific location. This feature could also be used with the Smart Shopping List to provide a streamlined journey through the store to pick up each item on their list.

The final feature is a shopping list that learns as the User buys. Each time the User checks-out the receipt will have a unique code that the user may scan. Once scanned the data is synthesized, and with more uses gets smarter. Over time the shopping list will be able to predict an upcoming need to purchase items, as well as provide notification of price drops and specials on favorite items.

Use Scenario

On the way home from work, our customer receives an update from her Smart Shopping List that she is likely to need Milk, upon receiving the notice customer heads to Target.

• Customer Heads to Target

• Customer Enters Store and Taps the first TouchPoint Tower

• TouchPoint Tower Instantly displays Current Coupons and Specials

• One special is for Method Handsoap that customer prefers

• Customer selects “Track” from special screen

• Onscreen Navigation guides customer to Method Hand Soap Special

• Customer spots a new Immersion Blender on the way to the Hand Soap special

• Customer taps Target TouchPoint next to the Blender

• Customers screen prompts them to play a video demonstrating Blenders features

• Customer watches video

• After watching video customer checks the reviews and sees her friend just bought one and loves it.

• Customer places a blender in her cart

• Customer selects back and continues on her way to the Method hand soap Special

• Customer before checkout user wants to share the Method Hand Soap special with her friends on Target Talk.

• While posting on Target Talk customer sees that another friend scored a deal on summer clothes

• Customer selects “Track” and follows navigation to the item her friend shared

• Customer finds the perfect Sleeveless Top for her Saturday Night right next to friends shared item

• Customer places Sleeveless Top in cart and proceeds to checkout grabbing her Milk on the way

• After checkout Customer scans her receipt and her Smart Shopping List is updated

• Customer goes home HAPPY!

Please see Wireframe Mockups for Visual Representations of these exciting new Features.

Thanks in advance for your consideration of my entry.