

2022 Target WITS

Group 4

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TARGET'S PURPOSE

"To help all families discover the joy of everyday life"

That is our purpose, our mission, the promise of surprise, fun, ease and inspiration at every turn, no matter when, where or how you shop

CASE STUDY

Case

Develop a strategy to drive guest loyalty to Target using the savings power of the in-store shopping benefits of the Target app

- Include in this proposal a SWOT analysis (internal: strengths/weaknesses, external: opportunities/threats) of the current situation Target faces
- How will your suggested changes improve our guests' experience?
- How will your changes drive up top line growth?

Current SWOT

Strengths

- Purchase record
- Target Circle Savings
- Shopping list
- Coupons/recommended (just for you coupons)
- Rate and review
- Branding and marketing of culture and fun
- Target owned brands that offer competitive pricing and quality compared to other brands
- Priority sorting

Weaknesses

- App has too much clutter (too much formatting/words)

- Saving offers do not auto apply
- Long waits in line
- Can get lost in store trying to find items
- Hard customer service experience as a result of the use of the app

Opportunities

- Redesign layout (more user-friendly) to reduce clutter
 - Fewer words
 - Make it look less like the usual newspaper advertisement
 - Group tabs (like amazon, safeway)
- Have a map/pre planned route to use with the list feature
 - By having the route because of the list, allows the guest to plan ahead and have an idea of what they would like to buy
 - We can route the user to different parts of the store to different deals
 - RFID lights
- Check into the store by making a purchase any visit, if you exceed 5 (or any number) in a month, be rewarded with a gift (visit tracker in the app)
- Notification when you enter the store (reminder to use target circle coupons)
- Ship items to a particular store for the customer to pick up
 - Good for the customer, as they might not need to drive as much, and provides a much safer way of getting their goods delivered

Already exists

- Incentive app use through exclusive in store coupons
- Advertise in-store events/offers
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Threats

- Other retail stores have more advanced features on their app (Walmart shop and go in-app feature)
- Other retailers have better incentives for app users
 - Amazon Go, allows the user to check out simply by logging into their account and then walking out of the store
- Unforeseen economic crisis
- Low employment rates, inflation
- Understaffing

Ideas

- Reloading money (similar to Starbucks)
- Points/rewards (loyalty rewards program)
- Exclusive coupons
- 15%/\$4 off for new downloaders
- Member event and offers (incentivize app use)
- Reminder for circle coupons (when entering/checking out)

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- Incentivize guests to visit the store and reward them if they go in a certain amount of times (month themed gifts)
- Exclusive in-store coupons
- Preplanned route: List correlated with map (items on the list all shown on map)
- Ship to store
- Reverse image search function (find coupons for items)

Judging Criteria

Design - Unique or original use of tools and resources

Pitch - Overall creativity, team energy, when delivering solution

Code/Technical challenge - Team developed a solid code to solve a problem

Impact - Team demonstrates great consideration of users (Target guests) to improve or create a new shopping experience. Clearly articulates the problem and how the technical solution will solve and create impact

Collaboration - Team worked well as a unit; they communicated ideas to each other each person contributed to the solution

SARAH

SLIDE 1

Inclusivity: valuing diverse voices and approaches, being authentic and respectful and creating equitable experiences

Connection: building trusted relationships, collaborating across business functions and recognizing and celebrating progress

Drive: doing what is right for Target, our team and our guest(s), delivering results that matter, choosing progress over perfection and continually learning

In building our solution, we wanted to ensure that our solution met Target's purpose and values. So as we were planning, we as a team read and considered these values again.

We knew that Target is a company that actually acts upon its values. What especially stood out to us were Target's values of inclusivity, connection, and drive and you can see these values reflected in our solution through furthering inclusivity, cultivating deeper connection with guests and continuing to drive forward with passion.

SLIDE 2

Why our solution, you may ask. We summarized it into three points for you.

First, The preplanned routes improve the in store experience using RFID technology and further encourages guests to utilize the target app. The Visit Reward system incentivizes in store shopping experiences and further cultivates a better brand image of Target, increasing guest engagement with the app and guest loyalty.

Second, We want to highlight that our solution is cost effective and easily implementable. Much of the functionality builds on top of currently existing functionalities within the Target app, thus it would not be difficult for Target engineers, or us (if you decide to hire us) to implement. Furthermore, the Visit Reward system would ideally be launched to a few large and participating Target store locations for testing, which could reflect the success of this new program and potentially be expanded.

And third and most importantly, we want to emphasize that at the core of our solution, lies Target's purpose, culture and core values. We believe that adding the pre planned route functionality will not only extend further inclusivity to those who are elderly, disabled, or even people like me that can't seem to locate aisle G9. The visit reward system will not only foster growth and loyalty in Target's relationship with its customers, but also show that Target really cares and devotes its resources into fulfilling its values, unlike other larger corporations.

Concluding with these three points, Our team believes that our solution, if implemented, will foster Target's purpose to help all families discover the joy of everyday life while continuing to grow and expand as one of America's best retailer.