

# Target

## CREATIVE BRIEF

### Client:

Company Name: Target Corporation  
Place of Business: Multiple Locations  
Phone: 803-782-4100  
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Current domain: target.com  
New domain: target.com

### Project Description:

Target Corporation is seeking help redesigning the landing page experience for their online retail store, [target.com](http://target.com). Their analytics have revealed some performance concerns and they want a design that restructures the page content to emphasize Target exclusive brands and most searched items. They would also like a design that differentiates between featured products, subcategory listings, popular picks, and exclusive brands.

Target Corporation is seeking a comprehensive strategy for reemphasizing content to sell Target exclusive brands and most searched items.

We are not reducing or augmenting the current content on landing pages, only restructuring the content to create a better content hierarchy.

**Landing page example:** [http://www.target.com/c/sports-outdoors/-/N-5xt85?Nr=P\\_Record\\_Type%3AProduct&lnk=bnav\\_t\\_spc\\_2\\_0](http://www.target.com/c/sports-outdoors/-/N-5xt85?Nr=P_Record_Type%3AProduct&lnk=bnav_t_spc_2_0)

### Project Scope:

**UX:** Site architecture redesign and mapping.

- thumbnails
- wireframe
- sitemap

**UI:** Redesign the Category landing pages for target.com

- Category Landing Page

**Development:** HTML, CSS and JS templates for all page designs.

*NOTE: Content will be lifted directly from [target.com](http://target.com) for design purposes. Select on landing page and use all content from the existing page in the redesign.*

# Discovery:

## DESCRIBE THE COMPANY/SERVICE THAT THE COMPANY PROVIDES:

The first Target store opened in 1962 in the Minneapolis suburb of Roseville, Minn., with a focus on convenient shopping at competitive discount prices. Today, Target remains committed to providing a one-stop shopping experience for guests by delivering differentiated merchandise and outstanding value with its Expect More. Pay Less® brand promise. Target currently is the second largest general merchandise retailer in America, with Target.com consistently being ranked as one of the most-visited retail Web sites.

Target is a trustworthy retailer that emphasizes stylish, functional design and quality products. Target is dedicated to creating the best retail experience for all consumers.

## WHAT ARE THE COMPANY'S PRIMARY GOALS/OBJECTIVES FOR THE LANDING PAGE?

The client wants us to restructure the content of their online retail category landing pages. The current design is hard to scan because it lacks a clear visual hierarchy and the layout is somewhat unstructured. They are seeking a design that emphasizes exclusive brands and most searched items, but also includes sub-category listings, popular items and exclusive deals.

***Note:** The hover state for the sub-categories presents a usability problem and a disjoint experience that doesn't fit Target's goal for a clean and simple user experience.*

## WHO IS THE TARGET AUDIENCE FOR THE SITE? WHAT INFORMATION/CONTENT IS THE AUDIENCE LOOKING FOR?

Target's target audience is middle income families and individuals.

## DESCRIBE THE COMPANY'S BRAND, PERSONALITY, AND CULTURE

It's our belief that great design is fun, energetic, surprising and smart—and it should be accessible and affordable for everyone. When we talk about our dedication to good design, we don't just mean how something looks, but also how it satisfies a need, how it simplifies your life, and how it makes you feel.

In stores or online, we work hard to ensure your Target shopping trip is always enjoyable and exciting. How do we do it? Friendly service from team members ready to assist with your list, fully stocked shelves and a speedy checkout process—and that's just the start.

Visually, Target is simple and clean with minimal (almost monochromatic) color palette. They use simple, web safe font stacks and are dedicated to easy and fast consumer experiences.

It's about more than aesthetics and style. Great design is also about convenience and simplicity. We're focused on developing and delivering products that solve our guests' everyday problem, make their lives more convenient, or simply make them smile.

#### **WHAT ASPECTS OF THE COMPANIES CURRENT LANDING PAGE DESIGN WORK WELL?**

The landing page presents all relevant and rewarding avenues to create the most rewarding shopping experience for consumers. The sidebar is very active and utilized extensively by users.

The page content has been researched extensively.

#### **WHAT ASPECTS OF THE COMPANIES CURRENT LANDING PAGE DESIGN ARE UNSUCCESSFUL?**

The page hierarchy creates a disjoint experience that doesn't "flow" cleanly from one area to the next. It lacks a clean structure and is hard to scan.

Target has done some new content and user testing and found that this page should better emphasize two types of content: most searched items and exclusive brands. However, the page needs to include popular items, sub-category listings and exclusive deals.

#### **LIST ANY WEBSITES THAT THE COMPANY LIKES AND WHY - DESIGN, FUNCTIONALITY, ETC.**

Target has not provided a list of sites that they want to emulate. They like their site, but need to optimize the landing page for certain shopping experiences.