



Target Mobile Solution

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Current Situation

Main Issue

Long story short, **how can we streamline the return process to aid the consumer and help Target steal market share from Amazon and Walmart?**

Background

Return Policy

- Most unopened items may be returned within 90 days for refund or exchange
- Target refunds through the payment method that you paid
- You can be refunded without receipt if you paid on card (they can look you up)
- If you do not have a receipt and they cannot look you up you will get store credit

Target REDcard

- Target offers a Target debit or credit card
- Offers early access to promotions
- Perks such as: 5% off everyday, free two day shipping, extended returns, 5% off at in-store Starbucks locations, and more

Competition

Top Retail Competitors:

- Costco
- Walmart
- Walgreens
- JCPenney
- Macys
- And many other retail stores

The Digital Sphere: Amazon

With Amazon's established foothold in the digital marketplace, and encroachment into the retail marketplace, they are a constantly growing threat.

Target has remained competitive against Amazon by the purchase of Shipt, a same day delivery platform.

Competition

Walmart

Despite Walmart's competitive advantage with EDLP, Target continues to show higher end products in better condition, with overall better organization and customer experience. Target remains superior in terms of the in-store shopping experience.

What do Walmart and Amazon have in common?

An **easy**,
customer
friendly, **online**
return policy.

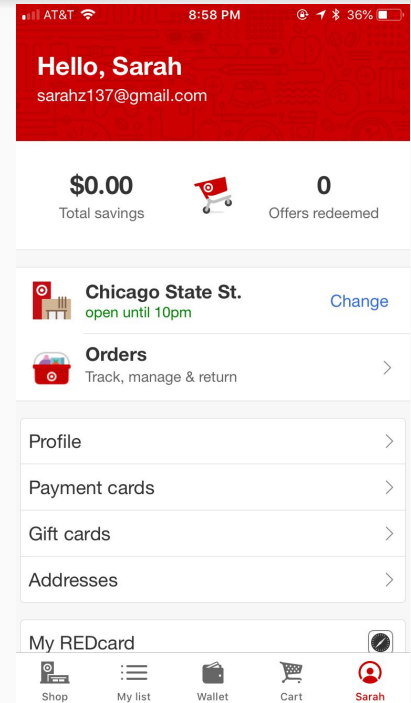
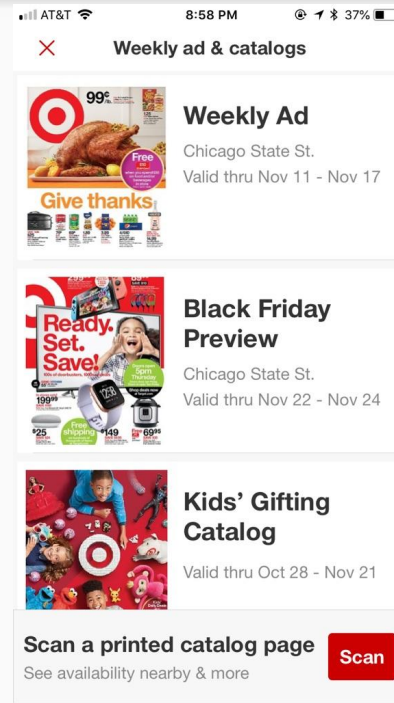
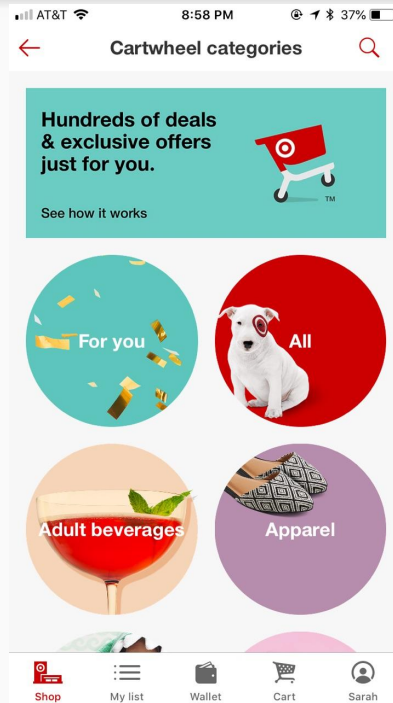
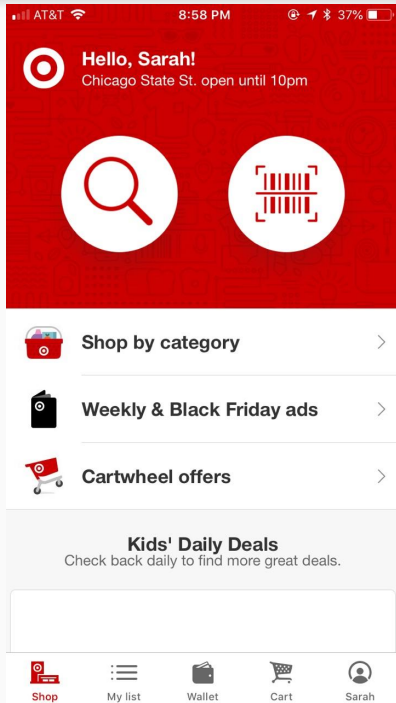
Financial Analysis

A new plan laid out by Brian Cornell, Target CEO, that focused on **improving store experiences** and **generating more digital sales** has exceeded expectations.

- Total of **6.4%** in store traffic growth and **6.5%** sales growth
- Store sale growth **4.9%**
- Digital sale growth **41%**
- Total revenue increase **6.9%**
- Stocks have jumped over **47%** in the last year

(as of August 22nd 2018)

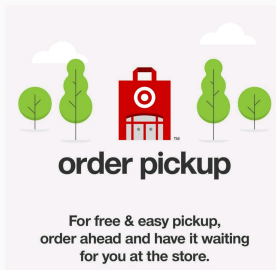
Current Mobile App



Current Mobile App

Main Screen Features

Cartwheel - Offers (ads)
you saved for future use



Make way for the holidays

New ways to bundle up

Keep the whole family cozy as the snow flies & temps drop.



20% off artificial trees*

Save on a stately Christmas tree that's truly evergreen.



Gift Ideas

Don't know where to start? Find tons of ideas & gifts that go beyond the expected here.



10% off holiday hosting essentials

In store, only with Cartwheel.

Get in-store offers



25% off kids' fave snacks

In store, only with Cartwheel.

Get in-store offers



Clearance

Top Deals

Hot toys at



Current Mobile App

Target Wallet

- Scan barcodes
- Scan coupon barcodes
- Scan wallet barcode for cartwheel offers
- Pay with REDcard

REDcard - A Debit card that links to your checking account OR credit card that is charged for in store and online purchases with monthly billing, includes free two day shipping and extended returns.

Main Issues and Key Challenges

The average person
spends about **118 hours**
a year waiting in line.



People overestimate
their time spent
waiting by **36%**

Unoccupied time feels
longer than occupied time.

Key Challenge and Solution

Utilize the **growth of Targets digital store** presence in order to **funnel foot traffic** to exploit their **superior in-store shopping experience**

Key Challenge and Solution

Simplify and **quicken** the return process to create convenience on the consumer end and speed up the product resale process for the company.

Key Challenge and Solution

Create a seamless mobile experience through **full integration of Target wallet and REDcard** into existing electronic wallets **for fluid transactions**

Key Challenge and Solution

Increase Target's offline presence, **Amazon is the largest threat.** Target is **gaining online traction** and **maintaining superior customer experience.** To defeat Amazon, they need to **create an omni-channel customer experience.**

Our Solution

The Target Return Drop Box

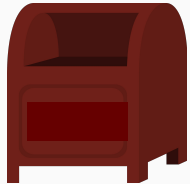
Mockup



User Experience Timeline

Step 1

- File a return
- Select a location
- Receive return timeframe
- Receive in-app reminders



Step 2

- Return item to selected drop box
- Notification received when return is in process



Step 3

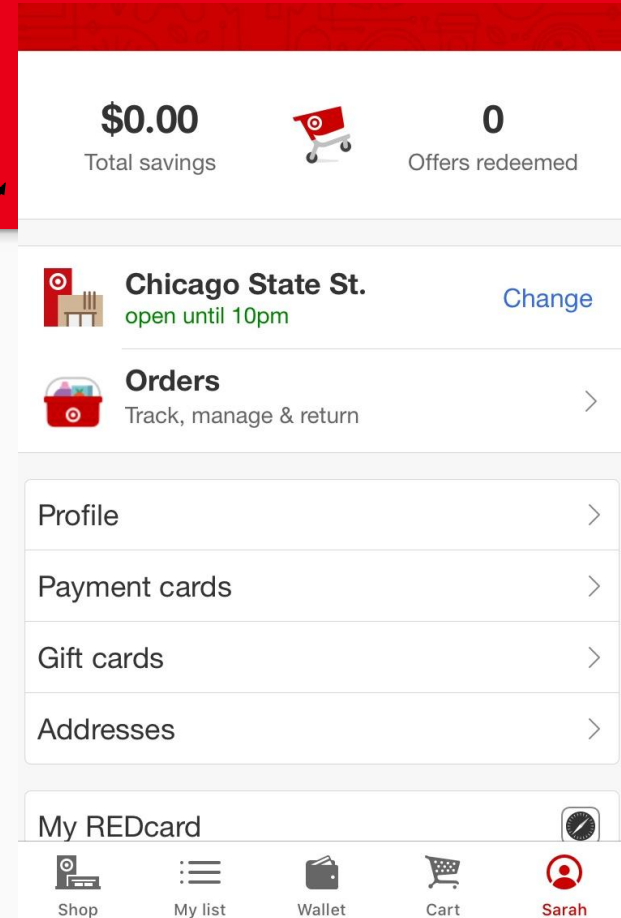
- Return is processed
- Money refunded to REDcard
- Confirmation notification is received
- Transaction history and receipts in app
- Discounts and suggested alternatives received in inbox



Managing Returns

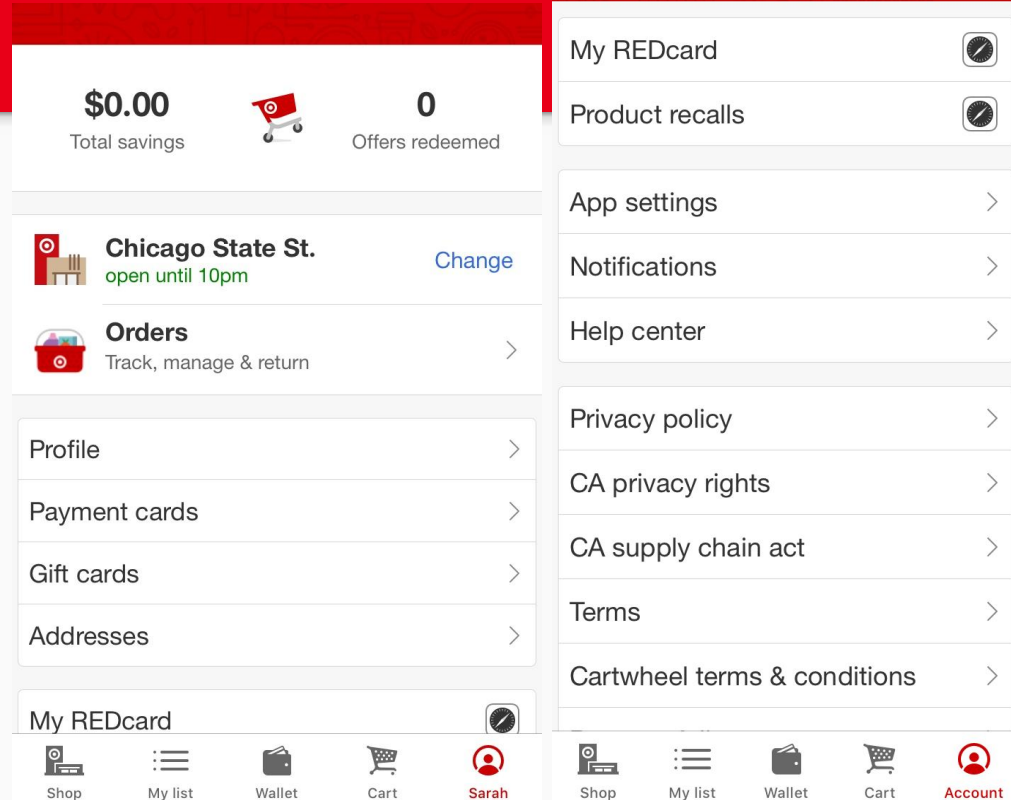
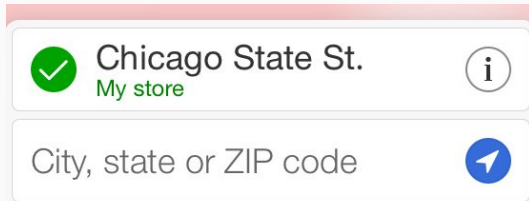
In App Modifications

- Would add “Returns” tab under Orders tab
- Here you would be able to track the status of your return
- Replace or add to the top “Target Cash” received from returns



User Requirements

- Target App
- Linked card in app
- (pre-existing function in app)
- REDcard



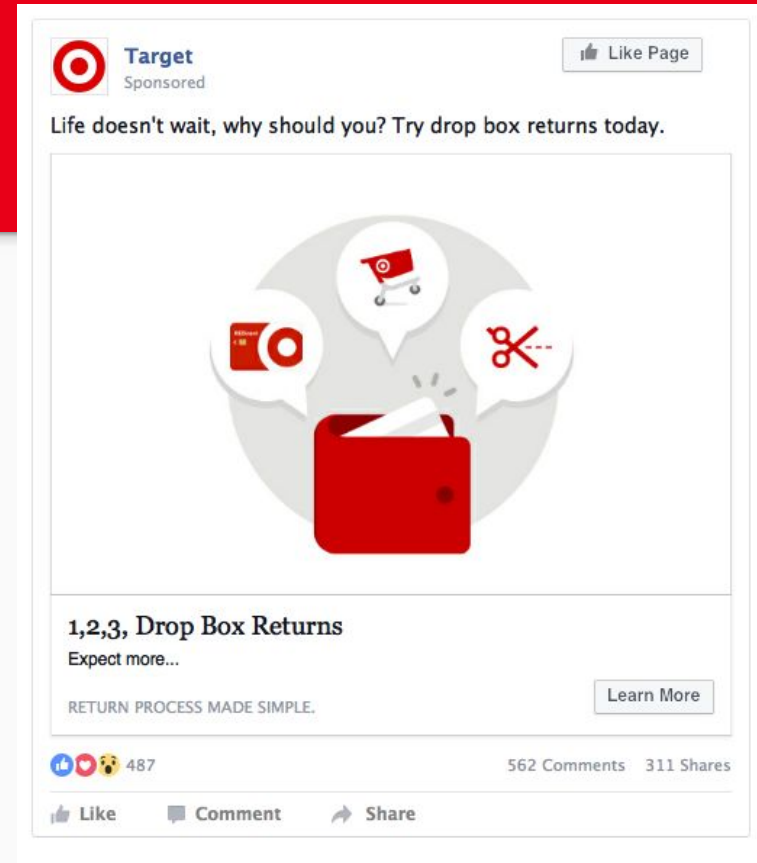
Marketing Strategy

Promotion:

- In-Store Signage
- Ads via Social Media Channels
- Will be initially exclusive to REDcard holders

Incentive:

- Convenience
- In-App Offers according to purchase history
- Revenue flow



Social Media Channel: Snapchat

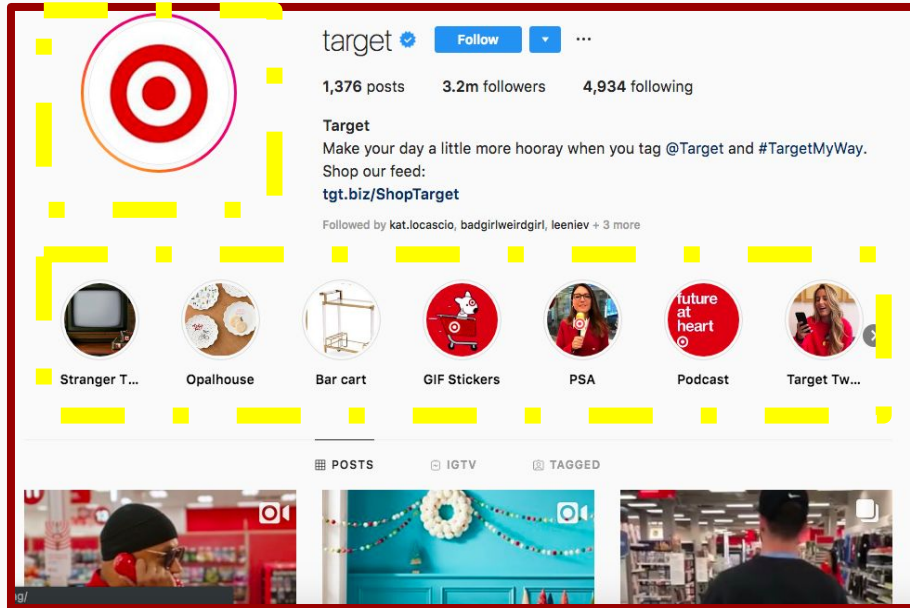


Interactive games

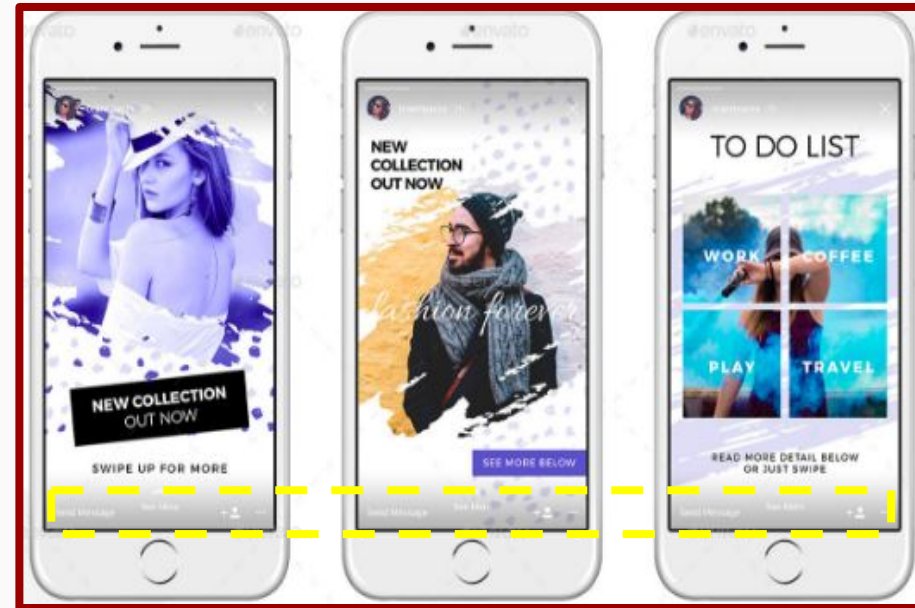


Sponsored filters

Social Media Channel: Instagram



Ads appear on highlight/story



Swipe up feature



Why Now?

“Whether you're shopping in our stores, online or on a mobile device, we work hard to ensure your experience is always enjoyable and exciting.”

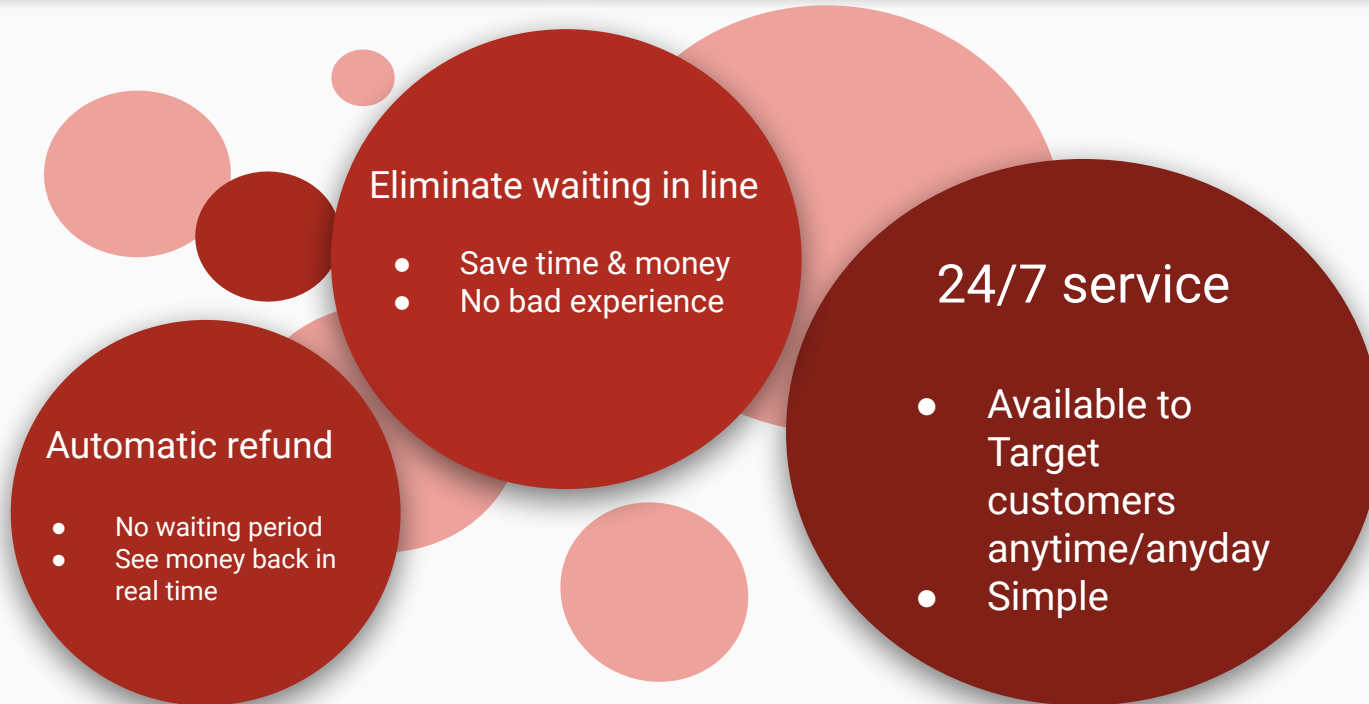
-Target Mission

Competitive Advantage in the Digital Sphere

Time Advantage: Technology is only on the Rise

Build Loyalty for Online and Offline Shopping

Consumer Benefits



Company Benefits



Tracking DropBox Progress (KPI)



Method of returns

- % of in store vs % DropBox



REDcard applications

- Current growth of applicants before implementation and growth after



Direct consumer feedback

- Customer surveys and reviews



Customer retention

- Activity of created and existing customer accounts in app

Questions?

Thank you!