

Target Retail App

Proposed by:

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Proposed Mobile Experience:

From group ethnographic research conducted in the Savannah, Georgia area by me and a SCAD(Savannah College of Art and Design) group, I have determined to focus on an app streamlining the retail process. I considered what we *Service Designers* call “The Service Model” in which we consider three parts of the service: **Attract** – This is before the customer actually enters a store or engages Target’s services.

Engage – This is the portion in which the customer actually uses Target’s services.

Extend – This portion includes any customer interaction after the actual retail experience such as receiving items in mail, online interaction, or mobile app interaction discussing previous services.

The attached mockups are easily subject to visual design revision. I hope to illustrate a concept that would streamline the retail process, as well as motivate customers to do their shopping at Target, as soon as they realize they need a product.

This can be achieved through an improved shopping list and scan feature:

Improved Product Scan

- My version of the product scan allows you to immediately add products to your list, so as soon as the customer runs out of, let’s say, ketchup; the shopping list will be updated.
- The user will also have the option of ordering products available on Target.com. This is more clearly illustrated in my mockups.

Improved Shopping List

- Now the whole family can update the list from anywhere making sure that any tech-savvy family does all their shopping at Target.
- Shopping List groups can contain families or any customizable group.
- Once the receipt is scanned in items will be marked off the current list and saved in history.

Summary

I also have many other ideas which would fully transform the retail experience in many of the areas suggested, but the limitations of the submission prevent me from thoroughly explaining them.

I plan to include a fully mapped out shopping experience which would streamline the process while not inhibiting the Target shoppers natural desire to browse and impulse buy.

Through the use of saved credit cards on the mobile app with a scanner at the front of the store, it is possible to securely make a self-checkout completely conducted on a smart phone.

Target has an opportunity to be on the frontier of a technology assisted retail experience. Smart phones allow for creative breakthroughs in retail experience much earlier than anyone expected. We can now:

- Identify shoppers when they enter.
- Show them targeted ads throughout the store upon their arrival
- Guide them to products through the use of visual aids both in the app and in the physical retail space