

MVP Presentation:

Target Try On



Paavani Dua, Sami Koire, Chloe Thai, Jeffrey Woo

Teaching Team Corporate Partners: Shirin Hashemi,
Todd Hagen, Malyn Wrobel and Daniel Prusinski



Chloe Thai

MS Mechanical Engineering
BS Product Design



Paavani Dua

MS Electrical Engineering
BS Electrical Engineering



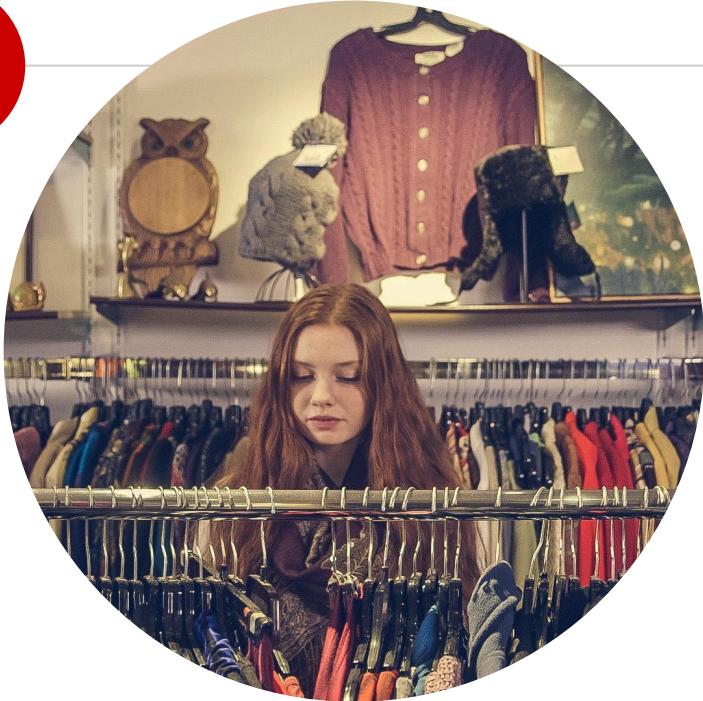
Samantha Koire

MS Computer Science
BS Industrial Engineering



Jeffrey Woo

MS Computer Science
BS Computer Science



Kristen wants “me time”



Mary seeks trusted input

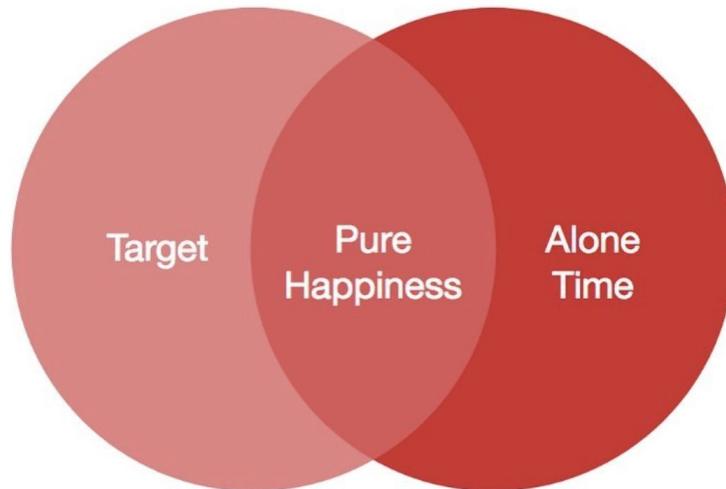


THE PROBLEM:

Target shoppers want to be left alone yet seek a second opinion while shopping for clothes



Trying to explain what makes
me happy



Alarm

You've been at Target for 3 hours

Snooze

Stop





Introducing...



Target Try On



*A personal shopper that
doesn't distract or interrupt*





For...



Women browsing alone who:

- Are distracted from their main errand*
- Shop for themselves*
- Question their purchases*





Featuring...

In-store curation:

- “Complete a look” or “find similar items”





Featuring...

In-store curation:

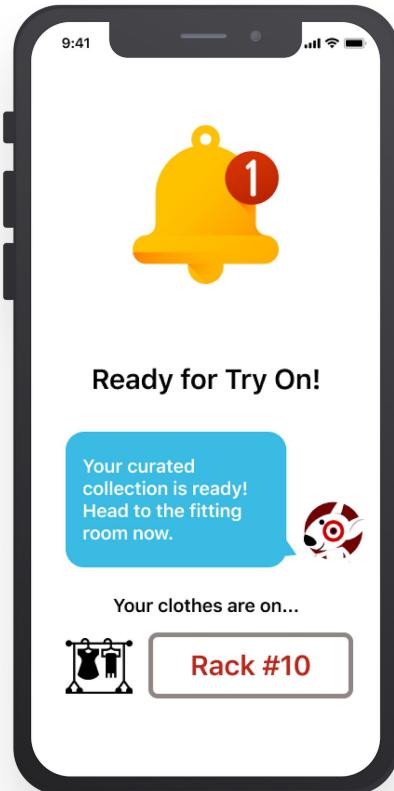
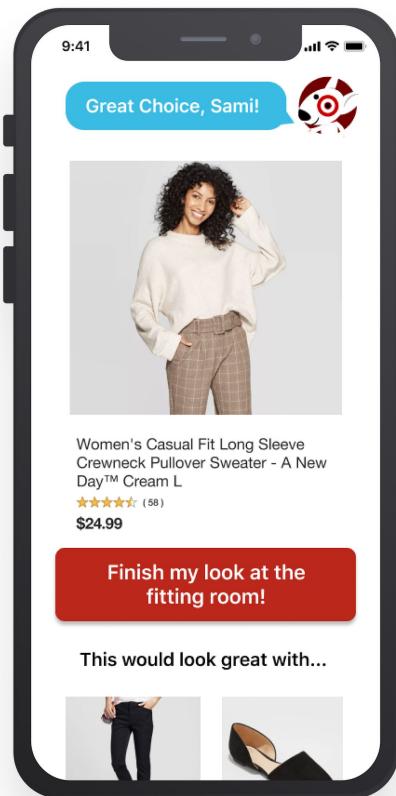
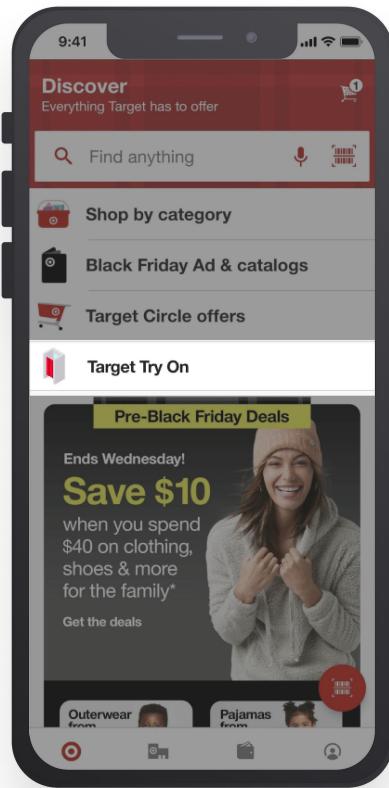
At-home inspiration:

- Plan at home, try on in stores





POA Solution Recap



Where did we go from here?





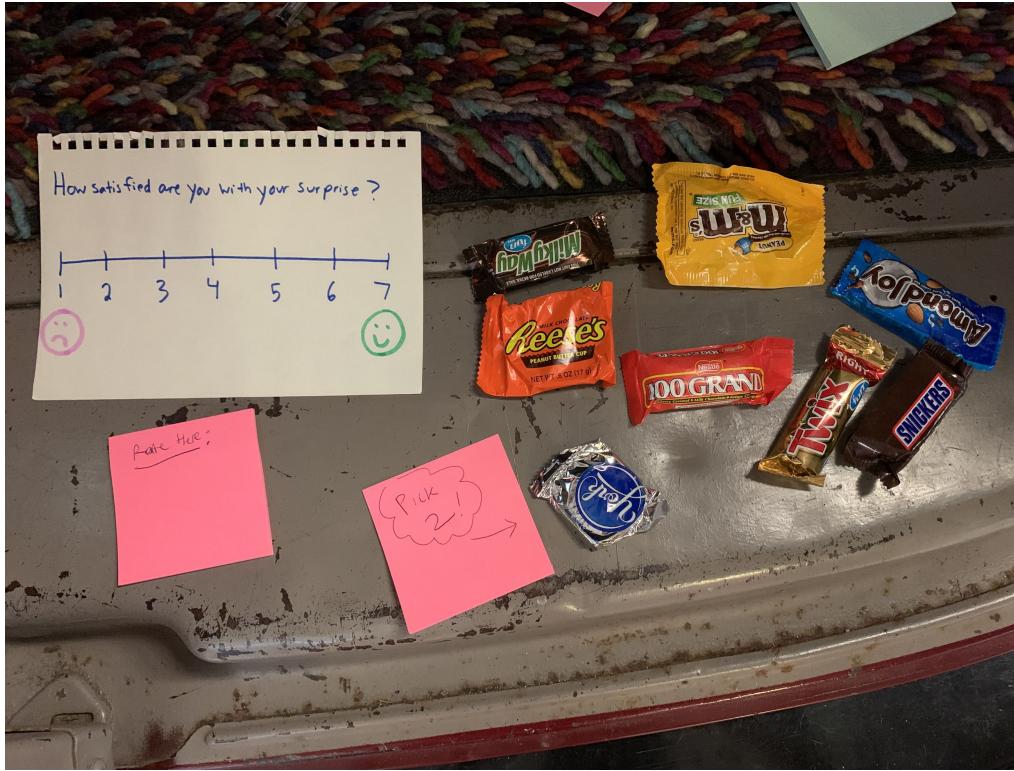
Prototyping Customer/User Experience

1. Initial Target shopping preferences survey
2. Experience Prototyping in d. School – simplified model testing the “wow” factor of clothing curation
3. Revised & tested MVP concept in Target – “Wizard of Oz-ed” the curation experience and pulled clothes for people on racks outside of fitting room





Experience Prototype





Experience Prototype



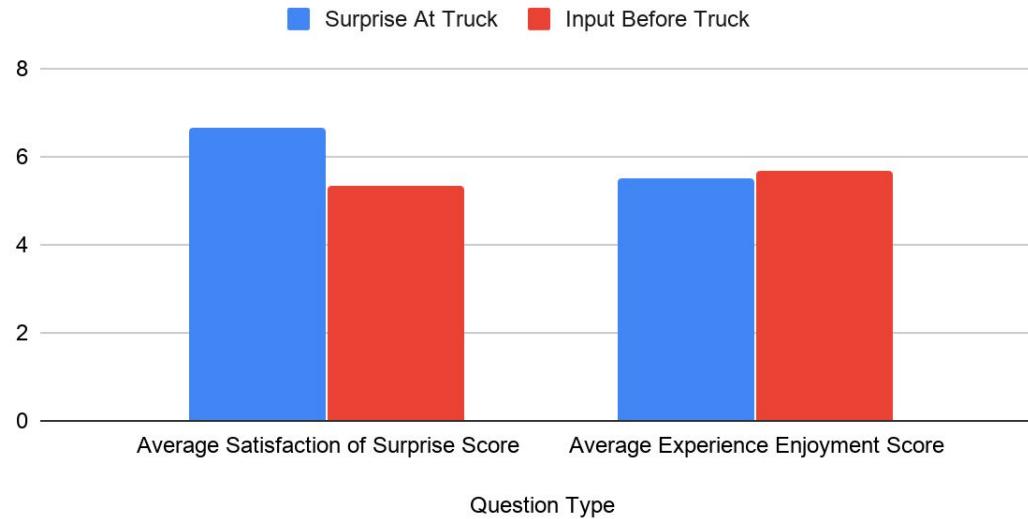
1. 6 Participants → 2 Groups
 - a. Group 1: Complete surprise at the truck
 - b. Group 2: Input about candy preferences upfront
2. Two Survey Questions (rated 1-7):
 - a. How satisfied are you with your surprise?
 - b. How much did you enjoy the experience
3. Qualitative Follow-up Questions





Experience Prototype Results

Average Experience Enjoyment Score and Average Experience Enjoyment Score



Positive Surprises lead to more enjoyment when user has no input



User Stories:

I'm always skeptical of surprises

”



User Stories:

*Didn't get what I wanted, but I like
all candy*

”



User Stories:

*A bystander tried to take candy
thinking it was for anyone*





Experience Prototype Outcomes

1. Surprise was a valuable element, but don't rely on it
 - a. **Action:** Stick with allowing shoppers some input





Experience Prototype Outcomes

1. Surprise was a valuable element, but don't rely on it
 - a. **Action:** Stick with allowing shoppers some input
2. Strength of recommendations is critical
 - a. **Action:** Have fashion-minded people picking clothes for Target prototype





Experience Prototype Outcomes

1. Surprise was a valuable element, but don't rely on it
 - a. **Action:** Stick with allowing shoppers some input
2. Strength of recommendations is critical
 - a. **Action:** Have fashion-minded people picking clothes for Target prototype
3. Supervision of the rack could be useful
 - a. **Action:** Stand by the rack and survey participants for Target prototype





Target Prototype

← Team Target 🎯 ☎️ 📺 ⓘ



No. 3

Paavani



Kid's jacket

It's for a kid haha



Art class size large

Paavani



Just informed 1



2 and 3 are done



Aa





Target Prototype





Target Prototype



The screenshot shows a survey titled "Target Shopping Prototype Survey". It includes a message about entering a raffle for a \$20 gift card. A required field asks for the participant number. Below it, two satisfaction scales are shown: one for surprise clothing and another for the overall experience, both ranging from 1 (Not Satisfied) to 7 (Very Satisfied). At the bottom, there's a "Did you enjoy your experience?" scale from 1 (Didn't enjoy) to 7 (Enjoyed very much).

Target Shopping Prototype Survey

Thanks for taking part in our prototype :). Be sure to leave your email address at the end to enter into a raffle for a \$20 Target gift card!

* Required

What was your participant number? *

Your answer

How satisfied are you with your surprise set of clothing? *

1 2 3 4 5 6 7

Not Satisfied Very Satisfied

How much did you enjoy your experience? *

1 2 3 4 5 6 7

Didn't enjoy Enjoyed very much

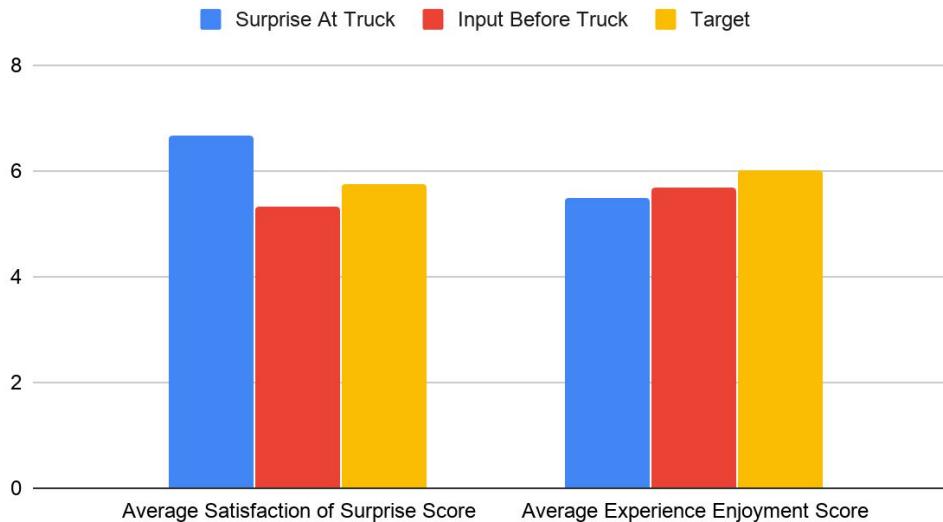
1. 12 Participants
 - a. 8 fully completed test
 - b. 2 came to the rack, but did not complete full test
2. Two Survey Questions (rated 1-7):
 - a. How satisfied are you with your surprise?
 - b. How much did you enjoy the experience
3. Qualitative Follow-up Questions + Survey
 - a. Gift card raffle





Target Prototype Results

Overall Results



Target results fall in line with our previous prototype results

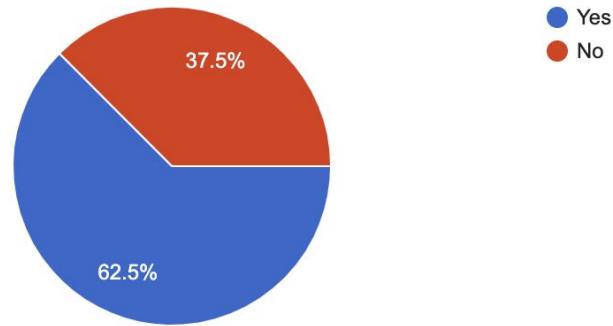




Target Prototype Results

Did you try on any of the clothes we recommended for you?

8 responses



Fairly successful conversion of getting people into the fitting room

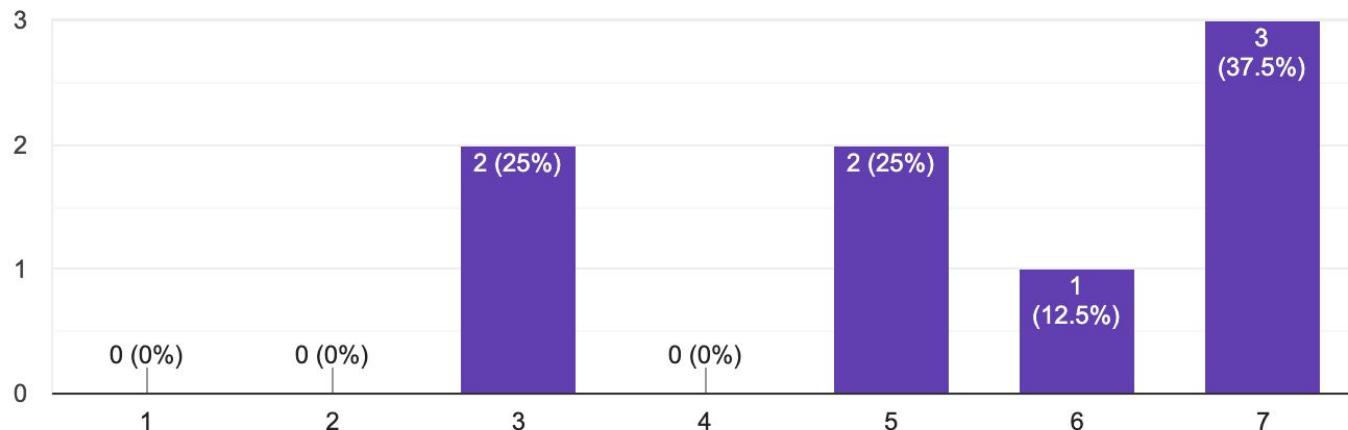




Target Prototype Results

How likely are you to buy any of the clothes we recommended for you?

8 responses



Participants enjoyed the recommendations and were more likely to purchase



User Stories:

2 people purchased recommended items



User Stories:

[My likelihood to buy is] really high because it goes with my style

”



User Stories:

*I already own one of the pieces
picked out for me*

”



User Stories:

The family member of a participant liked another person's clothing item in the rack



User Stories:

Using a shopping cart led to a very messy handoff process



User Stories:

Very few shoppers use the app or are familiar with Target Circle





Target Prototype Outcomes

1. Recommending similar items was not enough
 - a. **Action:** Offering alternate option of “complete the look”





Target Prototype Outcomes

1. Recommending similar items was not enough
 - a. **Action:** Offering alternate option to “complete the look”
2. Shopper’s like trying on other shopper’s recommendations
 - a. **Action:** Expiration rack for clothes anyone can take





Target Prototype Outcomes

1. Recommending similar items was not enough
 - a. **Action:** Offering alternate option to “complete the look”
2. Shopper’s like trying on other shopper’s recommendations
 - a. **Action:** Expiration rack for clothes anyone can take
3. Rack organization is critical
 - a. **Action:** Clearly divide clothes on the rack





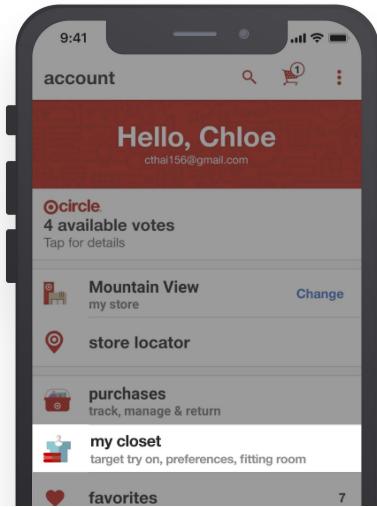
Target Prototype Outcomes

1. Recommending similar items was not enough
 - a. **Action:** Offering alternate option to “complete the look”
2. Shopper’s like trying on other shopper’s recommendations
 - a. **Action:** Expiration rack for clothes anyone can take
3. Rack organization is critical
 - a. **Action:** Clearly divide clothes on the rack
4. Shoppers are still unfamiliar with the app
 - a. **Action:** Use a large screen in the apparel section





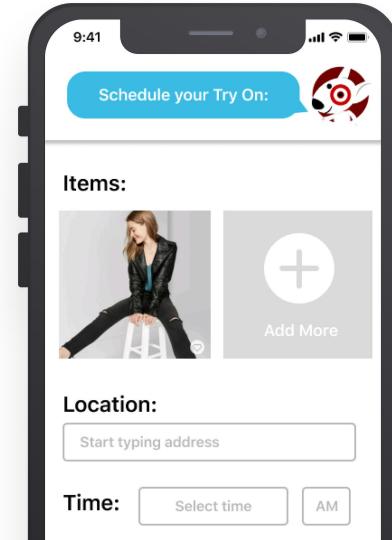
Target Try On: 3 Part Solution



1. *Target Try On*
addition to Target App



2. In Store Screens



3. Browse at Home
Try On Feature





Our Solution For...

Kristen

Target shopper



Kristen's Experience



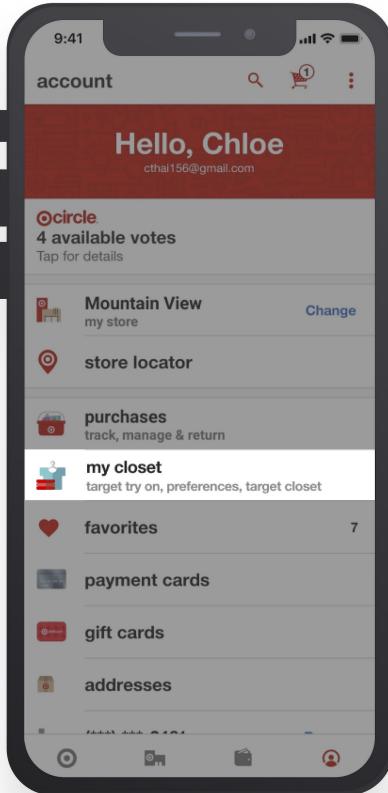
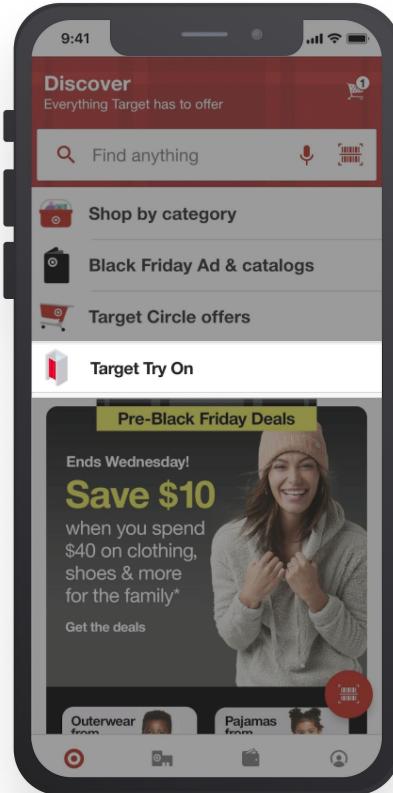


Solution Pt. 1

Mobile App



New Feature - Target Try On/ My Closet



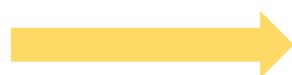
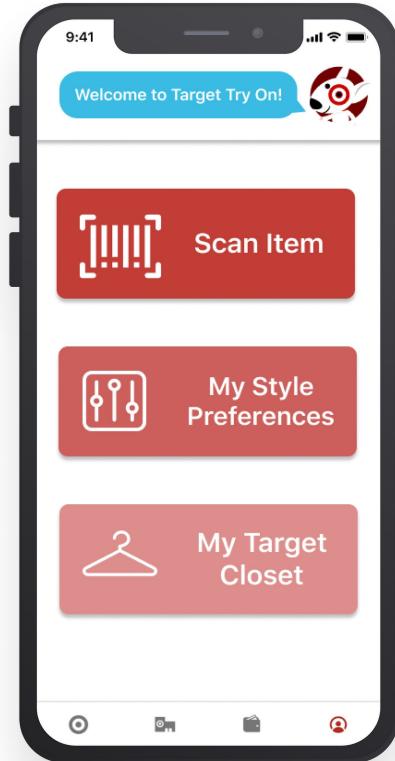
Target Try On/My Closet
features include:

- User style preferences
- Schedule fitting room try on
- Previously purchased Target clothing





New Feature - Target Try On



Users can scan barcode/take picture of item & receive recs



Users can take a style quiz/set preferences for clothes

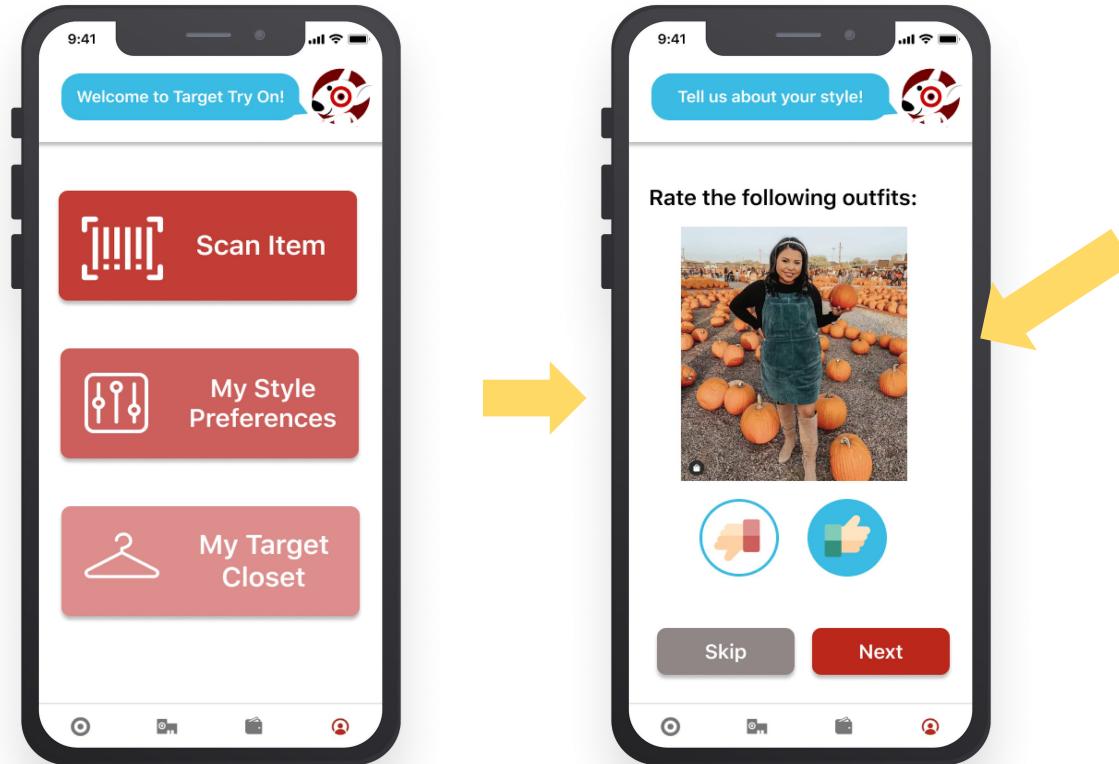


Users can view their past Target clothing purchases





New Feature - My Style Preferences

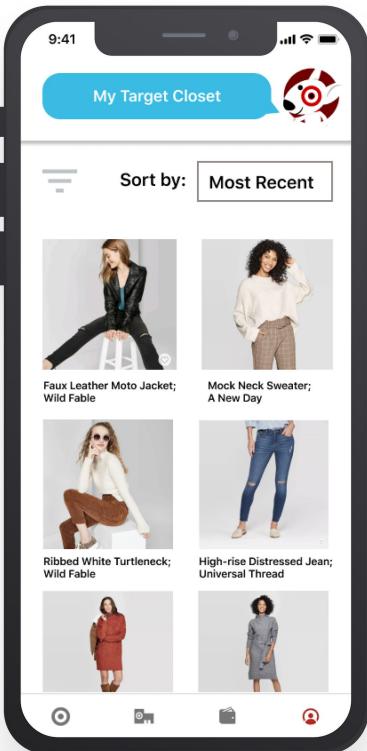
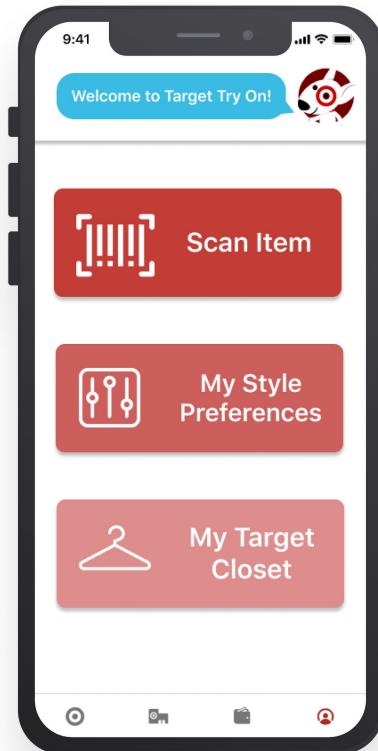


Users like or dislike a series of outfits pulled from **@targettag** Instagram account (optional, but will provide better recs)

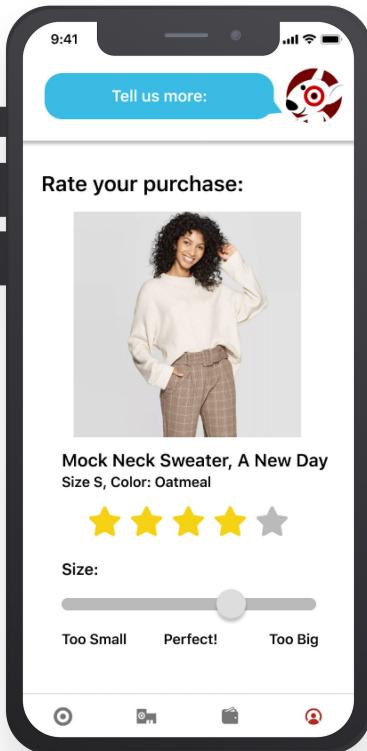




New Feature - My Target Closet



See past purchases

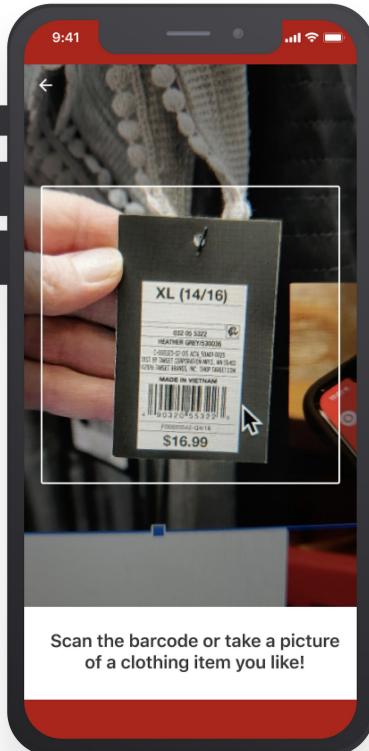
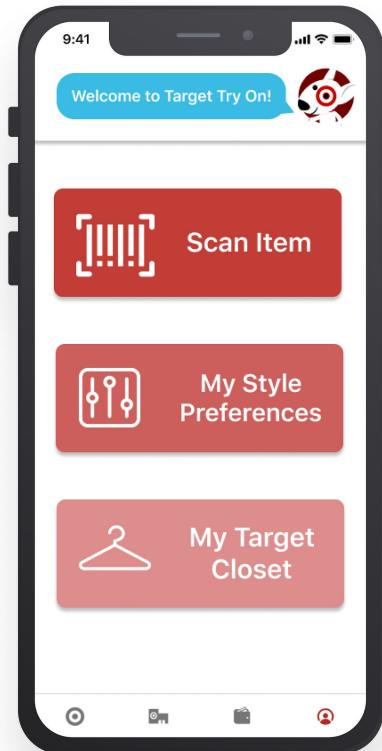


Write reviews

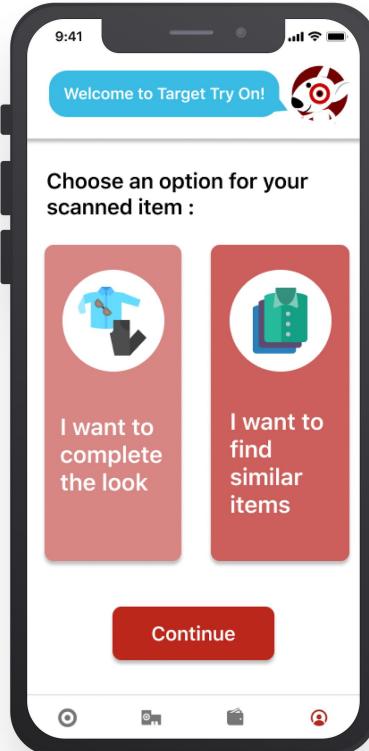




New Feature - Scanning



Scan/Take Photo

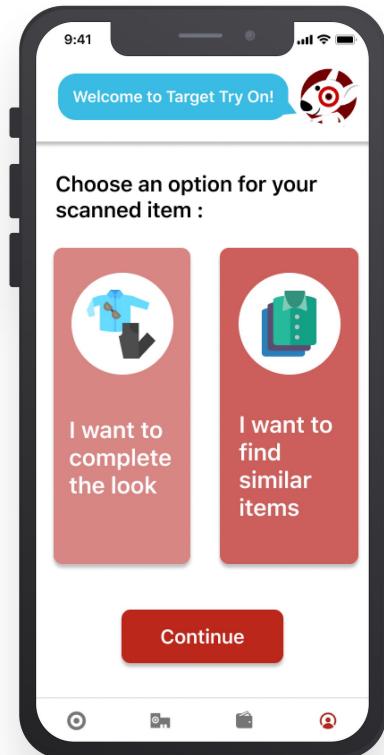


Mark Preference

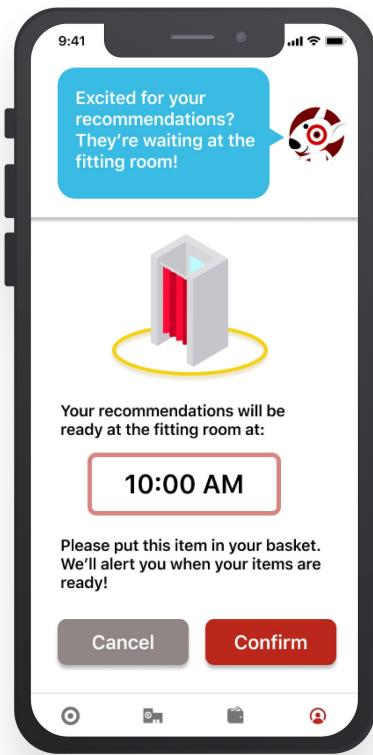




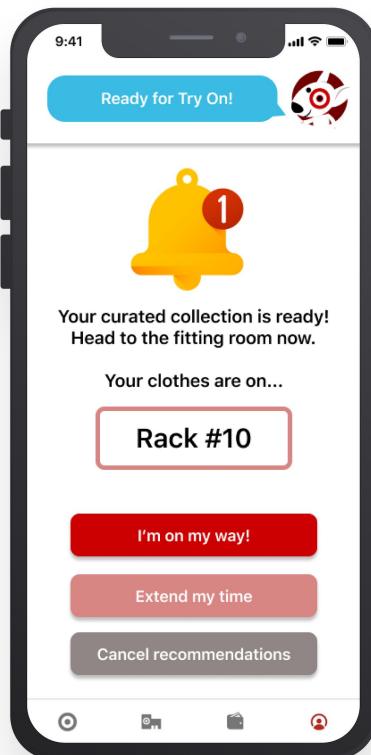
New Feature - Fitting Room Recommendations



Inspiration vs. Options



Get Time Estimate



Head to fitting room!





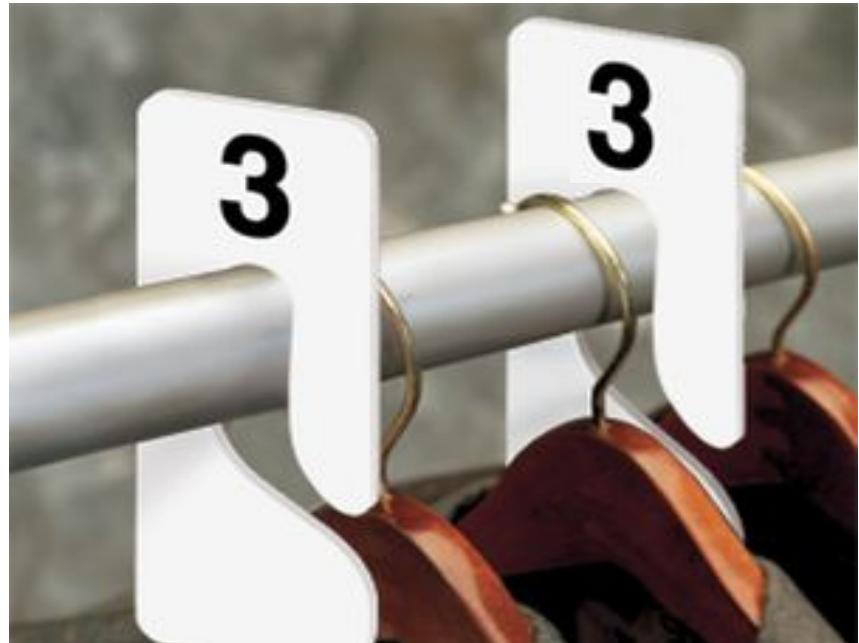
Curated Collection at Fitting Room





Curated Rec Rack

- Every customer is given a rack number
- Rack has clothes sandwiched between two rack numbers





Expired Rec Rack

- A separate rack for expired recommendations
- Any shopper can take clothes from the expiration rack if they like what they see
- Employees are notified when they need to move clothes from curated rack to expired rack





Solution Pt. 2

In Store Screens

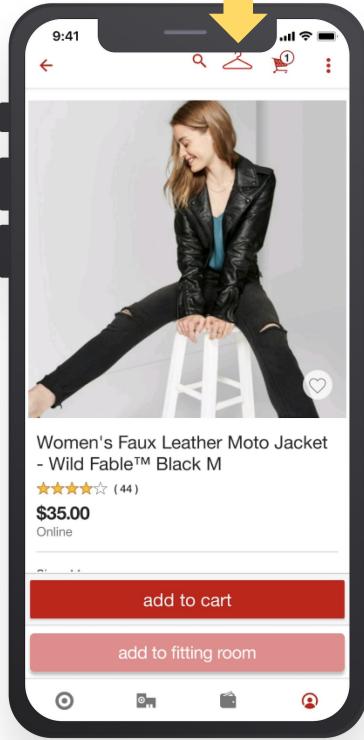


Solution Pt. 3

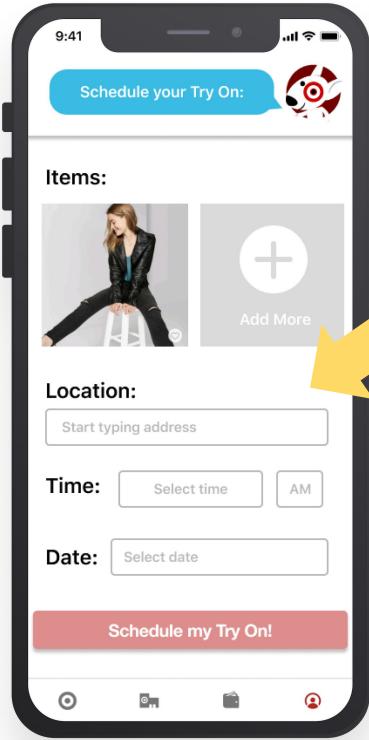
Browse At Home



Shopping at Home Feature



Add to Fitting Room



Schedule Try On

Shoppers can schedule a try-on session at their local Target.

Selected items will be waiting for them outside of fitting room (on rack)





Kristen's Experience

Present

- Browsing alone
- May/may not go to fitting room
- Assistance available if sought



With Target Try On

- Browsing alone
- Scans barcode/takes picture of clothing she likes in the app
- Goes to fitting room and may try on other pieces of clothing curated for her
- Feels like Target understands her style





Our Solution For...

Sophie

Target Employee



Sophie's Experience





Sophie's Employee Task Flow

1. Notified when a curation has been requested





Sophie's Employee Task Flow

3. Checks PDA to find out intended rack number destination





Sophie's Employee Task Flow

6. Sees that only two items are left behind – it seems the shopper liked what she brought to the rack! Sophie moves them to the “expiration rack”.





Sophie's Employee Task Flow

7. Later, Sophie notices that the expired collections seem popular among people browsing!





Sophie's Experience

Present

- Helps customers only if asked for assistance
- Inventory tasks feel mundane and repetitive



With Target Try On

- Feels like she's helping a customer by curating their style
- Inventory Tasks are varied and allow her to move around the store during her shift

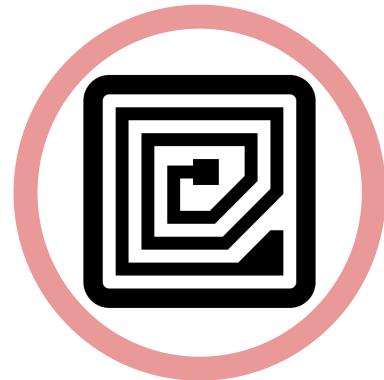


Technical Feasibility





Technology Overview



RFID

- Weekly inventory
- Automatic sizing and styling





Product Design Principles



innovative



makes a product
useful



honest



long-lasting

- Must be easy for employees to pick up clothes through store
- App and in-store screens should be user friendly and easy to navigate
- Inventory should be up to date on the app
- Must have wait time for less than 20 minutes per customer





Prioritized Product Features



- Recommendation Engine needs to be trained with ample data
- Path needs to be optimized to give the best route to employees
- Customers should have enough features to play with - rate their recs, extend/cancel rack recs, shopping at home





Barriers to Adoption



In a Rush





Barriers to Adoption



In a Rush



Tech Confusion





Barriers to Adoption



In a Rush



Tech Confusion



Bad Recs





Barriers to Adoption



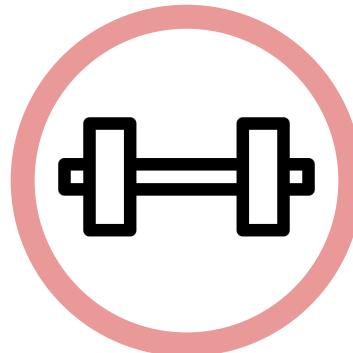
In a Rush



Tech Confusion



Bad Recs



Training Overhead





Long Term Trends



Retail
Apocalypse





Long Term Trends



Retail
Apocalypse



Adoption of
Tech



Business Model





Business Model: Problem



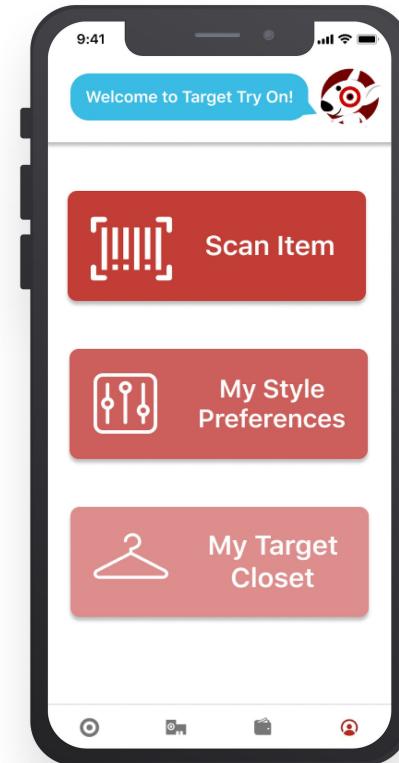
Target clothing shoppers want to be left alone yet seek a second opinion





Business Model: Solution

Virtual personal shopper that curates recommended items for their style/needs; browse at home feature



7x

↑ Likelihood to purchase if using fitting room

70%

Of purchase decisions occurs at fitting room





Business Model: Value Proposition

Customers in fitting rooms with larger baskets =



↑ Conversion



↓ Returns



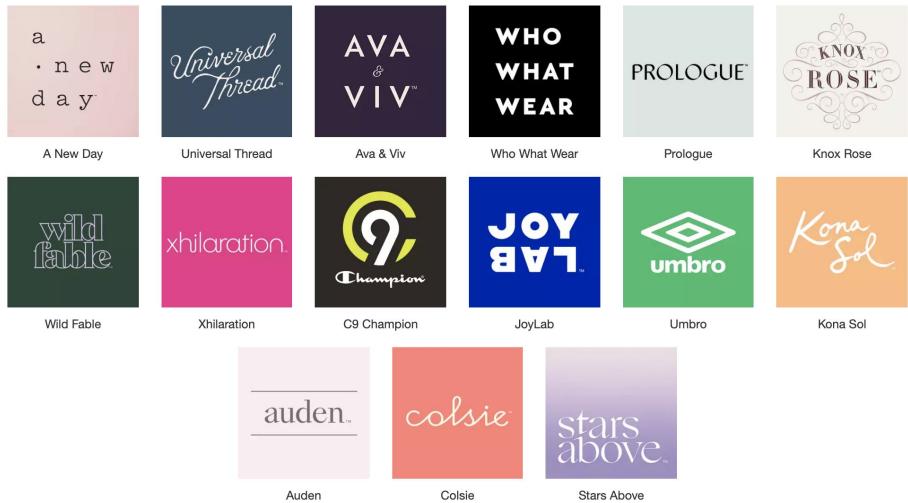
↑ Satisfaction





Business Model: Advantages

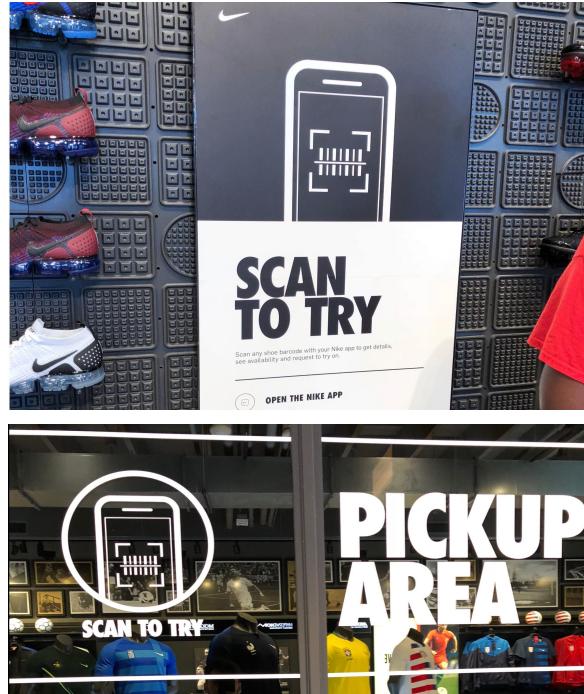
- Target demographic = majority of Target shoppers
- Significant existing infrastructure and resources
- Target brick and mortar segment is large
- Private label brands are lucrative





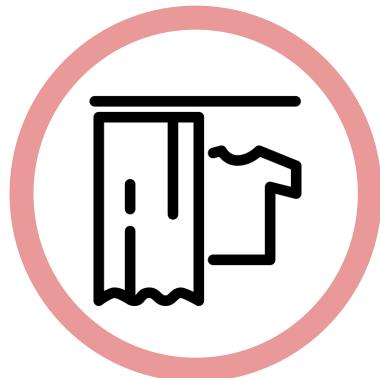
Business Model: Sales Channels

- In-store signs
- “Scan Me” tags added to clothing
- Targeted advertisements
- Discount on first purchase of “curated” clothing item

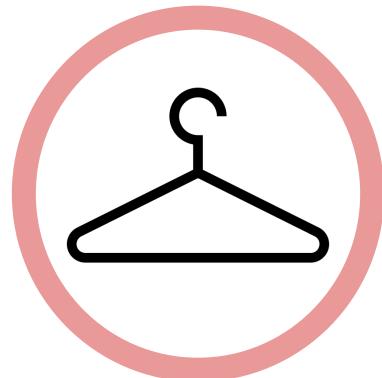




Business Model: Key Metrics



% users in
fitting room



curated items in
fitting room



curated items
purchased





Market Profit Equation (Simplified)

Shoppers

X

#Purchase Rate

X

Items

X

#Cost per Item





Next Steps:

1. Build out app for mobile & in-store soft-launch prototype in 5 Targets
2. Improve & Iterate based on learnings
3. Launch Browse At Home feature





Thanks!

Any **questions** ?



Appendix

Figma Prototype Link:

[https://www.figma.com/proto/Ijp52vbW3hNm4NgVqrSSA5/Targ
et-Mocks?node-id=46%3A547&viewport=583%2C348%2C0.1585746
2584972382&scaling=min-zoom](https://www.figma.com/proto/Ijp52vbW3hNm4NgVqrSSA5/Target-Mocks?node-id=46%3A547&viewport=583%2C348%2C0.15857462584972382&scaling=min-zoom)

Profit Estimate:

[https://docs.google.com/spreadsheets/d/1_kKXLZVftZIt63VAY0By
3erITEv85uP_kihuoIJk6jq/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1_kKXLZVftZIt63VAY0By3erITEv85uP_kihuoIJk6jq/edit?usp=sharing)