Retail Innovation Shout Out: Target Changes the In-Store Experience

by Matt Smart

Running to the store can be a daunting task; as you walk through the front doors, you realize you have no clue where your desired items might be. After ten minutes of aimless roaming, you finally muster the courage to ask an associate for help. What you originally planned as a quick and easy trip becomes a frustrating afternoon outing. Through new innovation, Target is on its way to changing this negative in-store shopping experience.

Target has introduced a new mobile app that makes it easier to get in and out of the store to find what you’re looking for. Showcased during Black Friday and the holiday shopping season, the app allows the user to view the layout of the specific store where they are shopping. Along with the layout overview, users are able to search for specific items as well as create a shopping list beforehand that will help navigate them through the store more efficiently.

If you’ve shopped on Black Friday, or this past holiday season, you will understand the frustration of not knowing where the deals are within the store. The Target app solved those frustrations, allowing users to find those special deals along with any other items quickly and proceed to checkout.

In an industry where ecommerce and showrooming continues to boom, innovation in new technology is key to securing in-store sales. Target’s efforts to blur the line between online and physical stores is a great example.


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