



gifem



Trisha

A stay-at-home mom w/ 4 kids

♥ Married

🎓 High School

📍 Hoboken, NJ

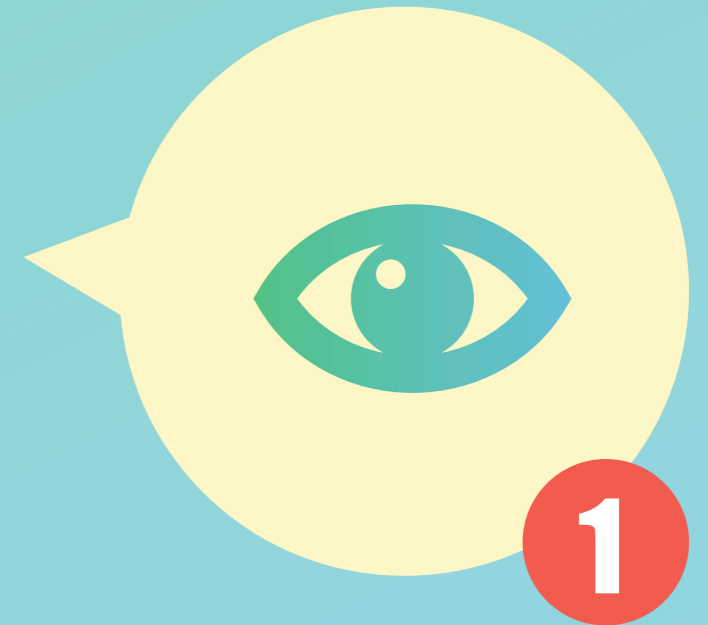
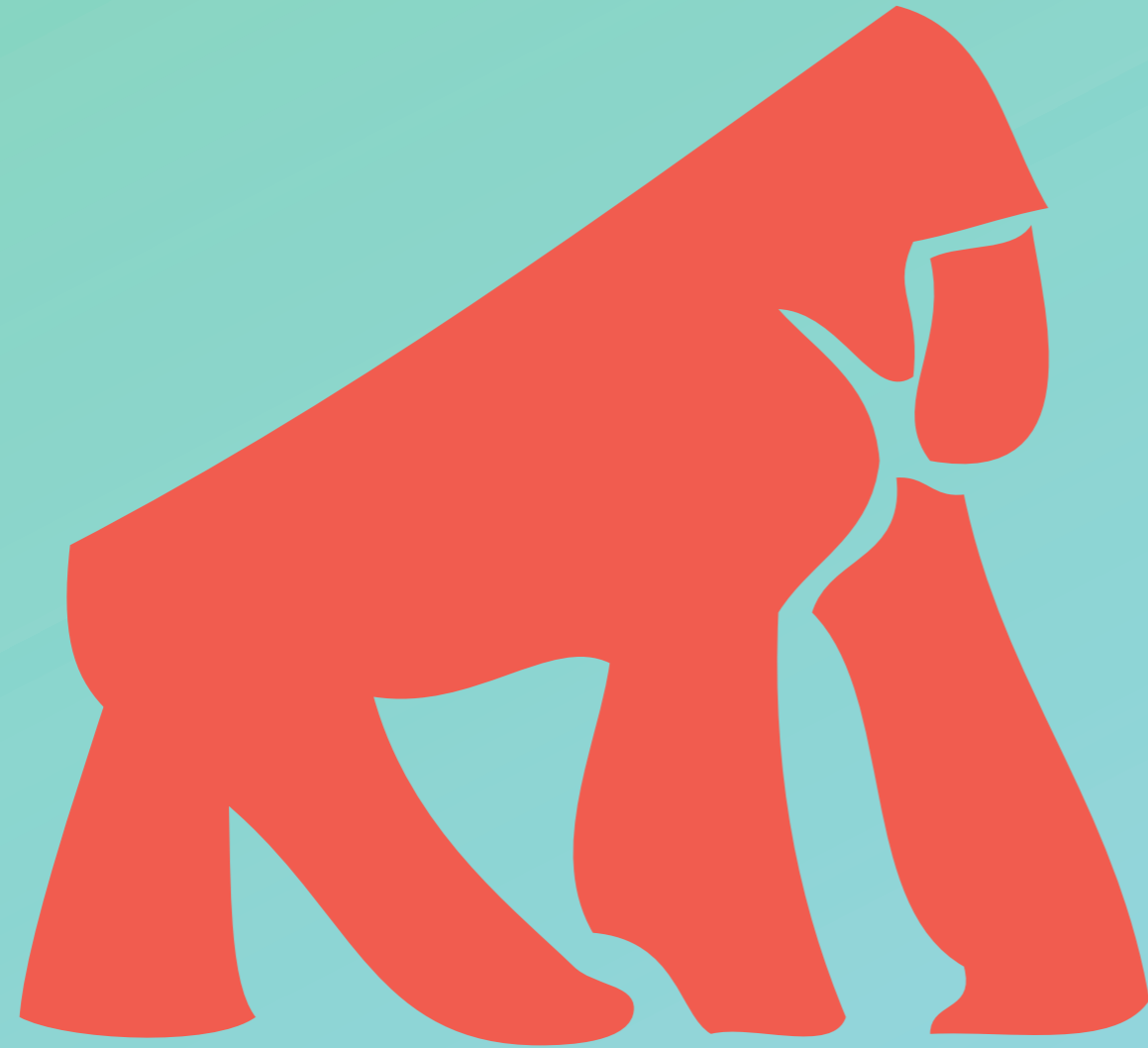
🎯 Once a week

I love my kids and I'm willing to do everything I can to keep them happy and healthy.



My kids have so many friends to give gifts to. They really want good gifts so that they're popular among their friends. I don't have the time to look up and sort through all the relevant information to buy good gifts with a budget.

Our Research



Key Findings



People buy a lot of gifts for their acquaintances that they are **not very close** to.



Target has a large selection of goods and customers **don't have time** to check everything.



People with similar age / interests tend to **like similar things**.

Now it's easy...



gifem

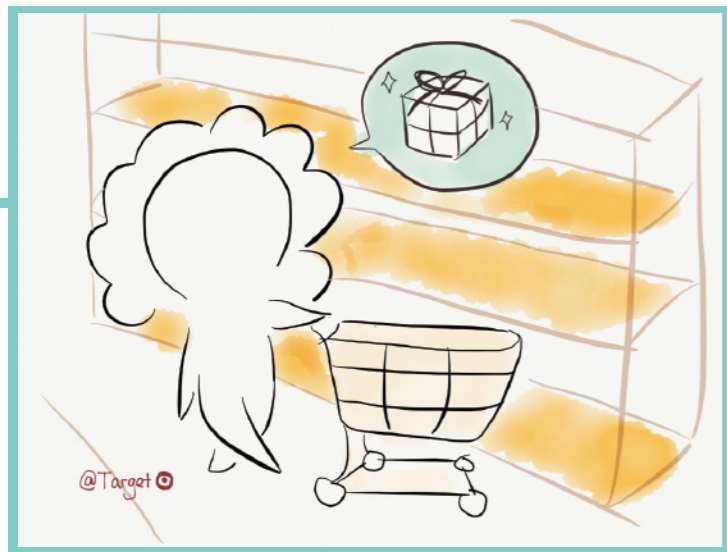
Gift picking has never been easier.

Help customers find the appropriate gifts with the best value.



Trisha

📍 Target, 12 Sheely Street, Hoboken, NJ



Trisha is shopping at Target and realizes that her son told her to buy a gift for his friend Timmy for his birthday.



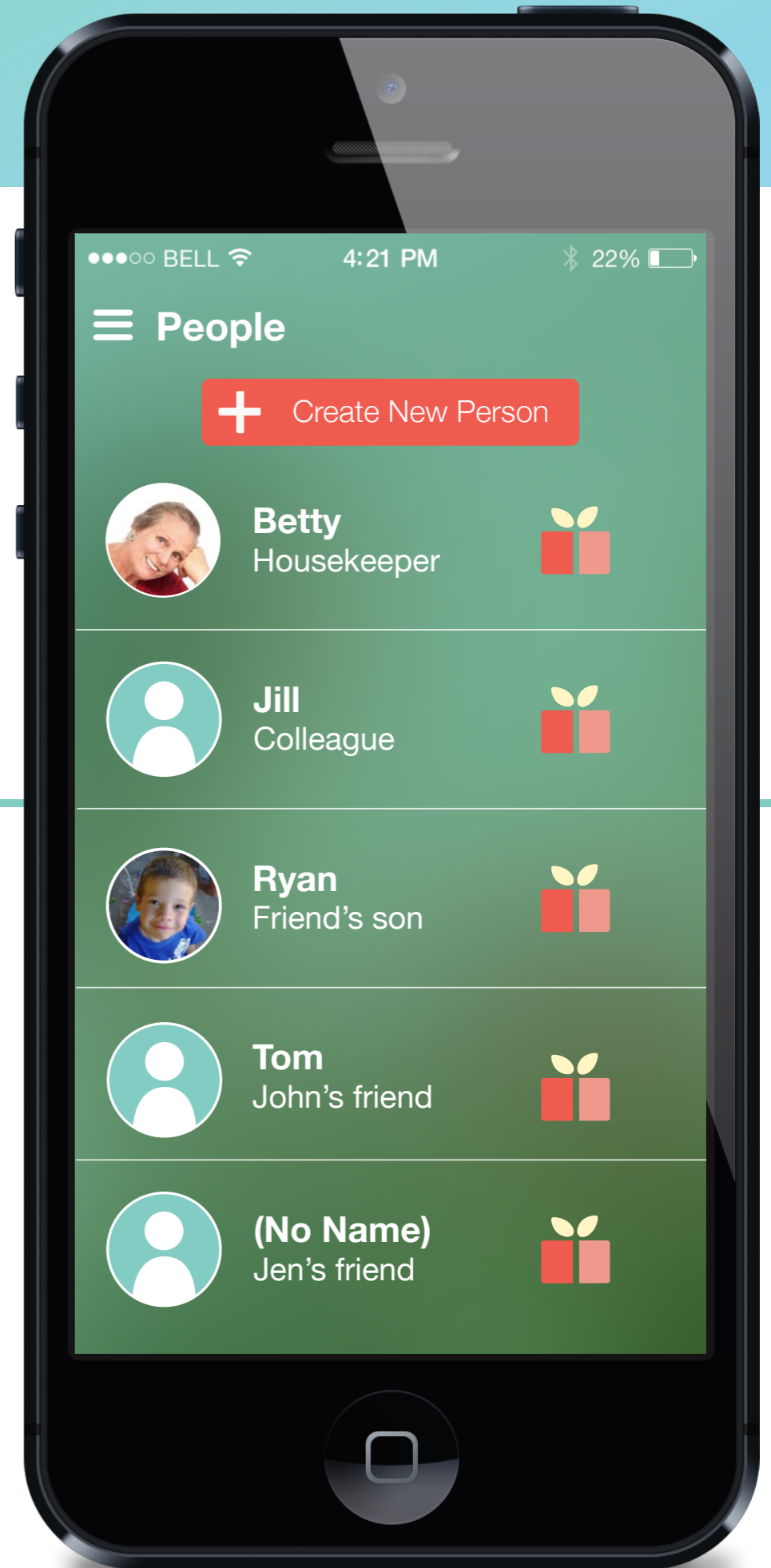


Trisha

📍 Target, 12 Sheely Street, Hoboken, NJ



She sees a list of people that she has saved information or she has bought gifts for.



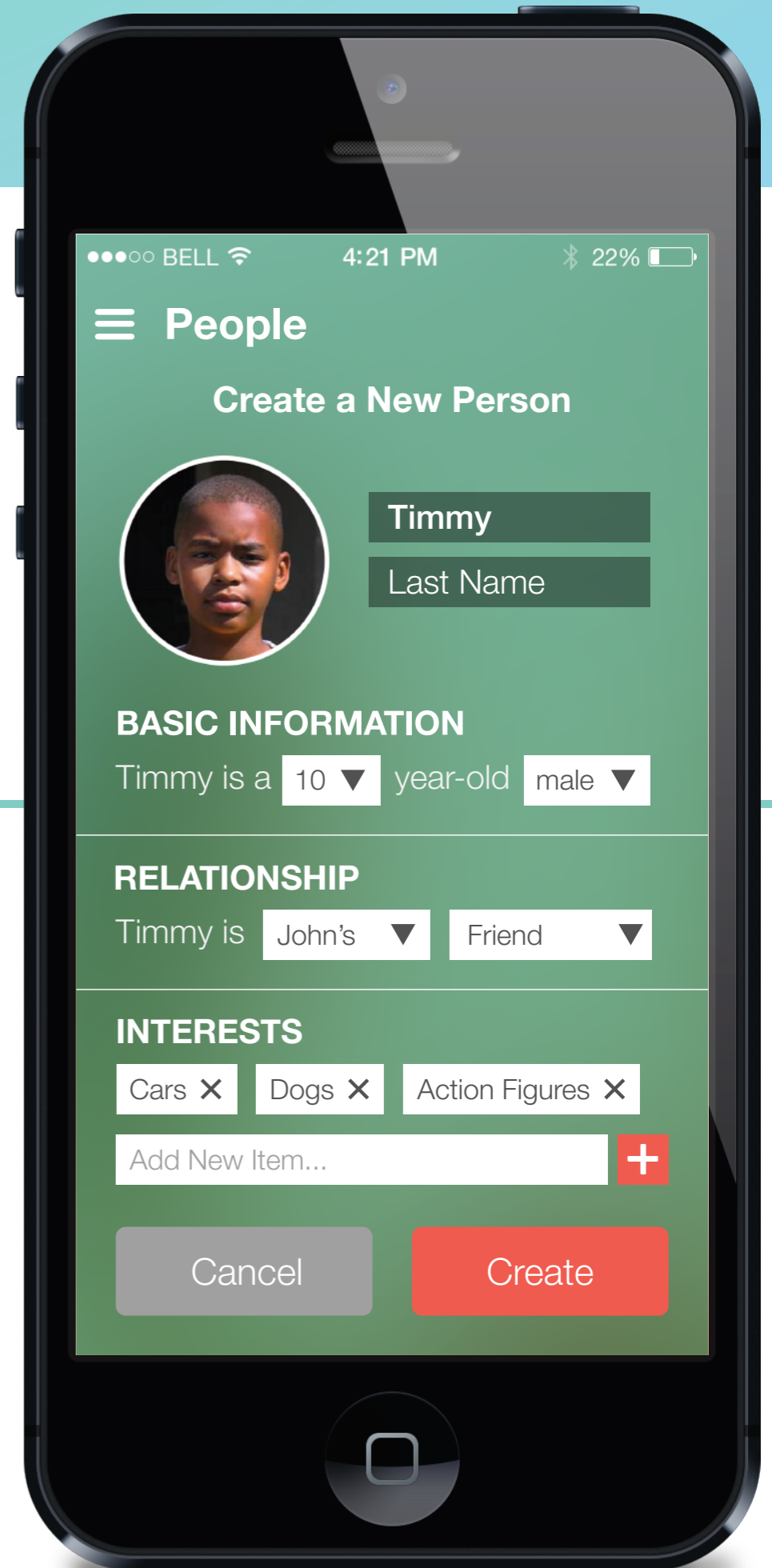


Trisha

Target, 12 Sheely Street, Hoboken, NJ



She uses Gifem to search for the gift. Based on her knowledge of Timmy, she enters the basic information into Gifem.



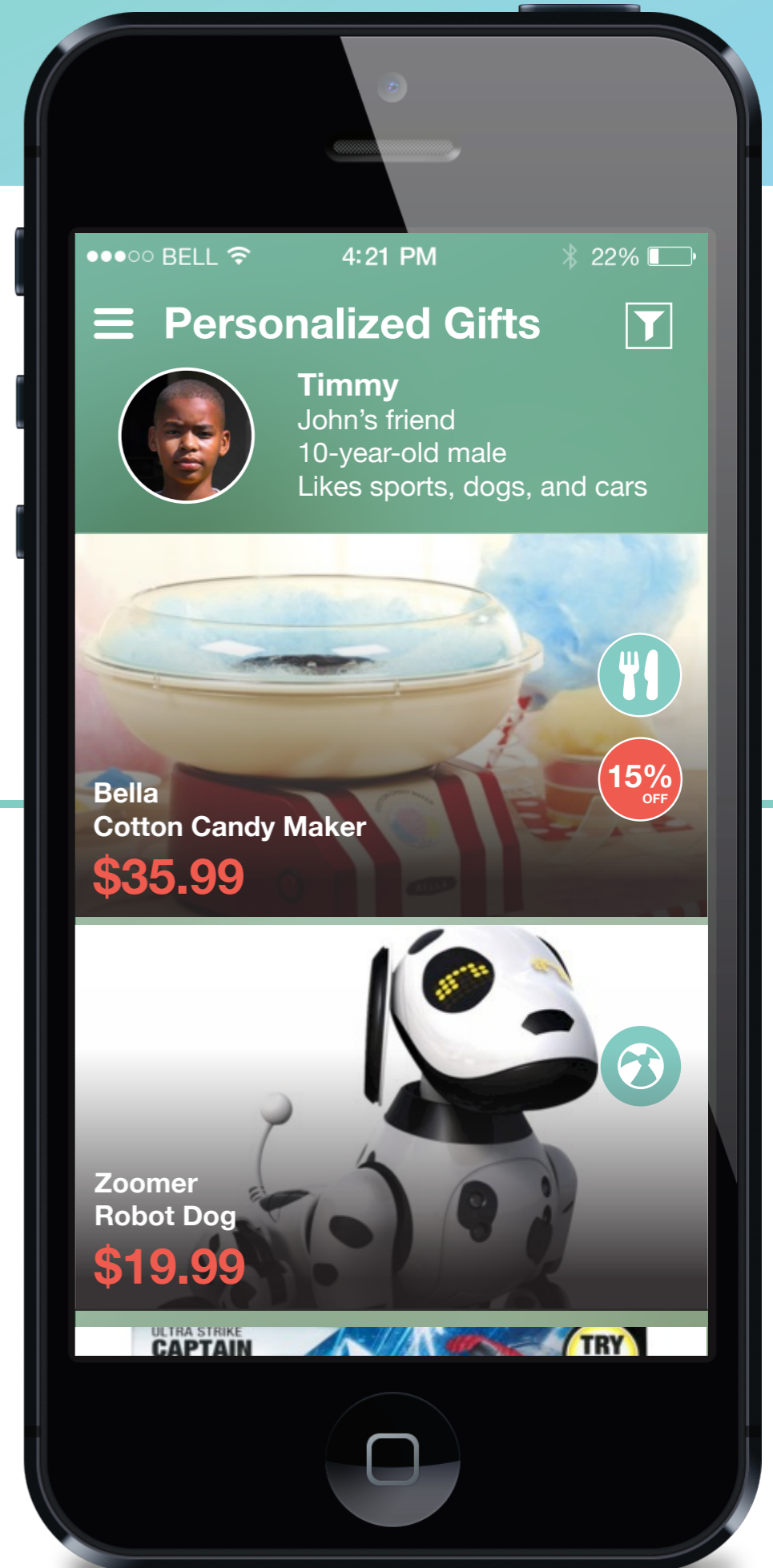


Trisha

Target, 12 Sheely Street, Hoboken, NJ



She gets a personalized gift list for Timmy based on people who are similar to him.



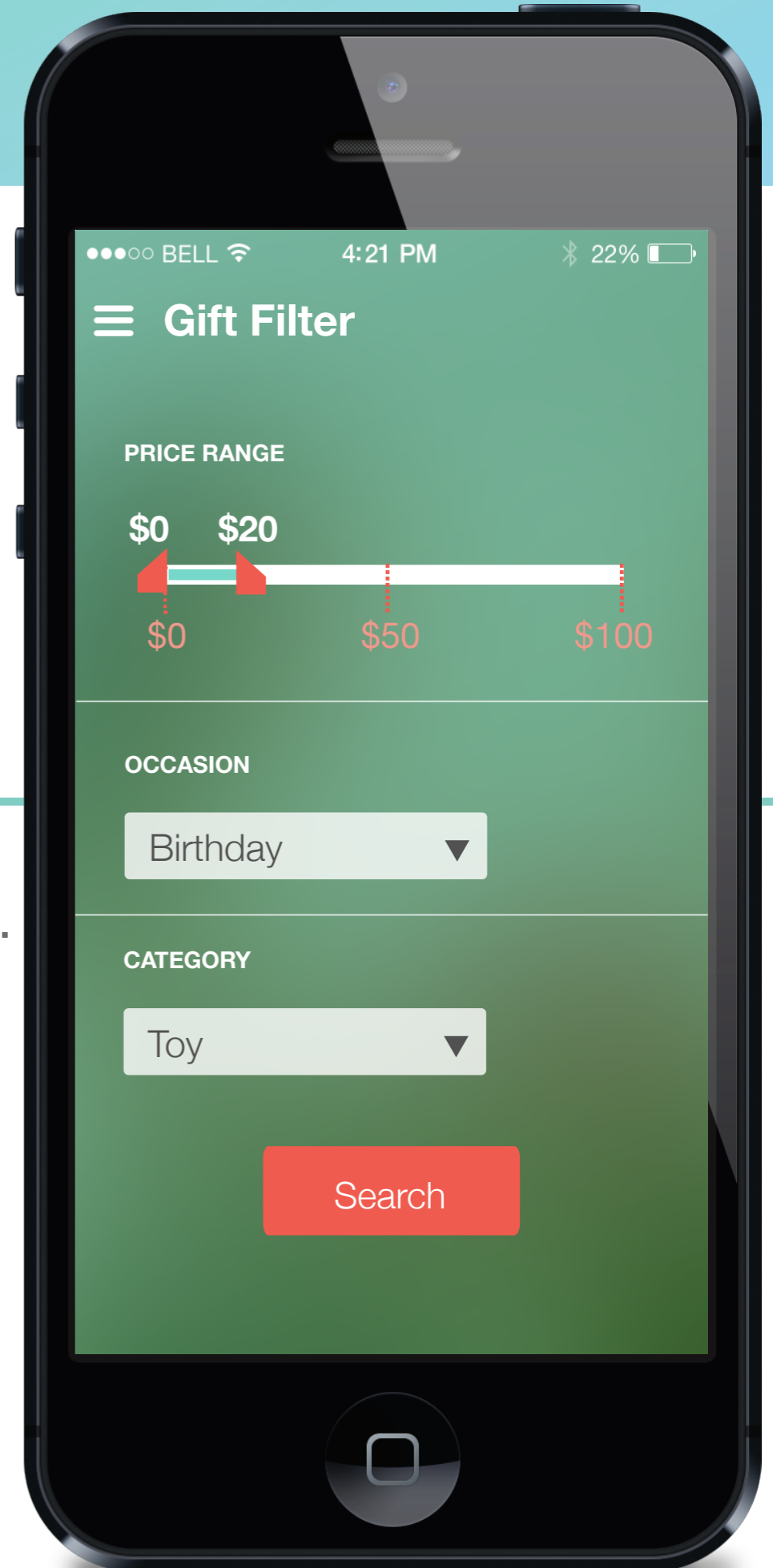


Trisha

Target, 12 Sheely Street, Hoboken, NJ



She sets the budget, occasion and category and taps "Search".



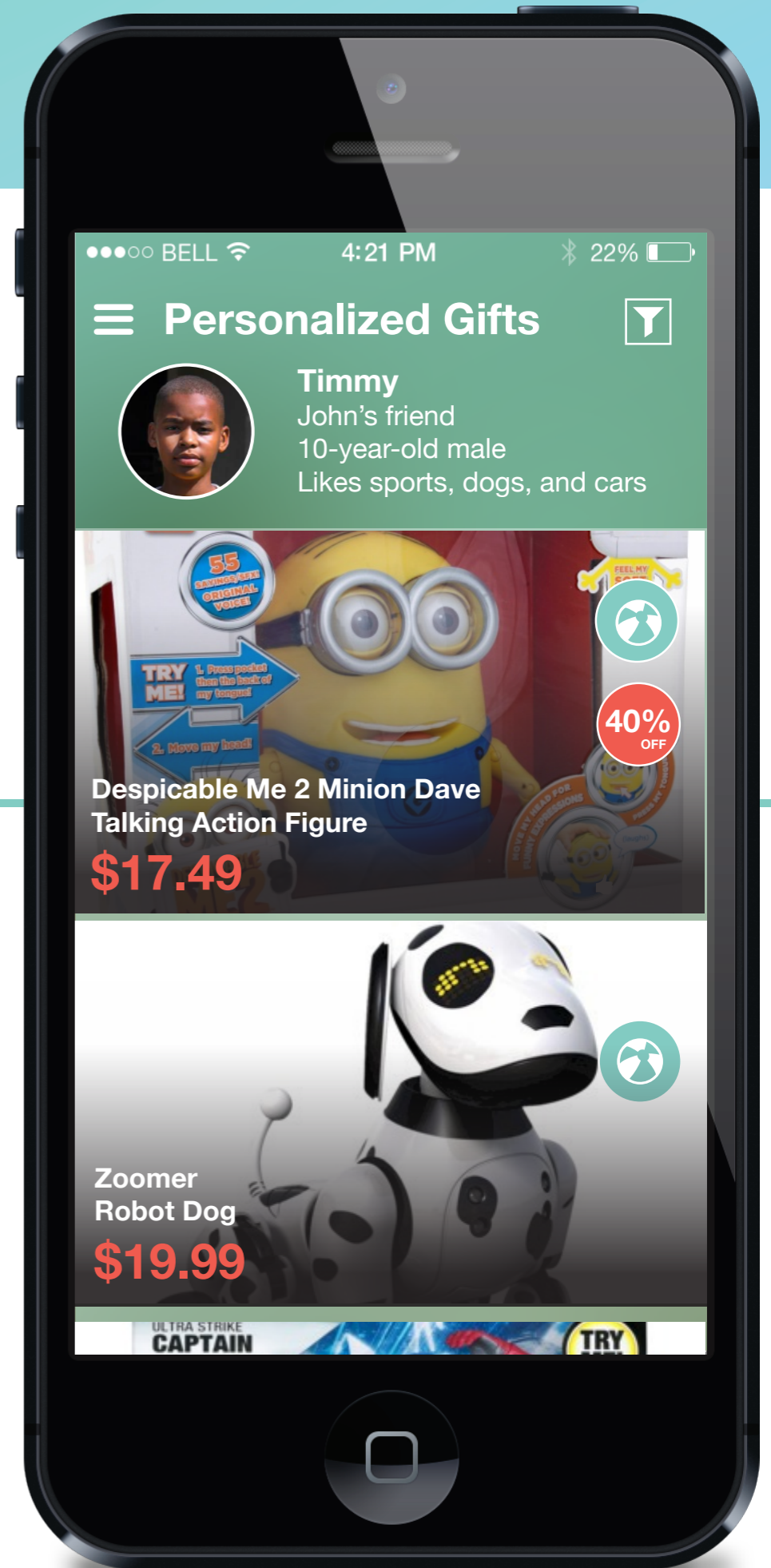


Trisha

📍 Target, 12 Sheely Street, Hoboken, NJ



She gets a personalized gift list for Timmy within the budget she provided.



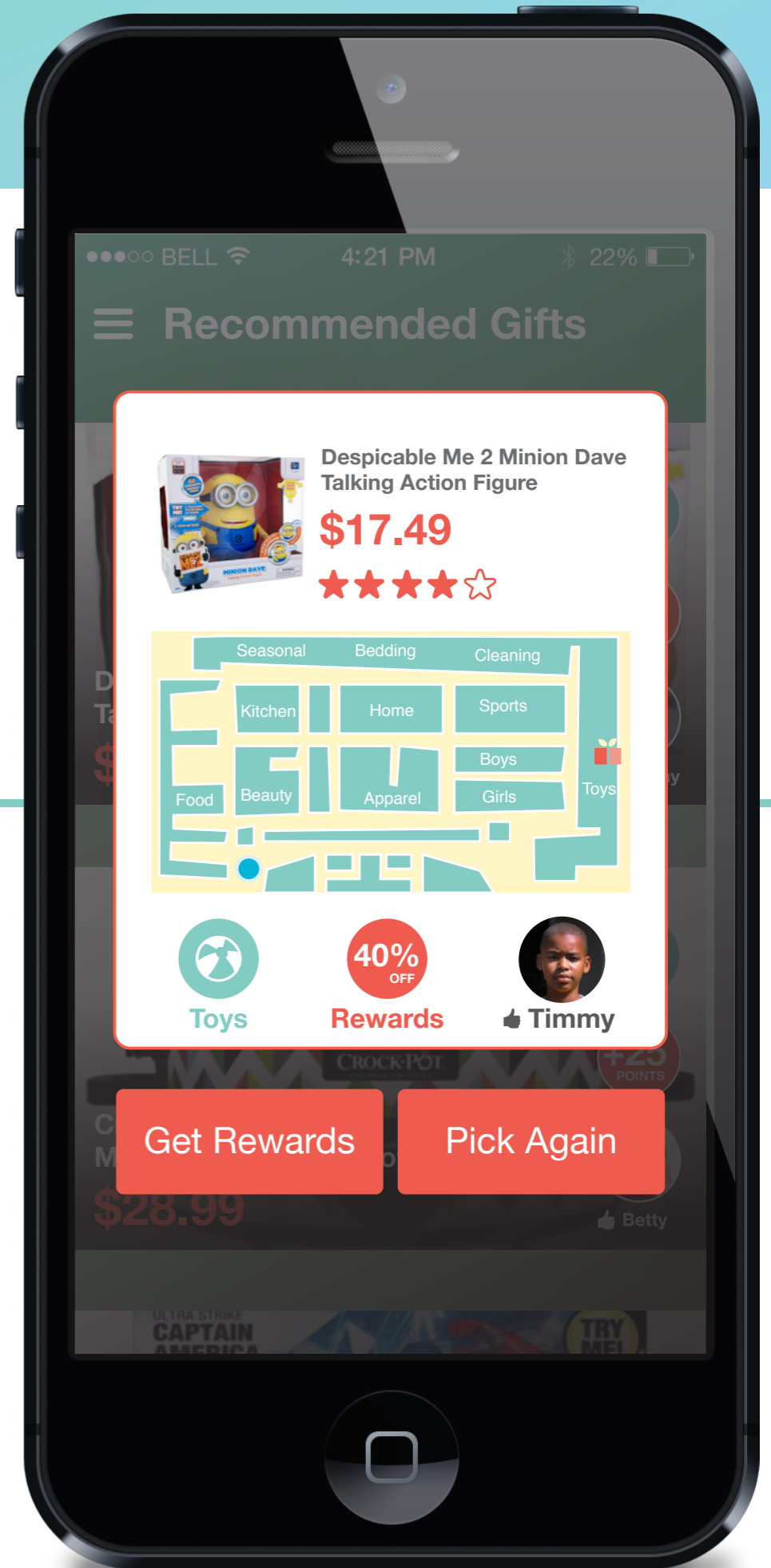


Trisha

📍 Target, 12 Sheely Street, Hoboken, NJ



Gifem shows the map of Target and the location of the gift. She follows the map to find the gift and taps “Get Rewards”.





Happy
Birthday



How do we get the discounts?



*Cartwheel*SM



gifem



Suresh

Dashboard User of the Application

♥ Single

🎓 MBA

📍 Palo Alto, CA

🎯 Once a week

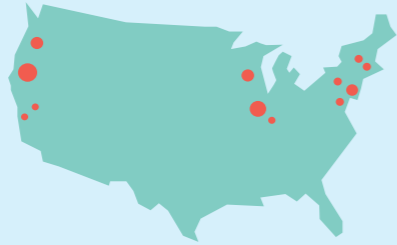
We are just beginning to see the influence of the mobile market on traditional brick and mortar stores. Target cannot afford to be left behind.

“I want to be able see if there are any problems with our mobile efforts that I need to take care of right now.”

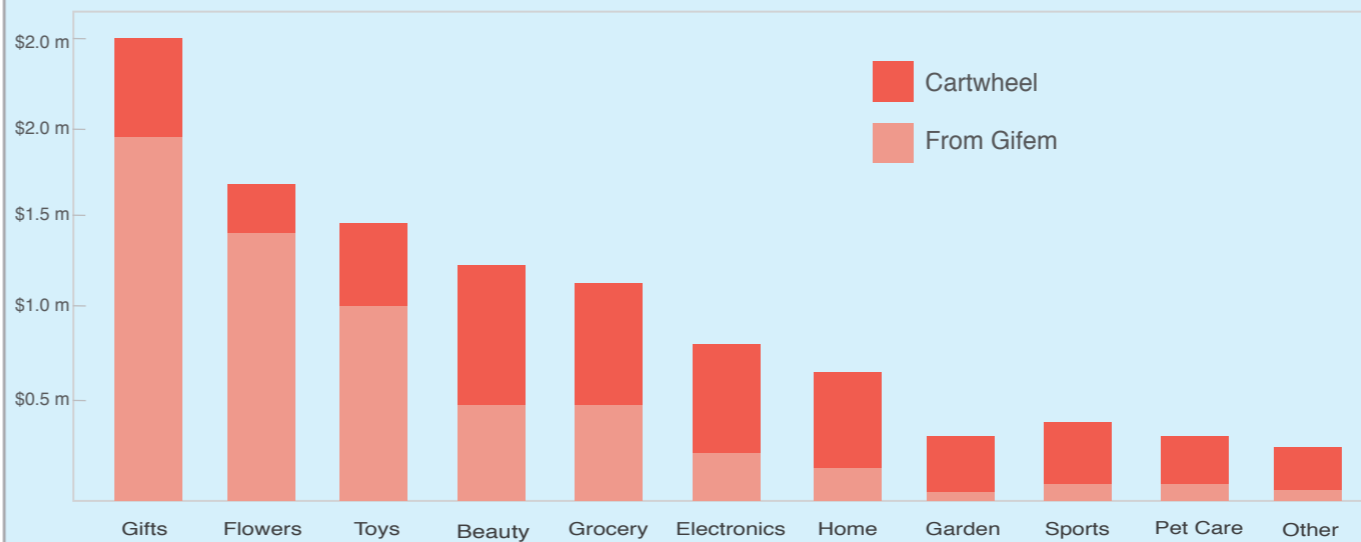
Dashboard

February 14, 2014 12:00 AM

Total users: 34,004
 Active users: 12,022
 Current users: 1,232
 Supporting stores: 12



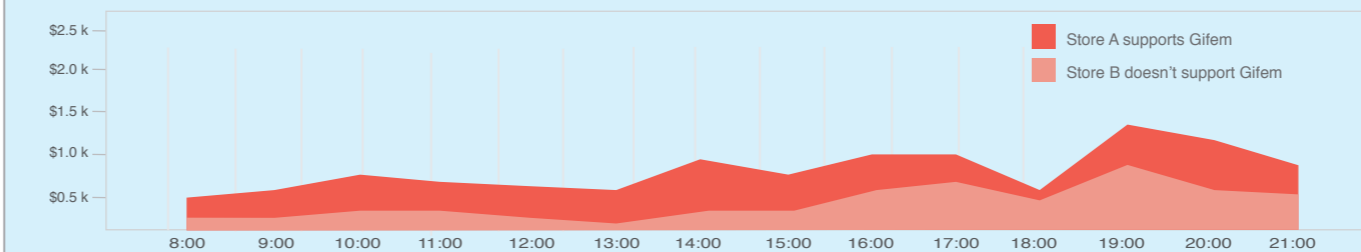
Sales generated for Cartwheel



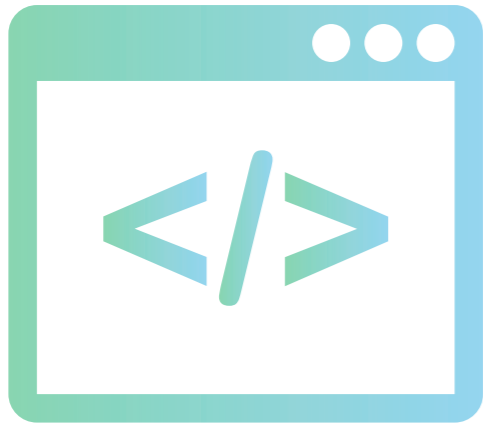
Word Trend/Frequency Cloud

Sports
 Surprise Flowers
Party Valentine's
 Chocolates Toy Cheap
 Christmas
 Birthday Elegant

Sales comparison of two stores



Next Steps



Prototype



Gather feedback



Market to other
stores & chains

Don't think. Just *gifem*