

**MICHIGAN STATE**  
**U N I V E R S I T Y**

# Alpha Presentation

## Mobile Location-Based Product Promotion

### The Capstone Experience

Team Meijer

Jason Bull

Kevin Pauly

Xavier Durand-Hollis Jr.

Daniel Leclerc

Department of Computer Science and Engineering

Michigan State University

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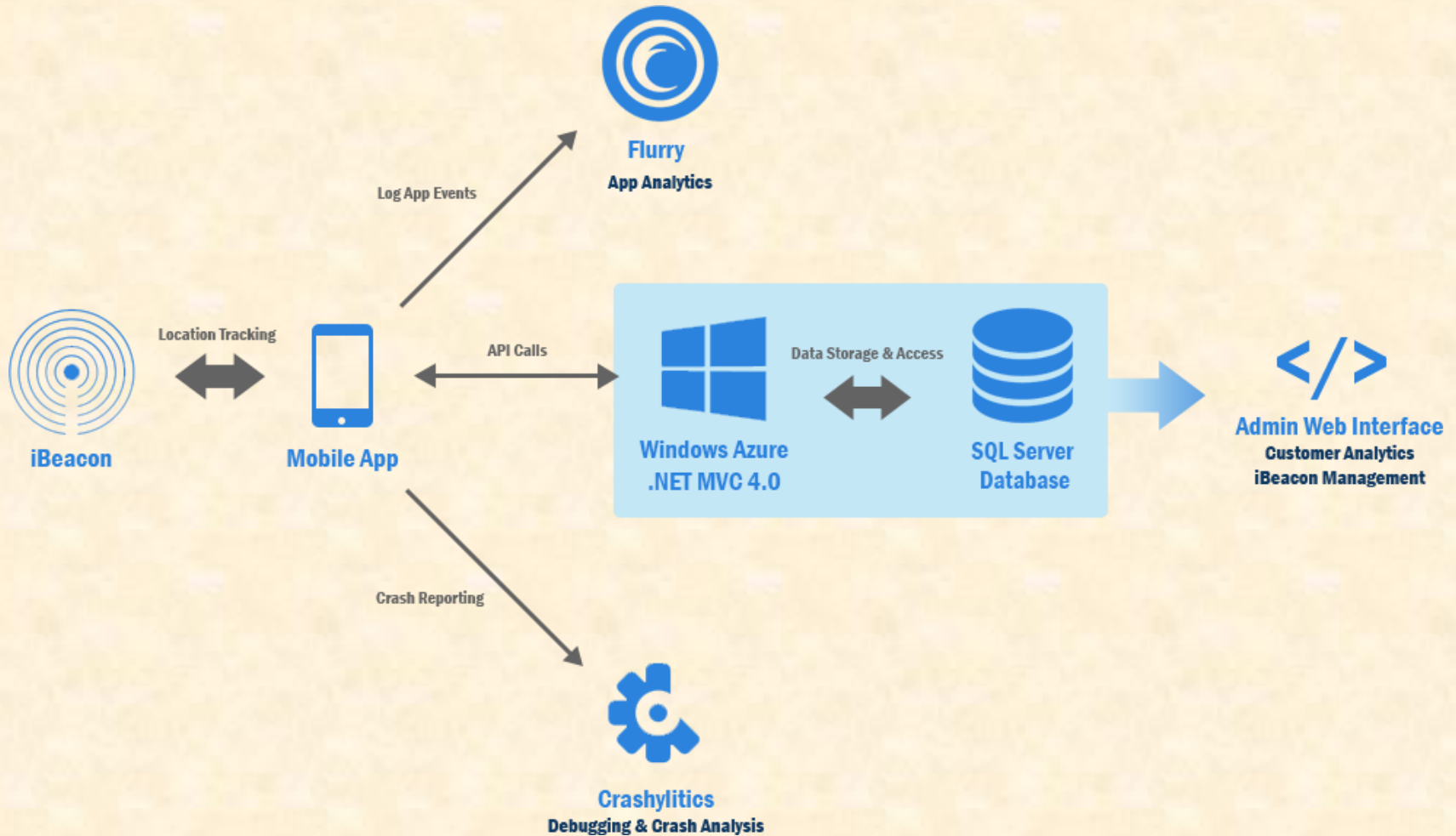
*From Students...*  
*...to Professionals*

# Project Overview

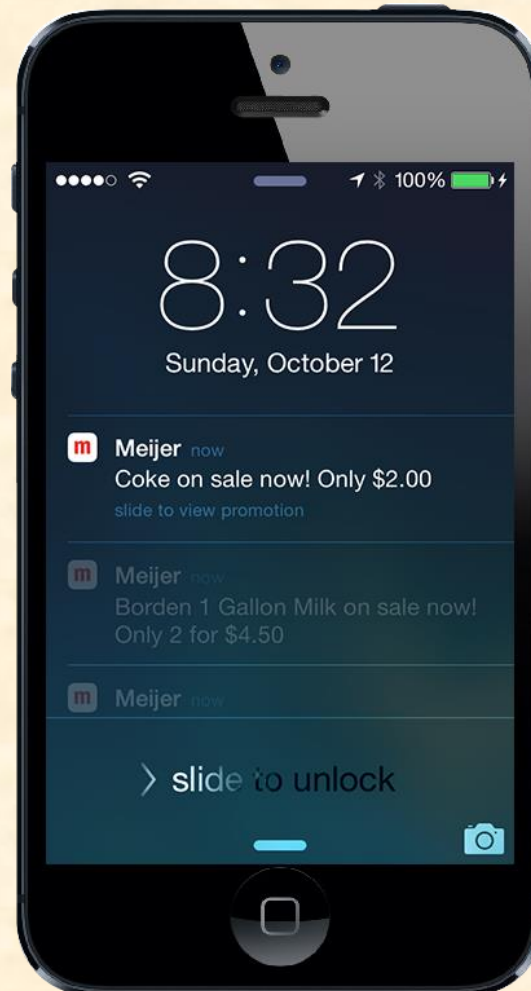
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- iOS mobile app for customers
- Admin website for employees
- Proof of concept

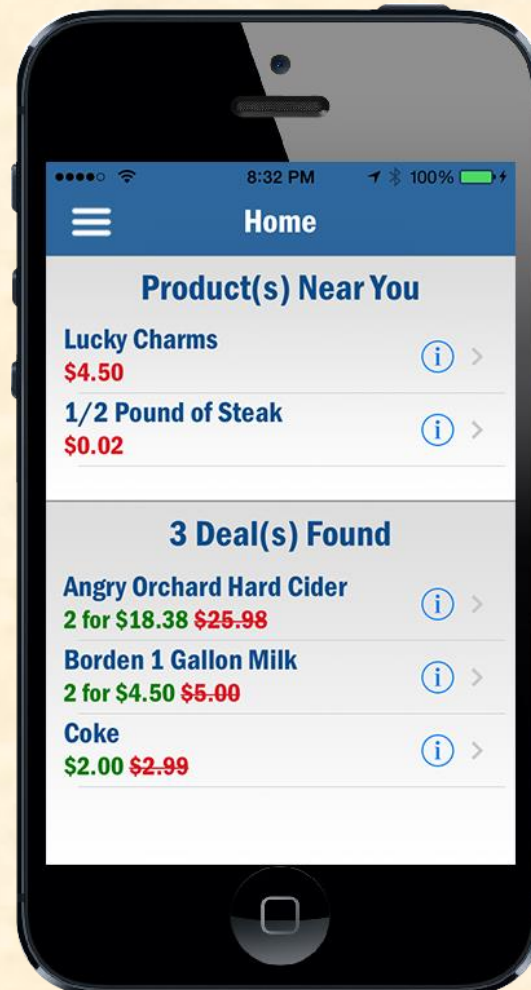
# System Architecture



# Product Promotion Notification



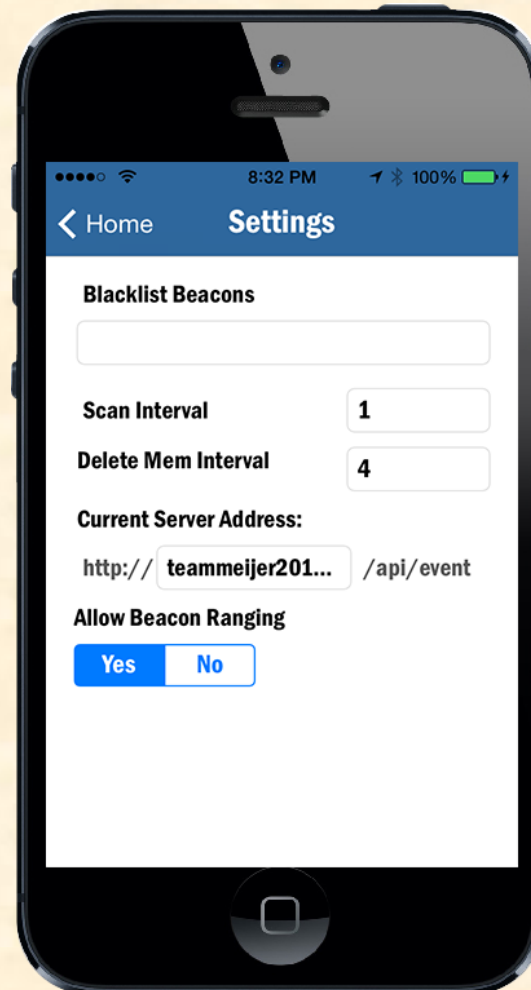
# Product Promotions



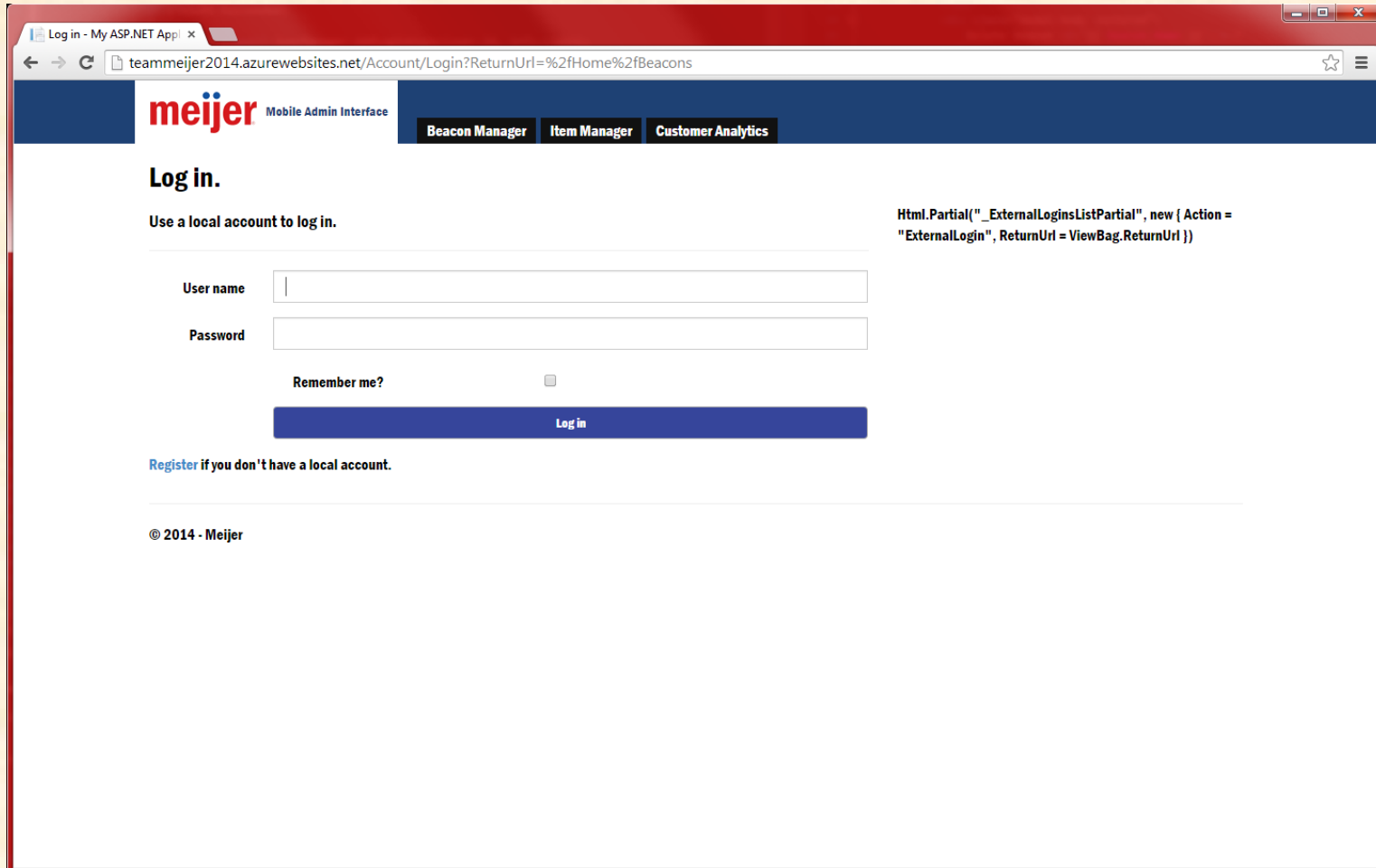
# Promotion Details



# Settings



# Admin Login



The screenshot shows a web browser window with the address bar displaying "teammeijer2014.azurewebsites.net/Account/Login?ReturnUrl=%2fHome%2fBeacons". The page features a dark blue header with the Meijer logo and the text "Mobile Admin Interface". Below the header, there are three navigation tabs: "Beacon Manager", "Item Manager", and "Customer Analytics". The main content area is white and contains the following elements:

- Log in.** - A heading for the login section.
- Use a local account to log in.** - A prompt for local account login.
- User name** - A text input field.
- Password** - A password input field.
- Remember me?** - A checkbox.
- Login** - A blue button.
- Register** - A link for users who don't have a local account.
- © 2014 - Meijer** - A footer note.

On the right side of the page, there is a code snippet: `Html.Partial("_ExternalLoginsListPartial", new { Action = "ExternalLogin", ReturnUrl = ViewBag.ReturnUrl })`.





# Beacon Manager

The screenshot shows the Meijer Beacon Manager web application. The browser address bar displays "teammeijer2014.azurewebsites.net". The application has a dark blue header with the Meijer logo and "Mobile Admin Interface" text. A navigation bar contains "Beacon Manager", "Item Manager", and "Customer Analytics". The main content area is titled "Beacon Manager" and features a "Tools" sidebar on the left with a form for adding a beacon (Name, Major ID, Minor ID, and an "Add Beacon" button). The main list displays six beacon categories, each with a circular icon, a name, a unique ID, a description, and status buttons ("ACTIVE" or "INACTIVE" and "EDIT").

Category	ID	Description	Status	Action
Meat & Produce	734 - 35990	1/2 Pound of Steak	ACTIVE	EDIT
Dairy	22046 - 14713	Borden 1 Gallon Milk	ACTIVE	EDIT
Soft Drinks	42587 - 19852	Coke	ACTIVE	EDIT
Cereal	56625 - 32169	Lucky Charms	ACTIVE	EDIT
Beer & Wine	24101 - 40971	Angry Orchard Hard Cider	ACTIVE	EDIT
Music	3958 - 41769	Tha Doggfather	INACTIVE	EDIT

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# Editing Beacon

The screenshot shows the Meijer Mobile Admin Interface. The top navigation bar includes the Meijer logo and the text 'Mobile Admin Interface'. Below this, there are tabs for 'Beacon Manager', 'Item Manager', and 'Customer Analytics'. The main content area is titled 'Beacon Manager' and contains a 'Tools' sidebar on the left and a list of beacons on the right.

**Tools Sidebar:**

- Name:**
- Major ID:**
- Minor ID:**
- Add Beacon:**

**Beacon List:**

Beacon Icon	Category	ID	Item Name	Status	Action
	Meat & Produce	734 - 35990	1/2 Pound of Steak	ACTIVE	EDIT
	Name	Dairy		DELETE	
	Major Id	22046		SAVE	
	Minor Id	14713		CANCEL	
	Item Id	Borden 1 Gallon Milk			
	Soft Drinks	42587 - 19852	Coke	ACTIVE	EDIT
	Cereal	56625 - 32169	Lucky Charms	ACTIVE	EDIT
	Beer & Wine	24101 - 40971	Angry Orchard Hard Cider	ACTIVE	EDIT
	Music	3958 - 41769	Tha Doggfather	INACTIVE	EDIT



# Item Manager

The screenshot shows a web browser window with the address bar displaying "teammeijer2014.azurewebsites.net/Home/Items". The page title is "Item Manager - My ASP.NET". The Meijer logo and "Mobile Admin Interface" are in the top left. A navigation bar contains "Beacon Manager", "Item Manager" (selected), and "Customer Analytics". The main heading is "Item Manager". A search bar labeled "Search Items" contains the letter "c". Below it, a list of results is shown: "Cheerios" (highlighted), "Cocoa Puffs", "Coke", and "Camelbak Water Bottle". To the right of the search results is a detailed view for "Cheerios", featuring a product image, the name "Cheerios", a GUID "bb7fea0f-bc07-4382-ac56-14f70731984a", and a price of "\$3.99". A description follows: "Cheerios is an American brand of breakfast cereals manufactured by General Mills. In some countries, including the United Kingdom, Cheerios is marketed by Cereal Partners under the Nestlé brand; in Australia and New Zealand, Cheerios is sold as an Uncle Tobys product." At the bottom of this section is a "Create A Sale" button. The footer of the page reads "© 2014 - Meijer".

Item Manager - My ASP.NET x

teammeijer2014.azurewebsites.net/Home/Items

meijer Mobile Admin Interface

Beacon Manager Item Manager Customer Analytics

## Item Manager

Search Items

c

Found 4 results for 'c'

- Cheerios
- Cocoa Puffs
- Coke
- Camelbak Water Bottle

**Cheerios**  
bb7fea0f-bc07-4382-ac56-14f70731984a  
**\$3.99**

Cheerios is an American brand of breakfast cereals manufactured by General Mills. In some countries, including the United Kingdom, Cheerios is marketed by Cereal Partners under the Nestlé brand; in Australia and New Zealand, Cheerios is sold as an Uncle Tobys product.

Create A Sale

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# Create Sale

Item Manager - My ASP.NET x

teammeijer2014.azurewebsites.net/Home/Items

**meijer** Mobile Admin Interface

Beacon Manager Item Manager Customer Analytics


## Item Manager

Search Items

c

Found 4 results for 'c'

- Cheerios
- Cocoa Puffs
- Coke
- Camelbak Water Bottle




**Cheerios**  
bb7fea0f-bc07-4382-ac56-14f70731984a

**2 for \$6.38 ~~\$7.98~~**

Cheerios is an American brand of breakfast cereals manufactured by General Mills. In some countries, including the United Kingdom, Cheerios is marketed by Cereal Partners under the Nestlé brand; in Australia and New Zealand, Cheerios is sold as an Uncle Tobys product.

Percentage Off:

Amount Off:

Valid Thru:  

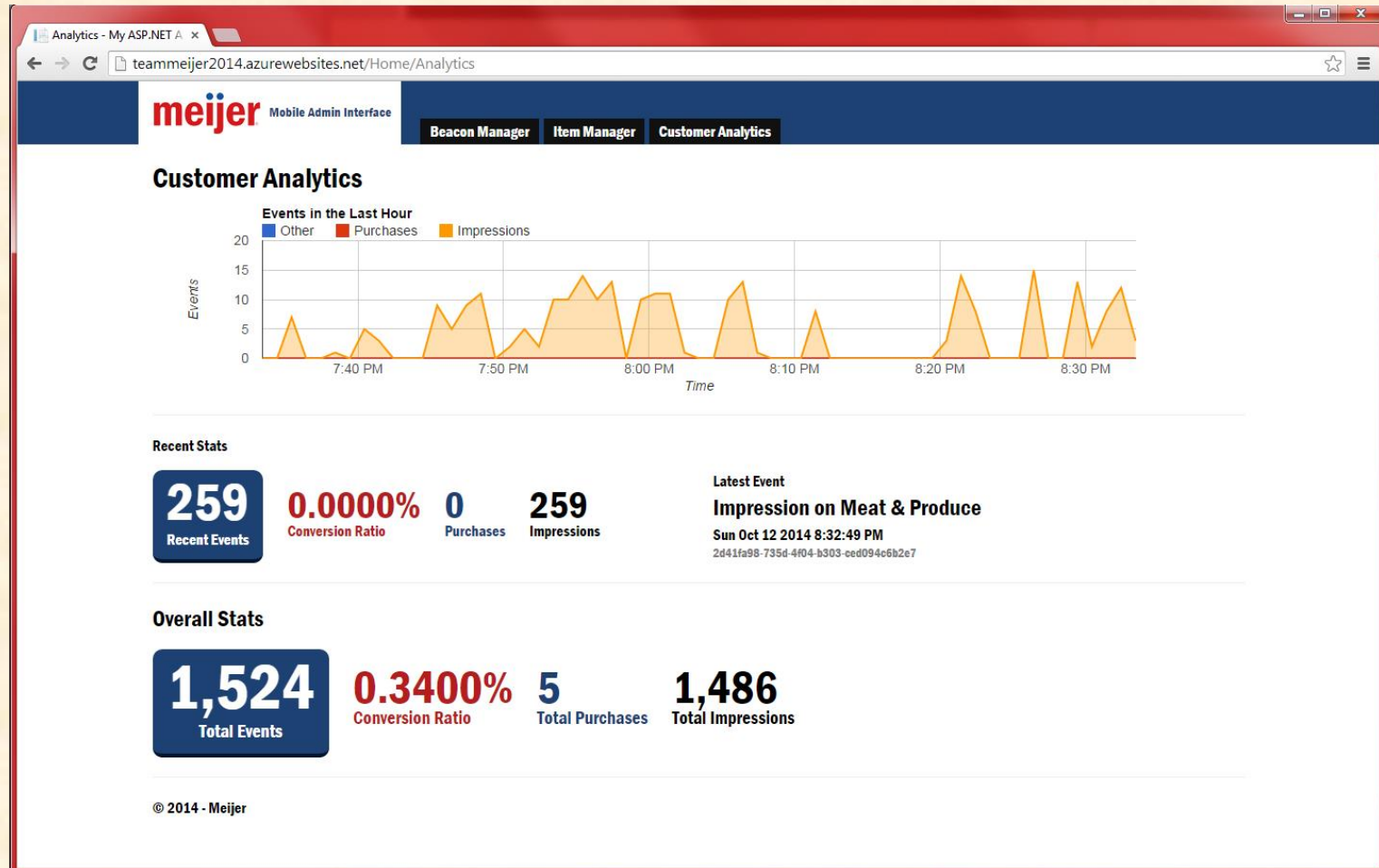
Purchase Quantity:

**Save Cancel**

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# Customer Analytics



# What's left to do?

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- Admin website GUI improvements
- Improve mobile app UI
- Extend analytic capabilities
- More mPerks integration