

MICHIGAN STATE

U N I V E R S I T Y

Alpha Presentation

Mobile Location-Based Product Promotion

The Capstone Experience

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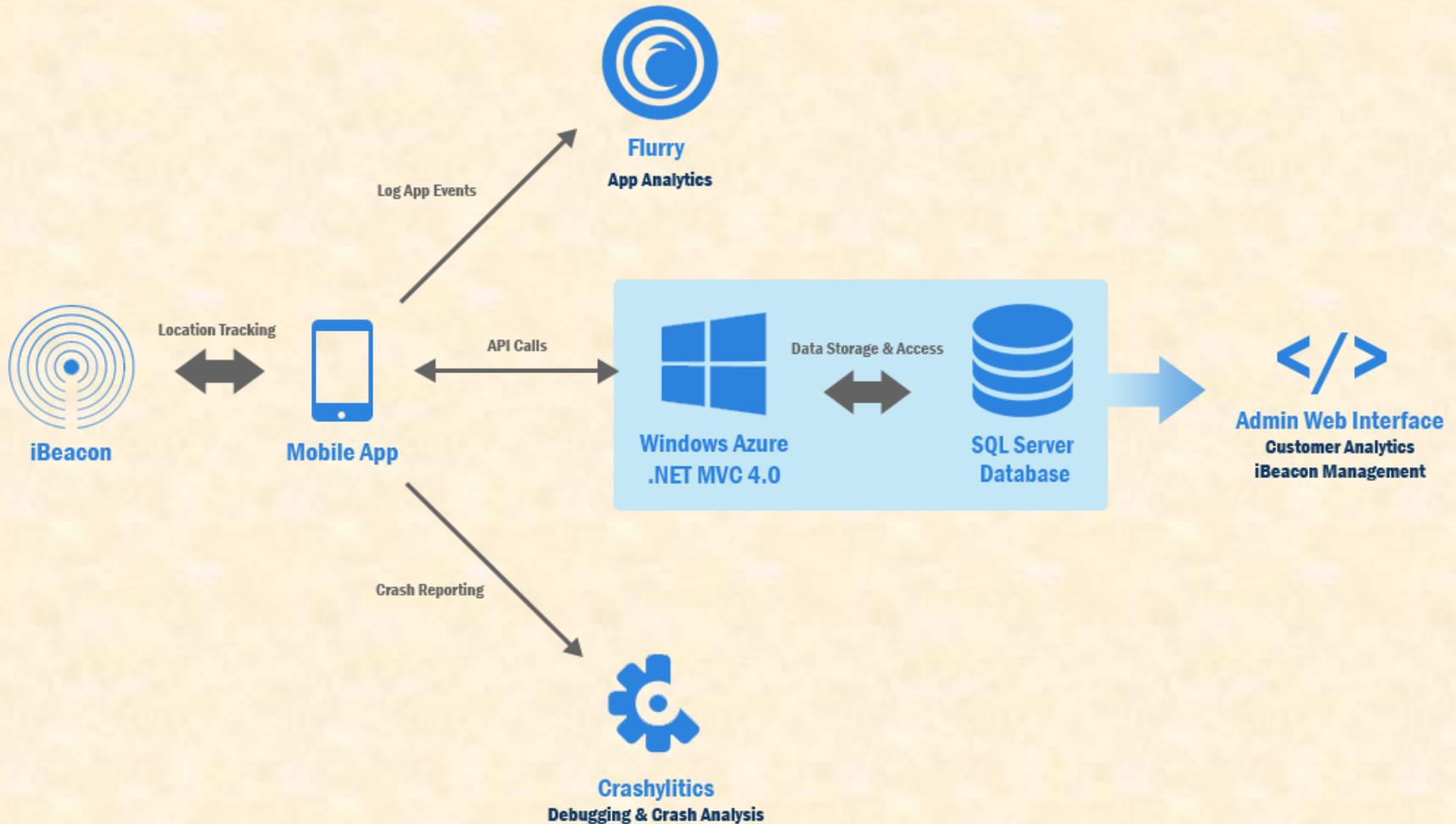
*From Students...
...to Professionals*

Project Overview

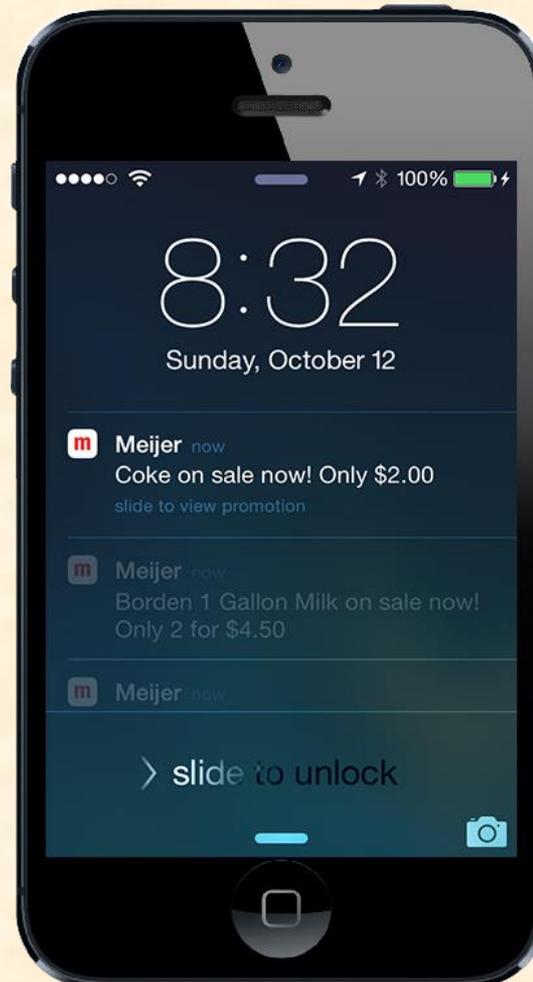
- iOS mobile app for customers
- Admin website for employees
- Proof of concept



System Architecture



Product Promotion Notification



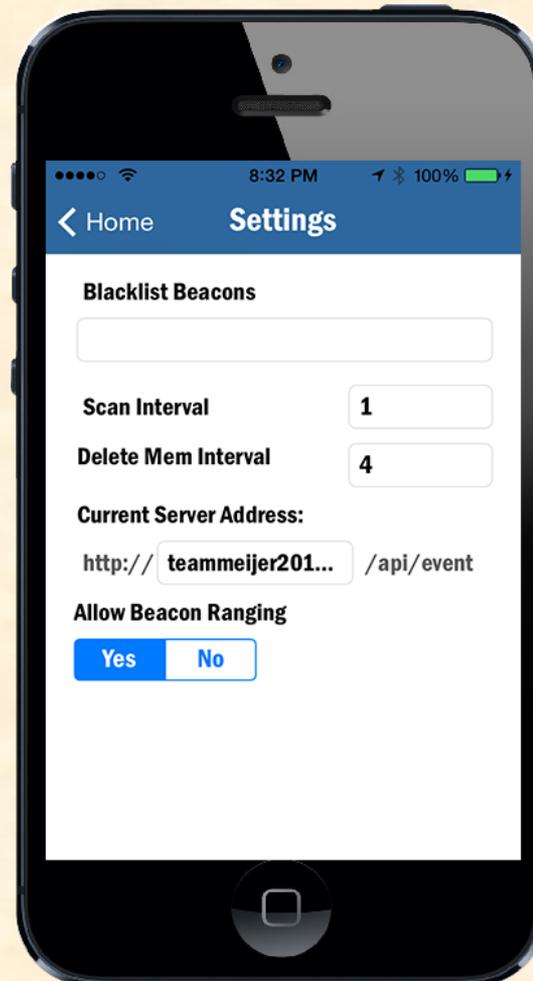
Product Promotions



Promotion Details



Settings



Admin Login

Log in - My ASP.NET App

teammeijer2014.azurewebsites.net/Account/Login?ReturnUrl=%2fHome%2fBeacons

meijer Mobile Admin Interface

Beacon Manager Item Manager Customer Analytics

Log in.

Use a local account to log in.

User name

Password

Remember me?

[Register if you don't have a local account.](#)

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```
Html.Partial("_ExternalLoginsListPartial", new { Action = "ExternalLogin", ReturnUrl = ViewBag.ReturnUrl })
```



Beacon Manager

The screenshot shows a web browser window displaying the Meijer Beacon Manager interface. The browser's address bar shows the URL `teammeijer2014.azurewebsites.net`. The page header includes the Meijer logo and the text "Mobile Admin Interface". A navigation bar contains three tabs: "Beacon Manager" (selected), "Item Manager", and "Customer Analytics".

The main content area is titled "Beacon Manager" and is divided into two sections:

- Tools:** A form for adding a new beacon. It includes a "Name" field, "Major ID" and "Minor ID" fields, and a green "Add Beacon" button.
- Beacon List:** A list of six beacons, each with a circular icon, a category name, a unique ID, a description, and status buttons.

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 displays the Meijer Mobile Admin Interface. The browser address bar shows 'teammeijer2014.azurewebsites.net'. The navigation bar includes 'Beacon Manager', 'Item Manager', and 'Customer Analytics'. The main content area is titled 'Beacon Manager' and features a 'Tools' sidebar on the left with an 'Add Beacon' button. The main area lists several beacons, with the 'Meat & Produce' beacon selected for editing. The editing form shows the following details:

Category	Item ID	Name	Major Id	Minor Id	Item Id	Status	Action
Meat & Produce	734 - 35990	1/2 Pound of Steak				ACTIVE	EDIT
(Selected)		Dairy	22046	14713	Borden 1 Gallon Milk		DELETE, SAVE, CANCEL
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 URL `teammeijer2014.azurewebsites.net/Home/Items`. The page features a dark blue header with the Meijer logo and the text "Mobile Admin Interface". Navigation tabs include "Beacon Manager", "Item Manager" (which is active), and "Customer Analytics".

The main content area is titled "Item Manager" and includes a search bar with the text "c". Below the search bar, it states "Found 4 results for 'c'" and lists the following items:

- Cheerios
- Cocoa Puffs
- Coke
- Camelbak Water Bottle

The "Cheerios" item is highlighted. To its right is a product image of a Cheerios box. Further right, the item details are displayed:

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

Below the price, there is a descriptive paragraph: "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.

At the bottom left of the page, the copyright notice reads "© 2014 - Meijer".



Create Sale

The screenshot shows a web browser window with the URL `teammeijer2014.azurewebsites.net/Home/Items`. The page title is "Item Manager - My ASP.NET". The navigation bar includes "meijer Mobile Admin Interface" and tabs for "Beacon Manager", "Item Manager", and "Customer Analytics".

The main content area is titled "Item Manager" and features a search bar with the text "c". Below the search bar, it says "Found 4 results for 'c'" and lists the following items:

- Cheerios
- Cocoa Puffs
- Coke
- Camelbak Water Bottle

The "Cheerios" item is selected and displayed in a larger view. It includes a product image of a Cheerios box, the product name "Cheerios", a product ID `bb7fea0f-bc07-4382-ac56-14f70731984a`, and a promotional price of "2 for \$6.38" (with the original price of \$7.98 crossed out). A description states: "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."

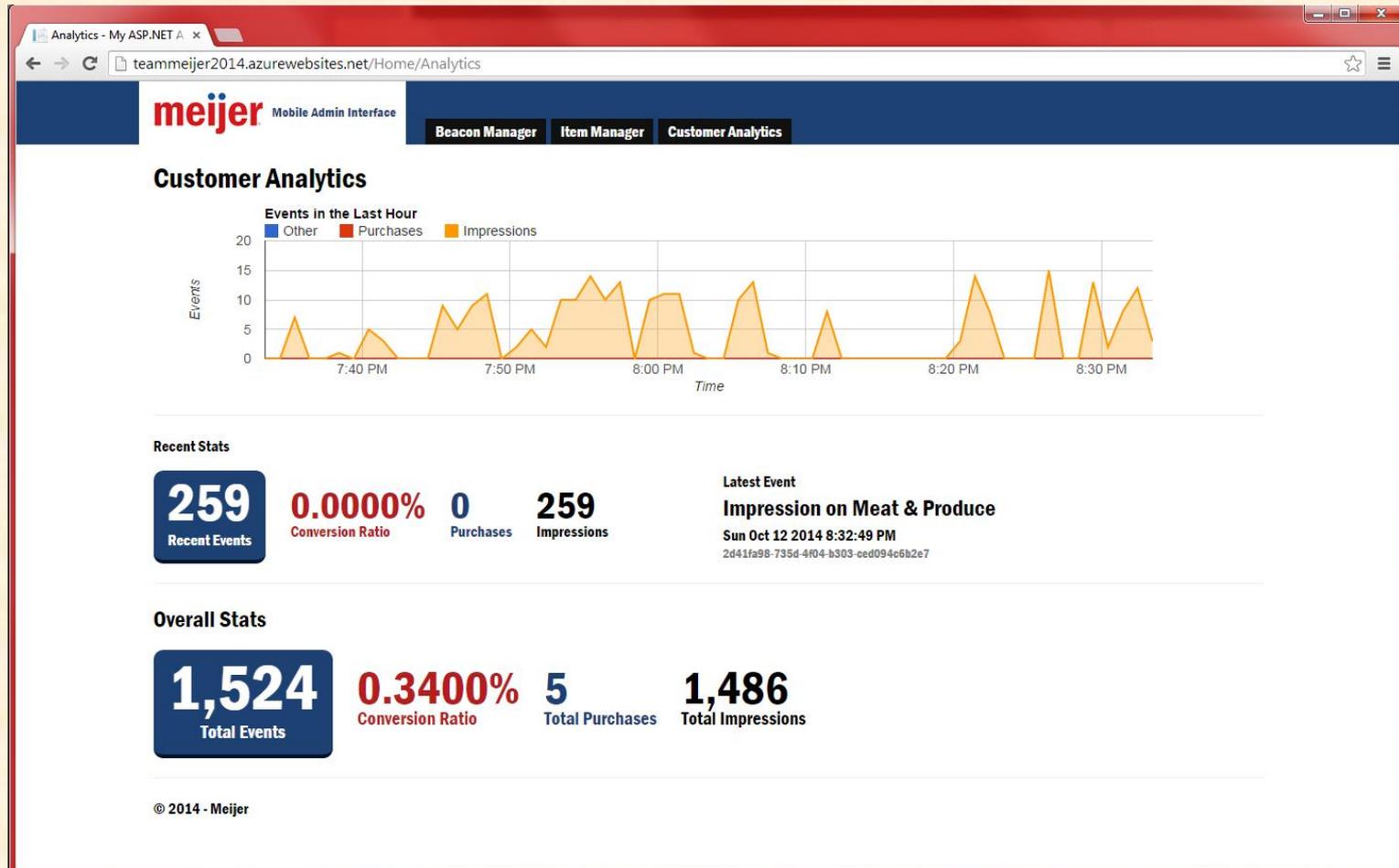
Below the description, there are input fields for configuring the sale:

- Percentage Off:
- Amount Off:
- Valid Thru: (with a calendar icon)
- Purchase Quantity:

At the bottom of the form are "Save" and "Cancel" buttons. The footer of the page reads "© 2014 - Meijer".



Customer Analytics



What's left to do?

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