

MICHIGAN STATE

U N I V E R S I T Y

10/12:

Resume Writing and Interviewing

The Capstone Experience

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Department of Computer Science and Engineering
Michigan State University

Fall 2015



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

Purpose

- Resume
 - Get Noticed
 - Get an Interview
 - Get in the Door
- Interview
 - Tell Your Story
 - Get a Good First Job
 - Start a Successful Career



Caveats Resume Writing & Interviewing

- Partly...
 - Science (Spock)
 - Art (Captain Kirk)
- Lots of Opinions
 - Varied
 - Sometimes Conflicting
- Always Exceptions to Every Rule
- Do what works for you.



Resume Writing and Interviewing

➤ Resume Writing

- Interviewing



Resume Challenges

- Competition
 - 100's or 1,000's of 10,000's of Resumes
 - Lots Similar
 - Lots Qualified
- Typical Usage
 - Visual Scan (< 10 Seconds)
 - Optical (Machine) Scan
 - Often Not Read in Detail
 - Often Discarded

How will your resume stand out?



Resume *Nota Bene*

Every Last Detail Matters

If...

- ...cannot find relevant information in 10 seconds
- ...email wrong and bounces back
- ...phone number wrong
- ...not visually appealing
- ...not professional looking
- ...no answer and no voicemail
- ...etc...

then...

- ...pitch your resume and move on to the next one



Resumes 101

- Exactly One (Full) Page
 - Not More
 - Not Less
- Simple Formatting
(Machine (Optical) Scan-able)
- Honest
- Contains...
 - Contact Information
 - Objective
 - Education
 - Skills
 - Experience
 - Other Activities



Contact Information

(1 of 3)

- Name
- Email Address
(Use “Professional” Email Address)
 - No
 - TheGamingWizard@hotmail.com
 - BarCrawler@gmail.com
 - Yes
 - dyksen@msu.edu
 - wayne@dyksen.com
 - wayne.dyksen@gmail.com
- US Mail Address
 - Current (Your Apartment)
 - Permanent (Your Home Address (Parents’?)
(What if I want to contact you after you leave MSU?)



Contact Information

(2 of 3)

- Phone
 - Current
 - Probably Your Cell Phone
 - No Cell Phone?
 - ❖ Get one.
 - ❖ Providers offer (cheap) pay-as-you-go service.
 - Permanent
 - Your “Home” Phone (Parents’)?
 - Your Cell Phone?
 - What if I want to call you after you leave MSU?
 - Include Area Codes
 - Get “Voicemail” for All Phones



Contact Information

(3 of 3)

• Phone

▪ Fix your voicemail “not here” messages.

○ No

❖ “Hey there! You’ve reached the voicemail of the funnest person at MSU. Leave your number and I’ll give you a ring but only if you’re one of the lucky people.”

❖ “I’m not here. Leave a message.”

❖ “Hi. I’m sorry I missed your call. Please leave me a message and I’ll get back to you. Thanks for calling and have a great day.”

○ Yes (Include Your Name!)

❖ “Hi. This is Wayne Dyksen and you’ve reached my voice mailbox. Please leave me a message and I’ll get back to you. Thanks for calling and have a great day.”



Objective

- Very Concise (One Line)
- Indicate internship or permanent employment.
- Avoid flowery BS.
- Examples
 - To secure a summer internship as a software developer.
 - To secure permanent employment as a software engineer.
 - To secure permanent employment as a software engineer that utilizes and expands my skills in computer science.
- Be specific only if you really mean it. Why?
 - To secure permanent employment as a database administrator
 - To secure permanent employment as a network administrator.



School Address
Calvin College
Grand Rapids, MI 49546
(616) 555-1234

Bob Dyksen
bob@dyksen.net

Permanent Address
2175 Burcham Dr.
East Lansing, MI 48823
(517) 555-1212

Objective To secure a full time position as a software engineer that utilizes my skills and expands my knowledge in computer science.

E.J. Dyksen

School Address

2148 Raspberry Court SE, Apt H
Grand Rapids, Michigan 49546

ej@dyksen.net
(517) 555-1234

Permanent Address

2175 Burcham Drive
East Lansing, Michigan 48823
(517) 555-1212

Objective

Secure an internship that will expand my knowledge and experience in computer science.



Interview Tip

- Be ready to answer questions like...
 - “What do you like to do?”
 - “What kind of positions interest you?”
 - “Where do you want to be in five years?”
- Know Positions
 - Program Manager (PM) or Developer (Dev)
 - Associate Software Developer
 - Associate/Sr. Consultant
 - Etc...



Your GPA

- Used by Companies for Screening
 - Use Varies by Company
 - If GPA < Threshold then No Interview?
 - Threshold Varies by Company
- On Resume
 - Probably. Almost Certainly (IMHO)
 - Easy to Find
 - If not there...
 - I'm thinking...
 - I'm going to...
 - Remove After First Job



So-So GPA's

- Compute “Sub” GPA's
 - Overall vs CSE
 - Freshman vs Sophomore Through Senior
 - Freshman/Sophomore vs Junior/Senior
 - Freshman, Sophomore, Junior, Senior
 - Etc...
- Give a Good Explanation
 - Was Immature. Grew Up.
 - Not Motivated When Freshman. Am Now.
 - Worked 40 Hours/Week to Pay for School.
 - Etc...



Education

- Degree BS
- Major Computer Science
 - Cognate Business
 - Minor Mathematics
 - Date Expected May 2016
- Institution Michigan State University
- GPA
 - Cumulative 3.50/4.0
 - CSE 3.70/4.0
- Relevant Courses
 - Number CSE 231
 - Title Introduction to Programming
 - Topics in Parentheses (Python)
- Non-MSU Institutions
 - May Include Other Colleges/Universities
 - Do Not Include High School



Cognate

- Highly Valued by Companies
- Leverage
 - On Resume
 - During Interview
- “Cognate”
 - Unknown Term
 - Confusing Label On Resume
 - Label As “Cognate (Minor)”
 - Explain Cognate Like a Minor
 - Be Careful to Not Misrepresent as Official Minor



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Education B.A., Computer Science, Expected December 2002 Calvin College, Grand Rapids, MI

- CS GPA: 3.50/4.0, Cumulative GPA: 3.13/4.0
- CPSC 186, Introduction to Data Structures with C++ (C++, Visual Studio 6.0)
- CPSC 210, Web Site Administration (HTML, CGI, Perl, Apache Web Server)
- CPSC 230, Data Structures and Algorithms (C++, Java, Visual Studio 6.0)
- CPSC 247, Software Engineering (C, UML)
- CPSC 270, Operating Systems (C++, Java, Perl)
- CPSC 300, Computer Graphics (OpenGL)
- CPSC 330, Databases (mySQL, Oracle, Java)
- CPSC 370, Networking (TCP, UDP)
- CPSC 380, Programming Languages (C++, ADA, LISP, Smalltalk)
- CPSC 392, Ethics in Computing
- CPSC W80, Cryptography and Computer Security
- ENGR 220, Computer Architecture (SPARC/MIPS, Assembly Programming)

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- CPSC 370, Networking (TCP, UDP)
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- CPSC W80, Cryptography and Computer Security
- ENGR 220, Computer Architecture (SPARC/MIPS, Assembly Programming)

Course Related Projects

- Linux Kernel Network Router (CPSC 370)
 - Implemented a kernel-resident network router.
 - Routed IP network traffic across two or more NICS.
 - Optimized routing times via cached routes.
- Virtual Private Network (CPSC W80)
 - Designed a virtual private network protocol.
 - Implemented a VPN via TCP/IP tunneling.
 - Utilized DES3 cryptography for secure IP data packets.



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Education

BA, Computer Science

Expected May 2008

Calvin College

Grand Rapids, Michigan

- CS 108, Introduction to Computing (Java)
- CS 112, Introduction to Data Structures with C++ (C++)
- CS 212, Data Structures and Algorithms (Java)
- CS 214, Programming Language Concepts (Java, Lisp, and Scheme)
- CS 232, Operating Systems and Networking
- CS 262, Software Engineering
- CS 352, Computer Graphics
- ENGR 220, Introduction to Computer Architecture (SPARC Assembly)
- MATH 161, Calculus I
- MATH 156, Discrete Mathematics for Computer Science
- MATH 256, Discrete Structures and Linear Algebra



Interview Tip

- Be ready to answer questions like...
 - “So, what did you do in CSE 422?”
 - “Tell me about a favorite course.”
 - “Tell me about Linux Kernel Network Router.”
- Know Your Courses
 - Topics
 - Books and Readings
 - Projects
- Know Some Projects in Depth
 - Requirements
 - Implementation
 - Complexities
 - Cool Features



Skills

- Simple List
 - Languages
 - Operating Systems
 - Software Systems
 - Software Packages
- Avoid
 - Relative Trivialities (e.g., Microsoft Word)
 - Weak or Non-Existent Skills
 - BS (Effective Team Member, Customer Oriented, etc.)
- Possibly Classify (But Only If Room)
 - Familiar
 - Proficient
 - Certified



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Skills

C, C++, ADA, Smalltalk, Lisp, Java, Perl, HTML, Windows 2000/XP, UNIX, Linux, Visual Studio 6.0



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- MATH 161, Calculus I
- MATH 156, Discrete Mathematics for Computer Science
- MATH 256, Discrete Structures and Linear Algebra

Experience

Skills

- Java, C#, C++, PHP, CSS/XHTML, Ruby (and Rails), SQL, UML, Visual Studio 2005
- Windows Server 2003 System, Exchange Server 2003, IIS 6.0, SQL Server 2005
- Microsoft Windows Vista, Tablet PC platform, Media Center platform, Windows Mobile 5.0
- Eclipse IDE, Linux, Apache, MySQL, PostgreSQL, other open source products
- Adobe Premiere Pro 2.0, Adobe After Effects 7.0, Macromedia Fireworks 8.0



Interview Tip

- Be ready to answer questions like...
 - “How proficient are you in Perl?”
 - “What have you written using Ruby on Rails?”
 - “Have you ever administered an Exchange Server?”
- Know
 - Your Skills
 - Examples of Using Your Skills
 - Your Limitations



Experience

- Position Description
- Company
- Dates
- Bullet List of Accomplishments
 - Concise
 - Specific
 - Begin with Action Verb
 - One Line Per Bullet
 - Sentence Fragments Okay
- Only Most Relevant and Most Recent



Skills C, C++, ADA, Smalltalk, Lisp, Java, Perl, HTML, Windows 2000/XP, UNIX, Linux, Visual Studio 6.0

Experience **Software Engineering Internship** **The Boeing Company, St. Louis, MO**
Summer 2002

- Made corrections in T-38C cockpit software
- Used System Integration Lab (SIL) to test changes to MDP software
- Developed ACMI debrief application for T-38C aircraft (SDT, C++, Visual Studio 6.0)
- Participated in software development processes

Software Engineering Internship **The Boeing Company, St. Louis, MO**
Summer 2001

- Participated in SEI Level 3 Activities
- Developed automated testing utilities for the AHWCS project (Java, C++)
- Tested the launch control software for the *Harpoon Block II* missile
- Managed group web pages

Program Analyst Internship **Mutual of Omaha, Omaha, NE**
Summer 2000 - Spring 2001

- Designed and implemented software (Java, some C++)
- Involved in a major company project
- Worked closely with associates from other companies (Trilogy, ICONIX)
- First telecommuting intern



Experience

Program Manager Intern

Microsoft Corporation

Summer 2006

Terminal Services

- Investigated solutions for a large software architecture problem
- Initiated communication with external teams for alternative solutions
- Delivered a V1 specification encapsulating the first step in the solution

System Architect and Administrator

Michigan State University

Summer 2005

College of Agriculture and Natural Resources

- Designed and implemented a major Windows Server 2003 and Exchange Server 2003 installation to handle 2,000 users
- Maintained two concurrent Active Directory forests with trusts for migration purposes
- Recovered overnight from a university-wide security issue

System Administrator

Michigan State University

Summer 2003, Spring and Summer 2004

Clara Bell Smith Center

- Designed and implemented a Windows Server 2003 and Exchange Server 2003 installation
- Converted from stand-alone desktops to fully managed desktops
- Packaged custom applications for group policy rollout

Programmer

Michigan State University

Summer 2002

Men's Basketball

- Investigated ways to use technology in the collegiate athletic environment
- Developed web service for contacting players via mobile phone
- Administered desktops with Windows XP, 2000 in a mixed Windows/Novell environment

Skills

- Java, C#, C++, PHP, CSS/XHTML, Ruby (and Rails), SQL, UML, Visual Studio 2005
- Windows Server 2003 System, Exchange Server 2003, IIS 6.0, SQL Server 2005
- Microsoft Windows Vista, Tablet PC platform, Media Center platform, Windows Mobile 5.0
- Eclipse IDE, Linux, Apache, MySQL, PostgreSQL, other open source products
- Adobe Premiere Pro 2.0, Adobe After Effects 7.0, Macromedia Fireworks 8.0



Interview Tip

- Be ready to answer questions like...
 - What kind of corrections did you make to the T38C software?
 - What's an SEI Level 3 activity?
 - What's a V1 specification?
 - What was the university-wide security issue and how did you recover?
- Know Your Summer Internships
 - Concise Description
 - Software Systems
 - Your Responsibilities
- Know Some Specific Accomplishments



Other Activities

- Including...
 - Clubs
 - Awards
 - Hobbies
 - Outside Interests
- Concise
- Avoid
 - Trivialities and/or BS
 - High School Activities and/or Awards
- Omit If None



- Experience**
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- Hobbies**
- Licensed Private Pilot
 - Piano & Pipe Organ

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- Eclipse IDE, Linux, Apache, MySQL, PostgreSQL, other open source products
- Adobe Premiere Pro 2.0, Adobe After Effects 7.0, Macromedia Fireworks 8.0

Awards

- First Place, [Memories Category](#), [Microsoft Start Something Amazing Awards](#), 2005
- Choral Honor Award, Okemos High School, Okemos, Michigan, 2004

Activities

- Calvin IMPROV, Leader
- Capella Choir of Calvin College

Good idea to include links.



Leveraging the Capstone Course

**Software Engineer Intern
Meijer**

Fall 2014

Grand Rapids, Michigan

- Worked on a team of four students in MSU senior capstone course.
- Designed and implemented [Mobile Location-Based Product Promotion](#).
- Worked directly with customer to develop a complete project plan.
- Produced [video](#) about project and delivered software product.
- Awarded the [Urban Science Sigma Award](#).

Good idea to include links.



Interview Tip

- Be ready to answer questions like...
 - “So, what do you do for fun?”
 - “What do you do when you’re not working?”
 - “Do you have any hobbies?”
 - “What’s ACM?”
 - “What did you do accomplish as president of WIC?”

Bonus Resume Tip

- Learn how to use Microsoft Word!
 - Use Paragraph Spacing
 - Do use paragraph spacing between lines.
 - Do not use empty lines, i.e., just hit return.
 - Use Styles
 - Use Tabs
 - To Line Up Things
 - Do not use spaces, which won't work anyway.
 - Use Right Justified Tabs
 - To Justify Things on the Right Margin
 - Do not use tabs and/or space, which won't work anyway.
 - Etc...
- Submit PDF, Not Word Source
- Test Print Resume (on Paper)



Bonus Resume Tip

- Single Page Limit

But...

- Multiple Versions Possible

- Target For Particular

- Industry
- Company

- Vary

- Lists of Courses
- Lists of Course Projects
- Bullet Points Describing Experiences/Internships



Resume Writing and Interviewing

✓ Resume Writing

➤ Interviewing



Clean Up Your Web Presence

- Facebook
- Twitter
- Personal Web Pages
- Etc...

HR people will and do check these things out.

What about your 1st Amendment rights?



Due Diligence

- Research the company.
- Research the interview.
 - Talk with others who have been interviewed.
 - Ask “What style of interview should I expect?”
- Research the interviewers.
 - Get an interview schedule with names and titles.
 - Figure out who does what.
 - Google for interviewer interests and hobbies.
- Research the dress code.
 - Ask recruiter/interviewer.
 - Ask others.
- Do not be surprised.



Interview Styles

- Many & Varied
 - Technical (How does IPv6 differ from IPv4?)
 - Problem-Solving (In the adjacent room are three lights...)
 - Behavioral (Tell me about a time when...)
 - Coding (Write a recursive function that...)
 - Etc...
- Research
 - Types of Interview
 - Questions for Each Type
 - Type to Be Used
- Do not be surprised.



What's the point?

Will you get these exact questions?

- You Might
- But Probably Not
- So, what's the point?



Look the Part

(1 of 2)

- People do judge books by their covers.
- Research the “look”.
- If you want the “part”, “look” the “part”.
- Appearance
 - Clothes
 - Shoes
 - Hair (Style, Length, Colors, ...)
 - Body Piercings
 - Etc...



Look the Part

(2 of 2)

- Get Advice From Someone With Taste
 - Styles in General
 - What Looks Good on You
 - Size and Fit
 - Whole Package
 - Clothes
 - Shoes
 - Jewelry
 - Hair
 - Etc...
- Do due diligence.
- Expectations for interviewee may be very different than expectations for interviewer or employee.



Your Personal Presence

- Introduce Yourself
- Learn How to Shake Hands
- Avoid Nervous Habits
- Make Eye Contact (But Don't Stare Down)
- Give “Right Length” Answers
 - Long Enough
 - Not Too Long
- If Necessary
 - Repeat Question to Buy Time
 - Ask for Clarification
- Practice Wearing Interview Attire



The First Question

- What's the first question at many interviews?
- Tell me/us about yourself.
- Be Ready
- Practice Answer
- Avoid
 - Too Short
 - Too Long
 - Too Vague
 - Too Detailed



Bad Comments to Make

...During the Interview

- “I see you just lost that big contract to Acme.”
- “Wow, your stock price really took a hit yesterday.”
- “It sure looks like the cost of living is high here.”
- “Windows 8 was a big mistake.”
- “I didn’t do well in that course because the professor sucked.”
- “I didn’t do well in that course because I wasn’t interested in it.”
- Etc...



Bad Questions to Ask...

...During the Initial Interview

- “Can you tell me what your company does?”
- “How much will I make?”
- “How much vacation will I get?”
- “Is there dental coverage?”
- “Will you pay moving expenses?”
- “Will I get my own office?”
- “How soon will I be promoted?”
- “Will I have to work more than 40 hours per week?”
- Etc...

(What if they ask you “How much do you expect to make?”)



Good Comments to Make..

...During the Interview

- “That T-38 looks like a really cool plane.”
- “The 787 looks amazing. Passengers will really like the large structure bearing windows.”
- “Alan Mulally was a great hire for you.”
- “I’m running Windows 10 and it’s great.”
- “I’m running Exchange Server out of my apartment.”



The Last Question

- What's the last question at many interviews?
- Do you have any questions for me/us?
- What's a really bad answer?
- What are some good answers?

Good Questions to Ask...

...During the Interview

- “Are there opportunities for professional development?”
- “Is there support for advanced degrees?”
- “What career paths are available?”

Okay Questions to Ask...

- “What’s the corporate culture like?”
- “What’s a typical week like?”



Things Not to Do

- Don't complain about anything like...
 - ...your trip
 - ...the airline
 - ...the hotel
 - ...the weather
 - ...the interview process
 - ...other interviewers
 - ...other companies
 - ...etc...
- Don't discuss politics or religion.
- Don't drink alcohol (ever, never, not at all).
- Etc...



Business Cards

- Be ready to handout your business card.
 - Use MSU email account.
 - Include personal URL with link to resume (downloadable).



Follow-Up

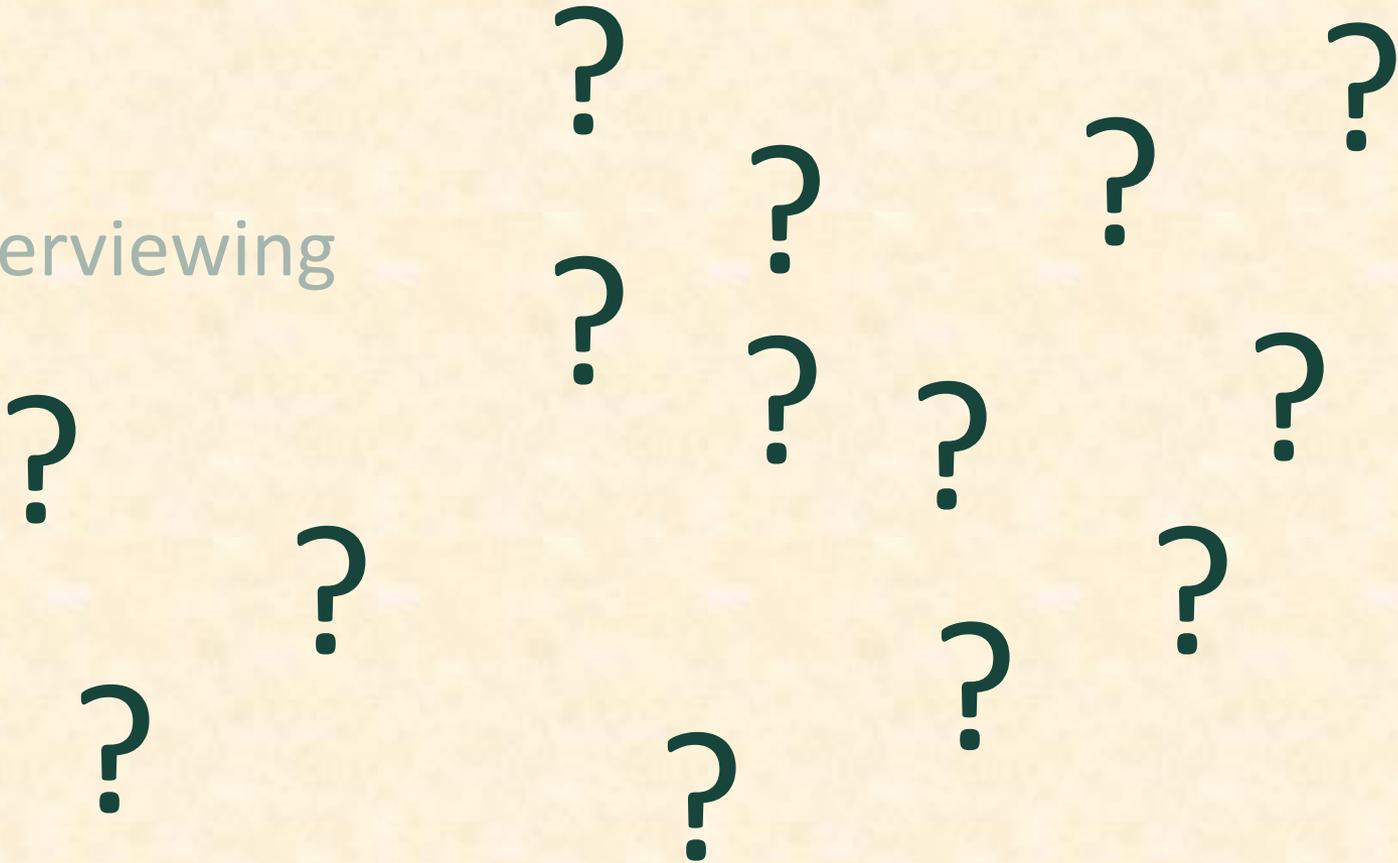
- ASAP
- Hand-Written Note
 - US Mail
(Get Business Cards for Address)
 - Buy Nice MSU Note Cards
- Try to Include Brief Personal Comment
 - Related to Interviewer
 - Record Info on Back of Business Card ASAP



Resume Writing and Interviewing

✓ Resume Writing

➤ Interviewing



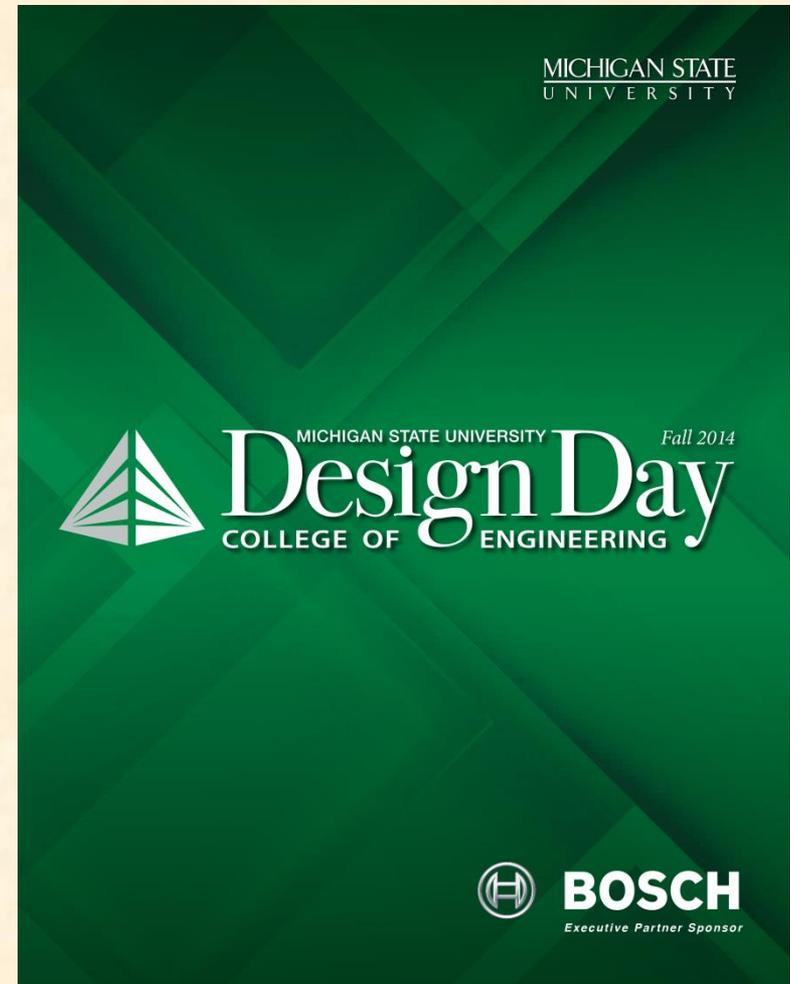
What's ahead?

- All-Hands Meetings
 - ~~M, 10/12: Resume Writing and Interviewing~~
 - W, 10/14: Creating and Giving Presentations
 - M, 10/19: Team Alpha Presentations
 - W, 10/21: Team Alpha Presentations
 - M, 10/26: Team Alpha Presentations
 - W, 10/28: Team Alpha Presentations
- Alpha Presentations
 - Slide Decks
 - Template on Downloads Page
 - Due by 4:00 a.m. Monday, October 19
 - Conflicts
 - Only for Documentable/Non-Movable Interview
 - Send Email to Dr. D. Immediately
- Design Day Booklet Content
 - Templates and instructions are posted online.
 - First draft is due Friday, October, 16.
 - Project Description
 - Artwork



Design Day Booklet

- Professional Publication
 - Corporate Relations
 - Alumni Relations
 - Recruiting
 - Keepsake for You
- Contents
 - Schedule of Events
 - Project Descriptions



Project Description Page

- Template Distributed by Dr. D.
 - Sponsor Name
 - Sponsor Logo
 - Project Title
 - MSU Team Photo
 - MSU Team Members' Names
 - Corporate Sponsors' Names
 - Headers and Footers
- Template Completed by Team
 - Project Description
 - Artwork



1 Template From Dr. D. To Team

Meijer Mobile Location-Based Product Promotion

Insert your project description here. Target your writing for the general public. Begin with the motivation for your project. Do not begin with phrases like “Our project was to make...” or “For our project we made...”. See the example that Dr. D. wrote for [Spartan Basketball Player Timer](#).

Use a “newspaper” style of writing. Sentences and paragraphs should tend to be short and snappy. It’s even okay to have a paragraph with only one sentence, just not too many of them. Write everything in the present tense.

If space permits, you can reference your artwork at the right.

Use 11-point, Times New Roman font. Use single space lines. Justify both margins. Use 6 pts of space between paragraphs; do not use blank lines between paragraphs. Use one space between sentences within a paragraph.

The size of this textbox is 4.1” (wide) by 5.25” (high). Do not change the size of the textbox. Your text must fit exactly within this textbox with these dimensions. This means that your text should fill the entire textbox but no more.

The last line of each paragraph should be at least one-half to three-quarters of the width of the textbox. Do not end a paragraph with a line containing one or two words.

After you have a draft, make the template available to your clients. Get feedback from them before you sub.

The last two lines or so should include technical information about your project. See [previous Design Day booklets](#) and [Spartan Basketball Player Timer](#) for examples.

Insert at least one piece of artwork here.

Artwork should be a screen shot or screen shots of your software.

Artwork must be large enough to be viewable.

If artwork is a web app, include a browser frame.

If artwork is a mobile app, include mobile device frame.

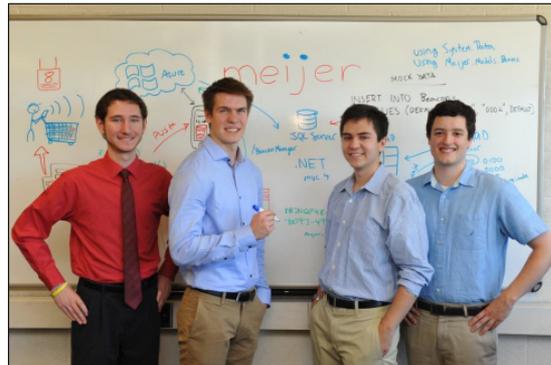
If artwork is a native app, include native window frame.

Artwork must fit in this textbox.

This textbox is 3.75” wide.

You should fill this space as much as possible.

You may increase the height of the textbox if there is sufficient space above your corporate logo (below) without having to shrink the size of your corporate logo.



Michigan State University
Team Members (left to right)

- Dan Leclerc
Livonia, Michigan
- Jason Bull
Rochester Hills, Michigan
- Xavier Durand-Hollis
East Lansing, Michigan
- Kevin Pauly
Lansing, Michigan

Meijer

Project Sponsors

- Jim Becher
Grand Rapids, Michigan
- Chris Laske
Grand Rapids, Michigan
- Jim Poll
Grand Rapids, Michigan
- Murali Rajagopalan
Grand Rapids, Michigan
- Dave Rodgers
Grand Rapids, Michigan

Team's Job

- READ Instructions Carefully
- Check Everything
- MUST Use Windows Version of Word
- READ Instructions Carefully
- Write Project Description
- READ Instructions Carefully
- Provide Artwork
- READ Instructions Carefully
- Check Everything 100 Times
- READ Instructions Carefully



Project Description

- READ Instructions Carefully
- Newspaper / Magazine Style
- Target General Public
- Do NOT Start “Our Project is...”
- Use present tense throughout.
- Write as though your project is complete.
- Fill the entire textbox.
- At Most Two or Three Lines of Technical Jargon
- See Examples
 - The Capstone Experience Booklets
 - Previous Design Day Booklets ([Design Day > Booklet](#))
 - [MSU Men’s Basketball](#)



Artwork

- READ Instructions Carefully
- Screenshot(s) of Working Software
- Fill up the entire whitespace.
- Can Overlap
- Include “Framing”
 - Browser
 - iPhone, iPad
 - Android
- Very High Resolution
- Preserve Aspect Ratios
- Crop to Eliminate Transparent “Borders”
- Use [paint.net](#)
- See Examples
 - The Capstone Experience Booklets
 - Previous Design Day Booklets ([Design Day > Booklet](#))
 - [MSU Men’s Basketball](#)



Submission

- READ Instructions Carefully
- Assets Folder
 - Name: team-urban-science-design-day-booklet-page
 - Contents
 - team-urban-science-design-day-booklet-page.docx
 - team-urban-science-artwork-1.png (Very High Resolution)
 - team-urban-science-artwork-2.png (Very High Resolution)
 - team-urban-science-artwork-N.png (Very High Resolution)
- Email
 - Subject: Team Urban Science Design Day Booklet Project Page
 - Body
 - Not Blank
 - Something Professional
 - Attachment
 - Zipped Assets Folder
 - team-urban-science-design-day-booklet-page.zip



2 Template From Team To Dr. D.

Meijer Mobile Location-Based Product Promotion

Founded in 1934, Meijer serves the Midwest as one of the largest supermarket chains in the United States. Meijer has been known for innovation ever since they created the first modern supercenter in 1962. Continuing on this journey of innovation, Meijer is utilizing their mobile application to revolutionize today's shopping experience.

One area that Meijer hopes to enhance is the way product promotions are presented to customers.

We have created an iOS application that shows product promotions based on a customer's location in any Meijer store as well as an administrative interface for analytics.

Our iOS application communicates with strategically placed iBeacons in a physical Meijer store through Bluetooth Smart. When a customer walks within range of an iBeacon, a notification will appear on their phone showing all nearby product promotions and sales.

The administrator interface allows employees to create, edit, and delete iBeacon product promotions. Customer analytics are presented in this interface and show how effective each beacon is. This valuable data can be leveraged by Meijer and their partners to track the connection between promotions and purchase decisions. This project also paves the way for other location-based customer services at Meijer.

Our iOS application is written in C# while our administrator interface is built with HTML, CSS, and AngularJS. Microsoft Azure hosts the administrator website and database which uses SQL Server 2012.



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3 Template From Dr. D. To Team

Meijer Mobile Location-Based Product Promotion

With over 200 stores, Meijer serves the Midwest as one of the largest supermarket chains in the country. Having created the first modern supercenter in 1963, Meijer is known for customer service and continual innovation.

Meijer is revolutionizing today's shopping experience in many ways including the way that product promotions are delivered to its customers.

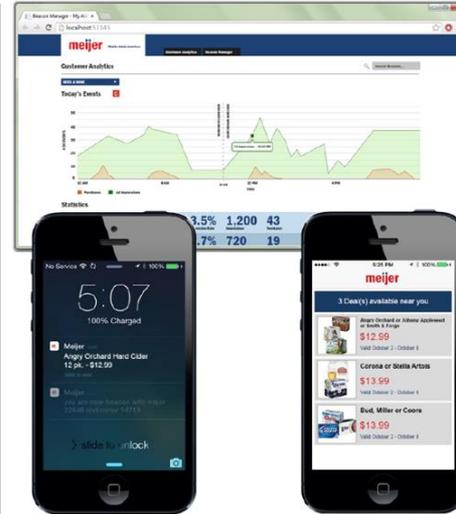
Our Mobile Location-Based Product Promotion system features an iPhone app that shows product promotions based on a customer's location within any Meijer store. For example, when walking down the cereal aisle, a customer may be alerted that their favorite cereal is on sale.

Our iPhone app determines a customer's location in a store using strategically placed devices called iBeacons, which communicate with iPhones using Bluetooth. When a customer walks within range of an iBeacon, a notification appears on their phone showing all nearby product promotions and sales.

In addition to our iPhone app, our system includes a web app with which Meijer associates create, edit and delete iBeacon product promotions and sales.

Our web app also displays customer analytics enabling Meijer and its partners to evaluate the impact of location-based promotions on buying decisions.

Our iPhone app is written in C# while our administrator interface is built with HTML, CSS and AngularJS. Microsoft Azure hosts the administrator website and database which uses SQL Server 2012.



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4 Template From Team To Dr. D.

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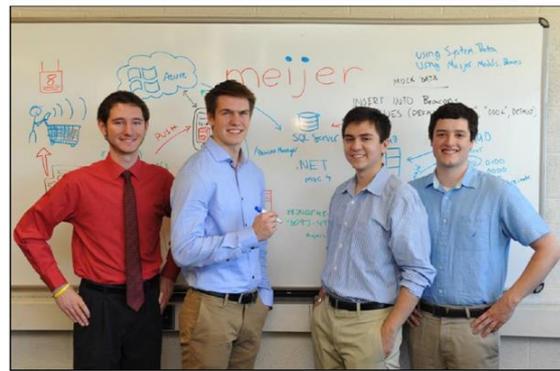
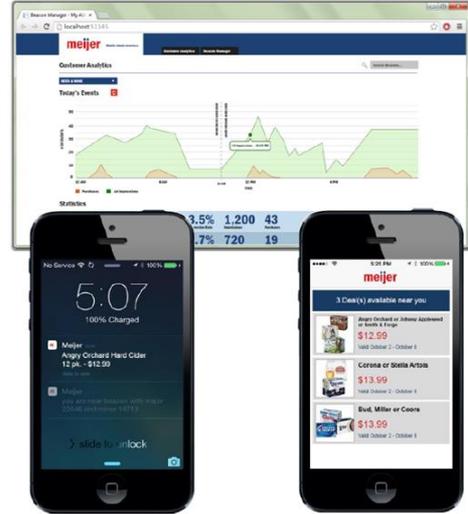
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In addition to our iPhone app, our system includes a web app with which Meijer **team members** create, edit and delete iBeacon product promotions and sales.

Our web app also displays customer analytics enabling Meijer and its **vendor partners** to evaluate the impact of location-based promotions on buying decisions.

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- | | |
|---|---|
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|---|---|

5 Template From Dr. D. To Designer

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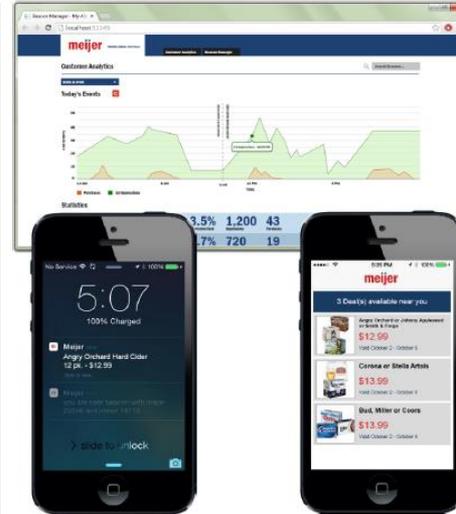
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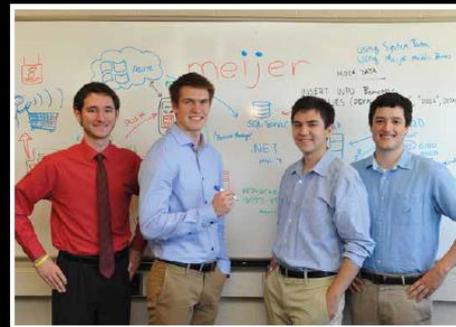
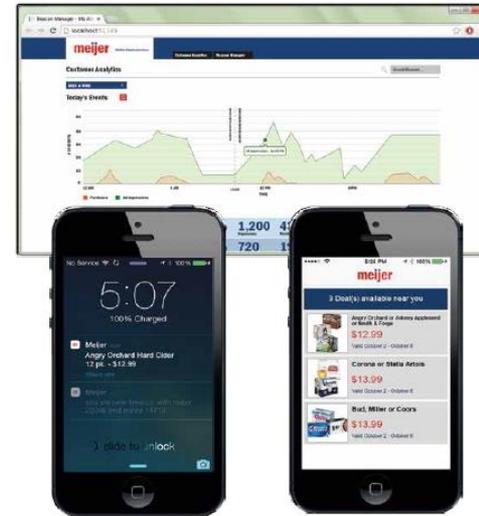
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