

MICHIGAN STATE

UNIVERSITY

Beta Presentation

Visualizing Brand Loyalty

The Capstone Experience

Team Urban Science

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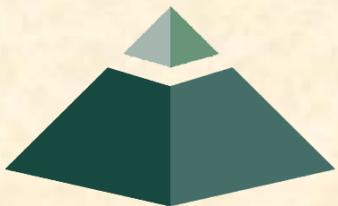
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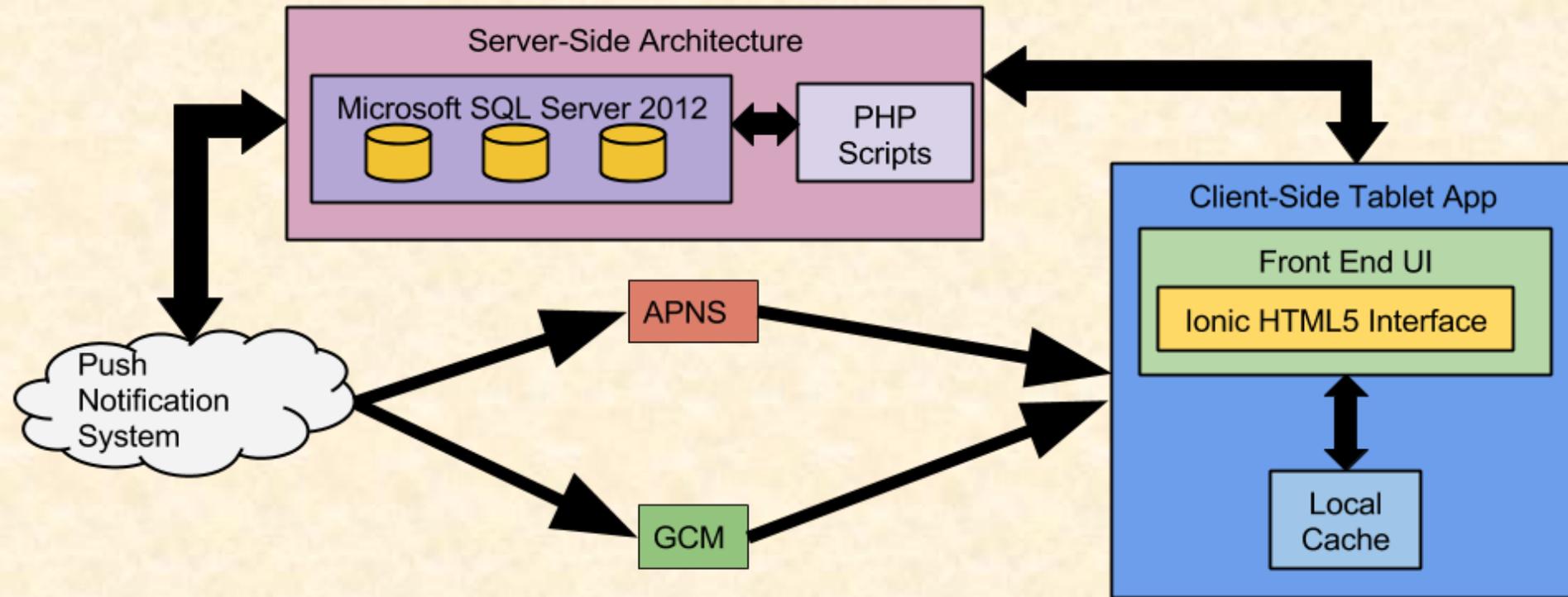
*From Students...
...to Professionals*

Project Overview

- Visualize brand loyalty for OEM Loyalty Managers through a tablet application
 - Visualize loyalty/conquest/defector data in a meaningful way
 - Show KPIs for specific geographic regions
 - View loyalty information for previous months
 - Provide a cross-platform application for both Android and iOS
 - Send monthly notifications for specified markets



System Architecture



Choropleth Map



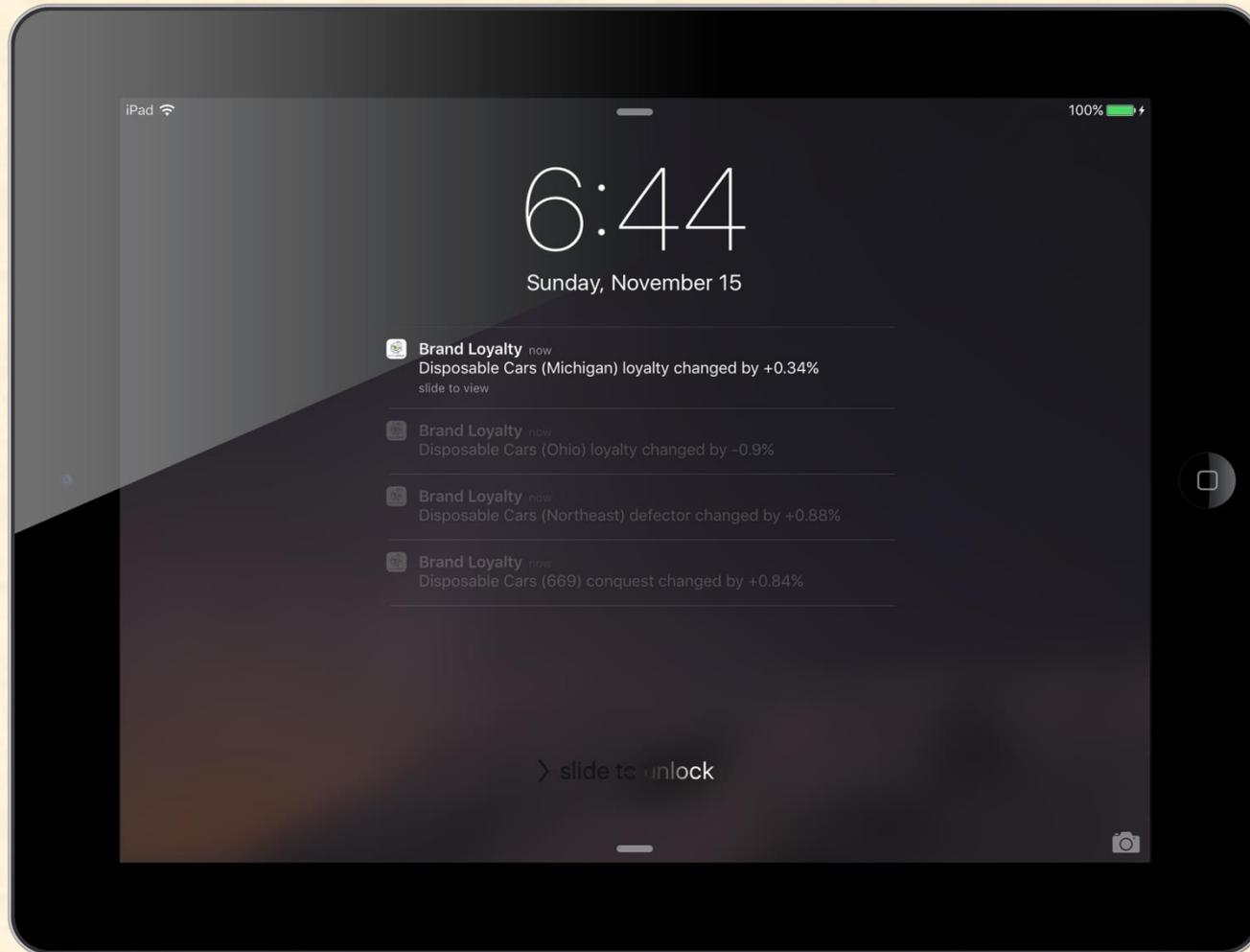
Bubble Chart



Push Notification Creation



Push Notifications



What's left to do?

- Final video
- Code review and documentation
- User feedback and review
- Testing PHP scripts and client side testing
- Edge case testing

