

MICHIGAN STATE

U N I V E R S I T Y

Alpha Presentation

Location-Based Personalized Shopping

The Capstone Experience

Team Meijer

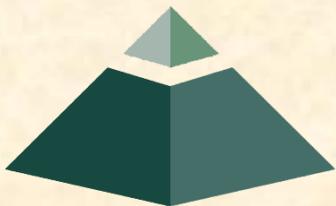
Blaire Izbicki

Jacob Kalt

Chris Le

Sasha Morford

Jack Studzinski



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

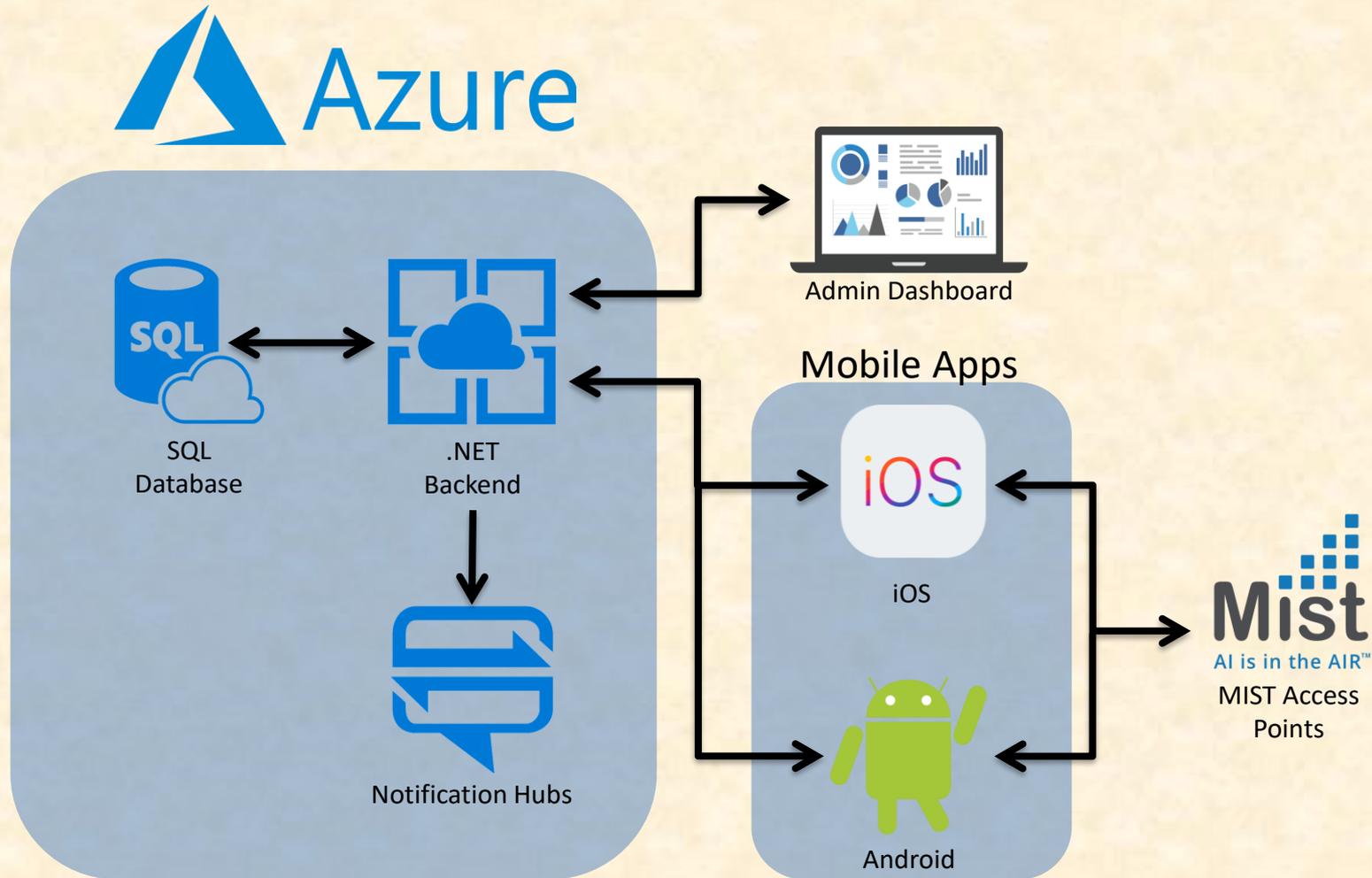
Department of Computer Science and Engineering
Michigan State University
Spring 2019

Project Overview

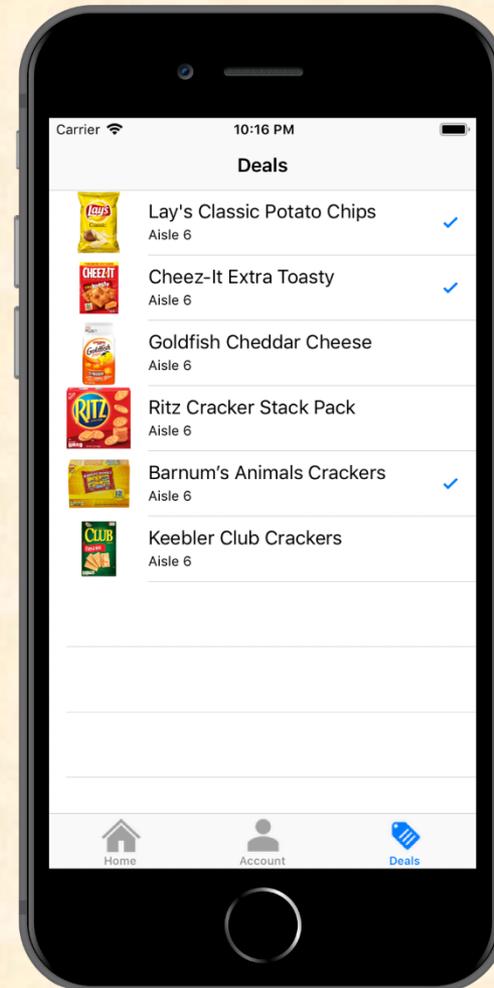
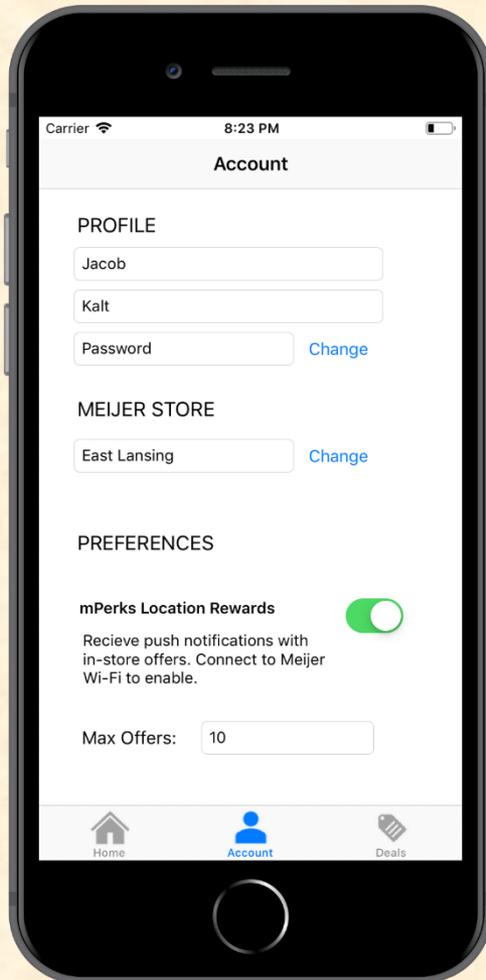
- Enhance the mPerks mobile application
- Leverage the customer's in-store location and past purchases
- App will push personalized deals based on
 - Where the customer is in the store
 - Their past purchases
- Goal is to drive additional sales



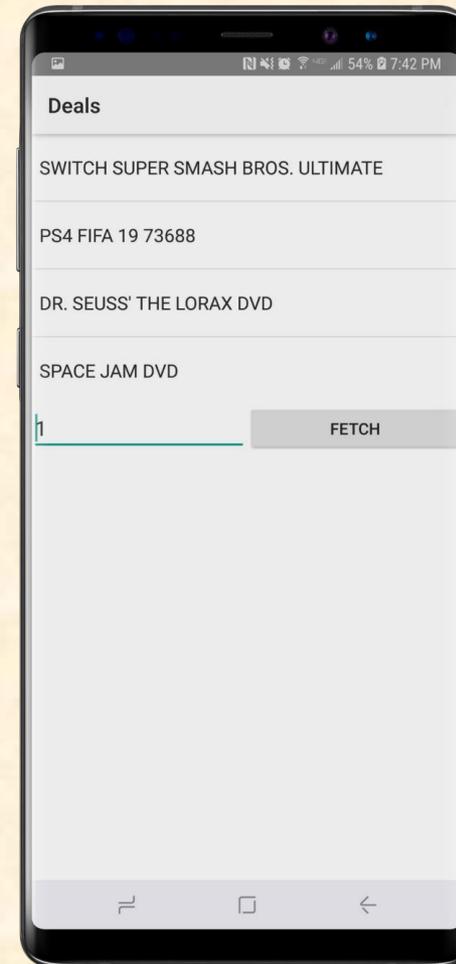
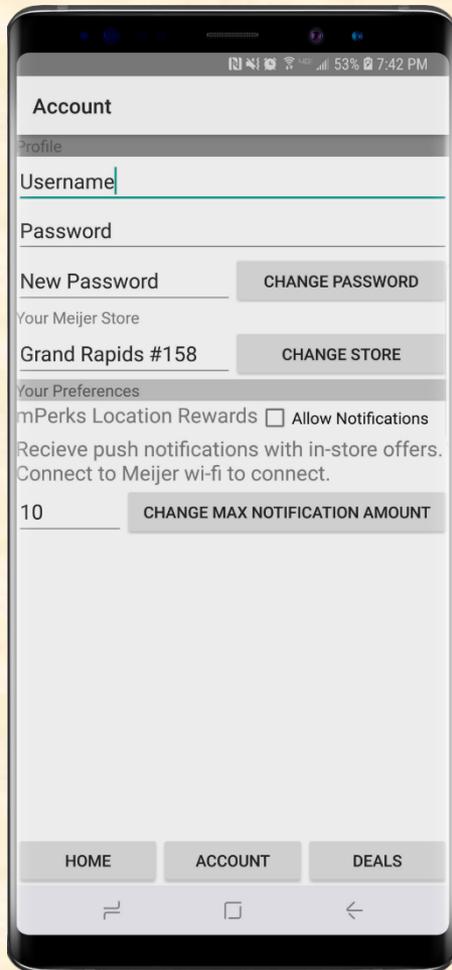
System Architecture



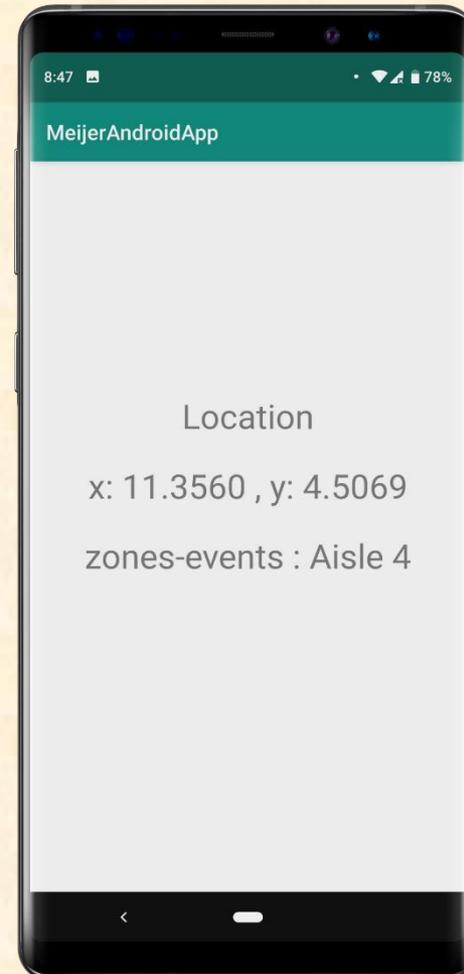
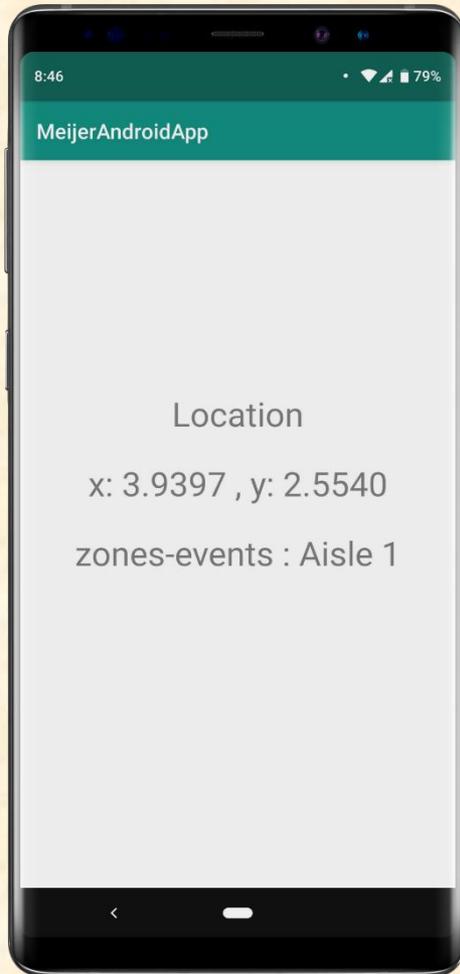
aislePerks iOS Application



aislePerks Android Application



Mist Android Prototype



aislePerks Admin Dashboard

aislePerks Analytics Dashboard

Data Filters

Start Date: End Date:
 Start Time: End Time:

Store(s):
 Check All 158

Department(s):

- Check All
- Beauty & Personal Care
- Pet Care
- Home
- Garden & Outdoor Living
- Grocery
- Health Care
- Toys
- Home Improvement & Auto
- Sporting Goods

Household
 Baby
 Electronics
 Clothing
 Card

aislePerks Analytics Dashboard

Events

Deals Purchased

| Category | Number of Deals Purchased |
|--------------------|---------------------------|
| Grocery | 35 |
| Health Care | 12 |
| Electronics | 8 |
| Clothing & Jewelry | 17 |
| Sporting Goods | 5 |

Converted Sales

Top Sellers

| Product | Number of Deals Purchased |
|---------------------------------|---------------------------|
| Balabanones | 7 |
| Lorraine Cookies | 5 |
| Nabisco Oreo Family Size | 3 |
| Prego Traditional Italian Sauce | 3 |
| Pudding Pops Dec | 2 |

What's left to do?

- Merge Mist prototype and mobile apps.
- Implement deal recommender.
- Connect admin dashboard to backend service.
- Implement preferences and login page.
- Develop saved deals page.



Questions?

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