

MICHIGAN STATE

U N I V E R S I T Y

Alpha Presentation

Building Hopes and Dreams Together

The Capstone Experience

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

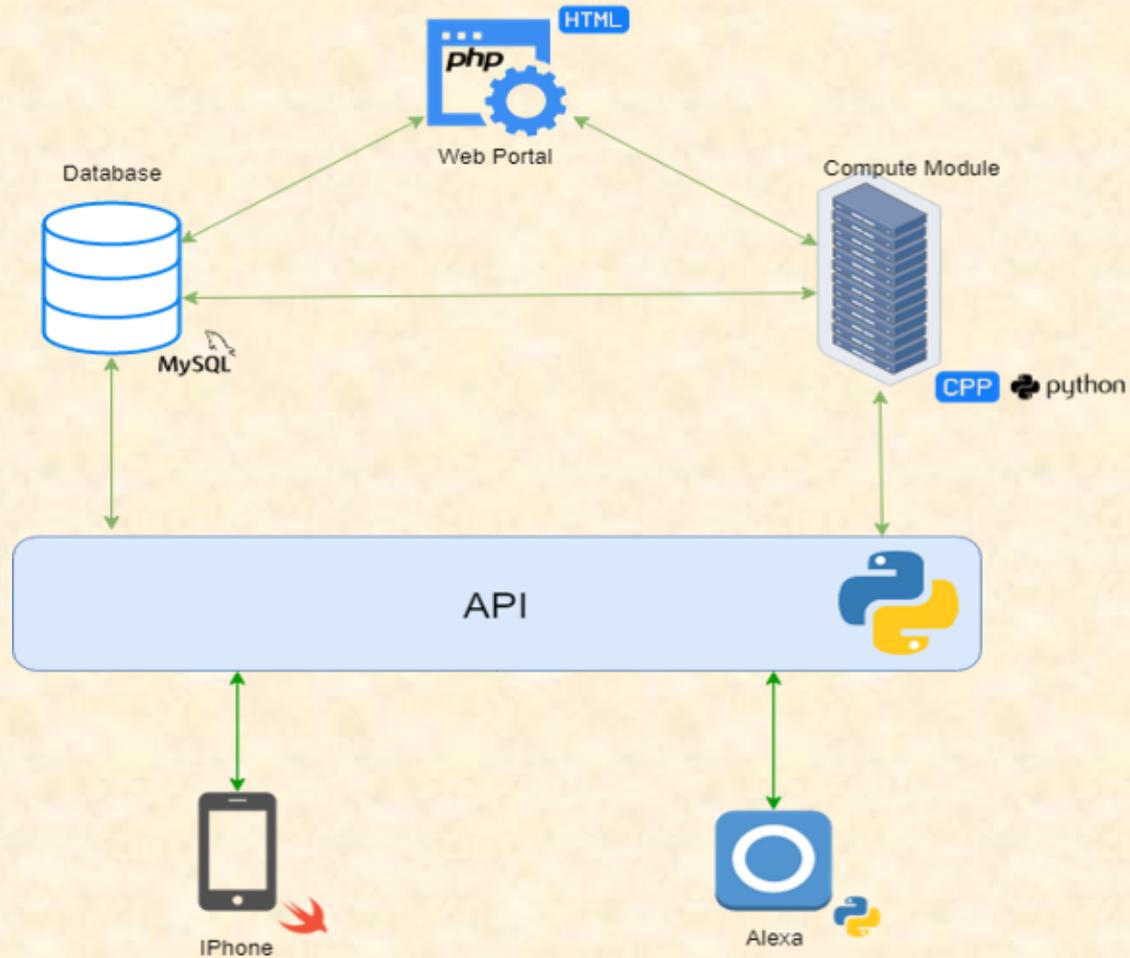
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Project Overview

- Hyper-personalized banking platform focused on members' hopes and dreams
- Quiz to build out initial user profiles with goals and interests
- Tips and offers provided based on quiz responses and transactional data
- Available to use on iOS and Alexa devices
- Employee-facing CRM available on web



System Architecture



What's left to do?

- Spending breakdown
- Offers page
- User Interests on profile
- Link Alexa skill to app
- CRM website



Questions?

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