# MICHIGAN STATE UNIVERSITY Alpha Presentation Location-Based Personalized Shopping The Capstone Experience

#### Team Meijer

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Department of Computer Science and Engineering Michigan State University Spring 2019

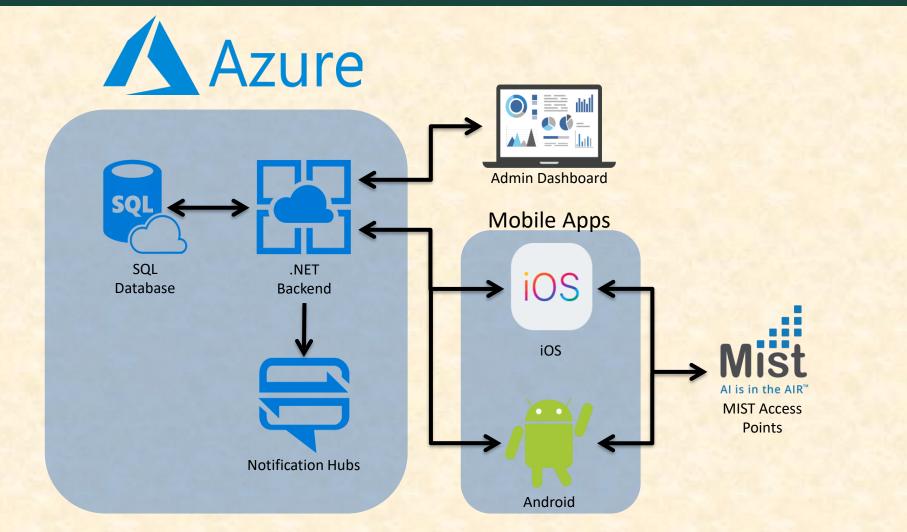


From Students... ...to Professionals

#### **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

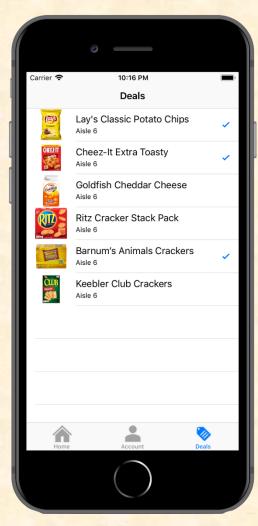


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## aislePerks iOS Application

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	Account		
PROFILE			
Jacob			
Kalt			
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MEIJER STO	RE		
East Lansing		Change	
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in-store offers. Wi-Fi to enable		leijer	
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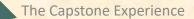


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# aislePerks Android Application

• • •	N ¥ © ?				
Account					
Profile					
Username					
Password					
New Password	СНА	NGE PASSWORD			
Your Meijer Store					
Grand Rapids #158 CHANGE STORE					
Your Preferences mPerks Location Rewards 🗌 Allow Notifications					
Recieve push notifications with in-store offers. Connect to Meijer wi-fi to connect.					
10 Cł	CHANGE MAX NOTIFICATION AMOUNT				
HOME	ACCOUNT	DEALS			
2		<i>&lt;</i>			

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	PS4 FIFA 19 73688					
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# Mist Android Prototype

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# aislePerks Admin Dashboard

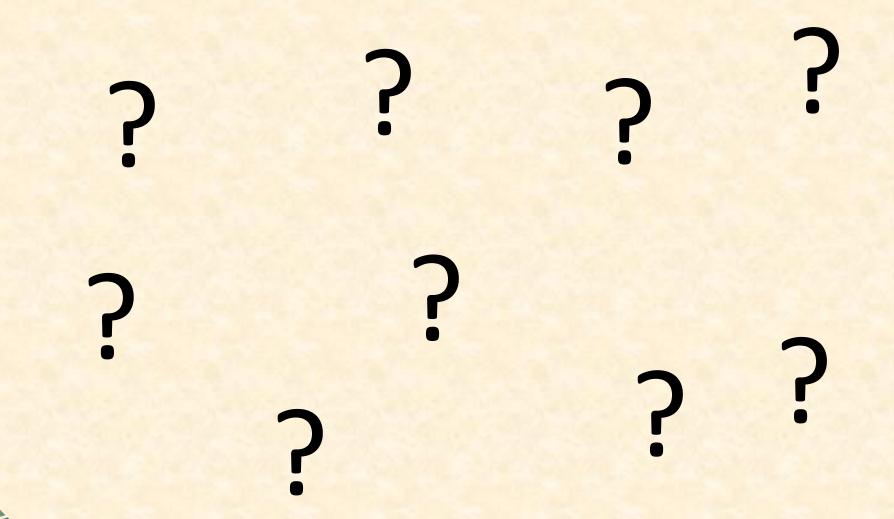
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meijer	aislePerks Analytics Dasht	board			
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	Submit	J	Deals Purchased	Converted Sales	Top Sellers
			Number of Deals Purchased	Puth Notification Not Clicked Purchase Made Purchase Made	Number of Deals Purchased

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#### 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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