# MICHIGAN STATE
# UNIVERSITY

# Alpha Presentation
## Digital Transformation of Member Data

## The Capstone Experience

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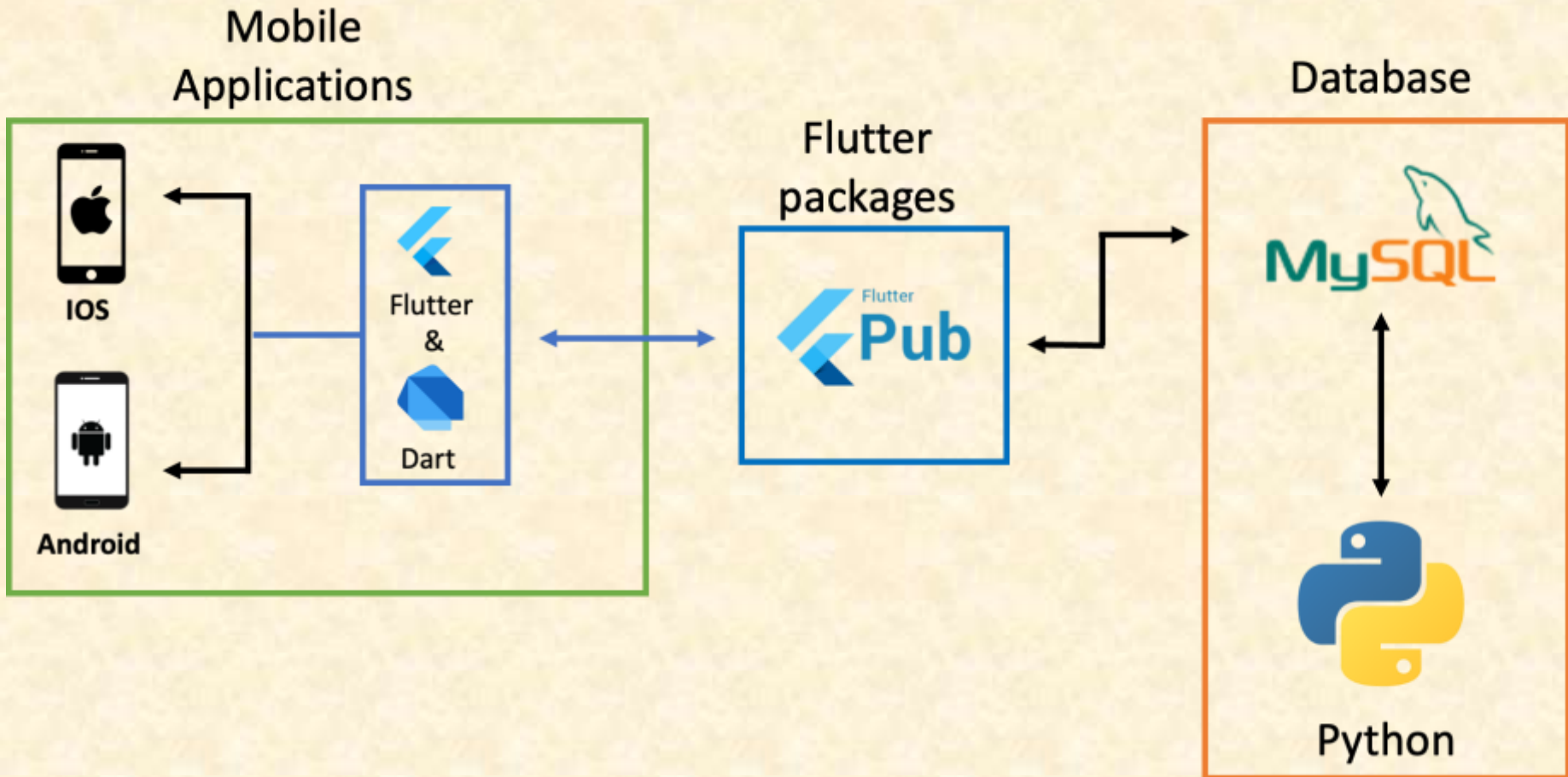
Fall 2022

*From Students…*
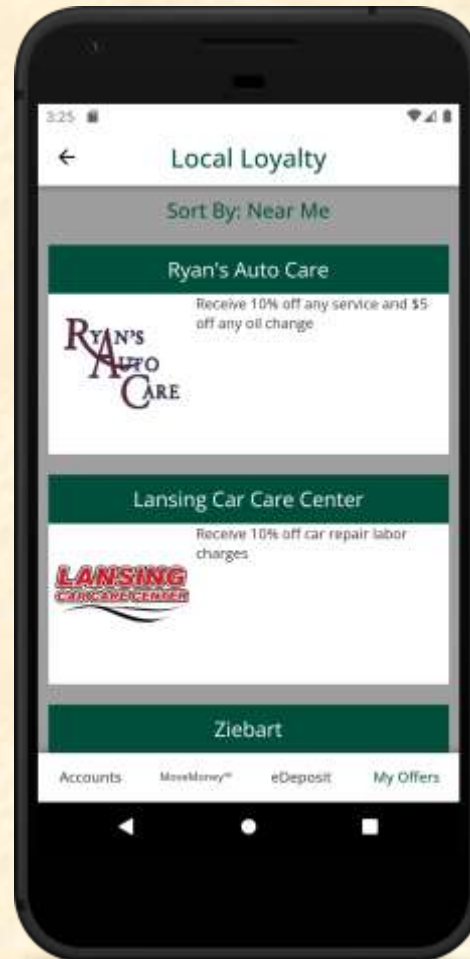*…to Professionals*

# Project Overview

- MSUFCU partners with local businesses through the Local Loyalty program
  - MSUFCU members have access to discounts
  - Businesses gain free exposure
- We aim to increase awareness of the Local Loyalty program and enhance an existing P2P fund transfer experience
  - Shopping suggestions
  - Member queries

*msufcu*®

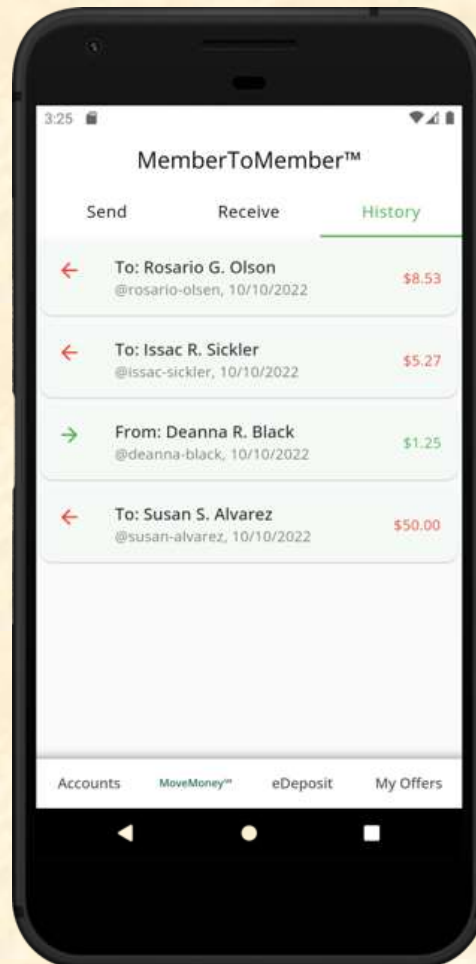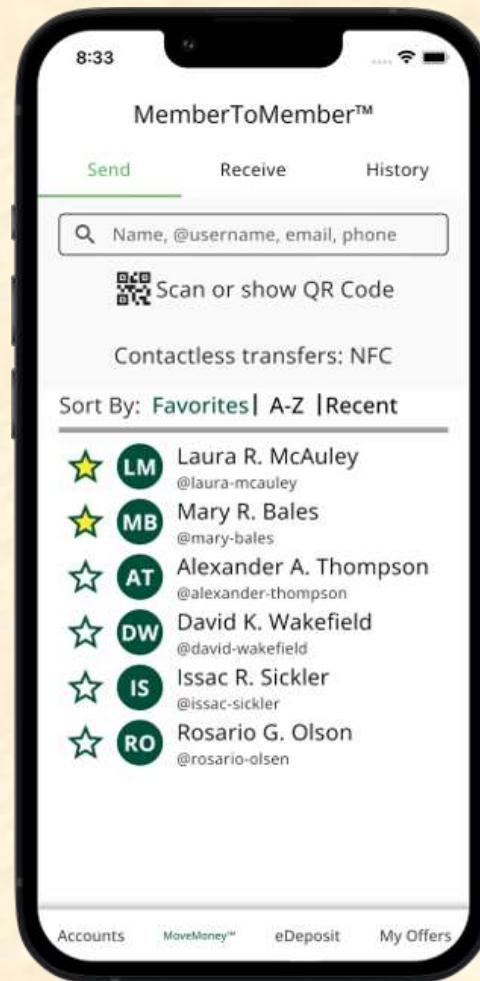# System Architecture

# Local Loyalty

# QR Code

# Transaction Page

# Member To Member Page

# What's left to do?

- Push notifications for local loyalty suggestions

- Incoming M2M payment/request receivables

- Updating database from user inputs

- Connect NFC to database and user experience

# Questions?

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