Alpha Presentation
Building Hopes and Dreams Together

The Capstone Experience
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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?