From Students…
…to Professionals

MICHIGAN STATE UNIVERSITY

Alpha Presentation
Building Hopes and Dreams Together

The Capstone Experience
Team MSUFCU

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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?