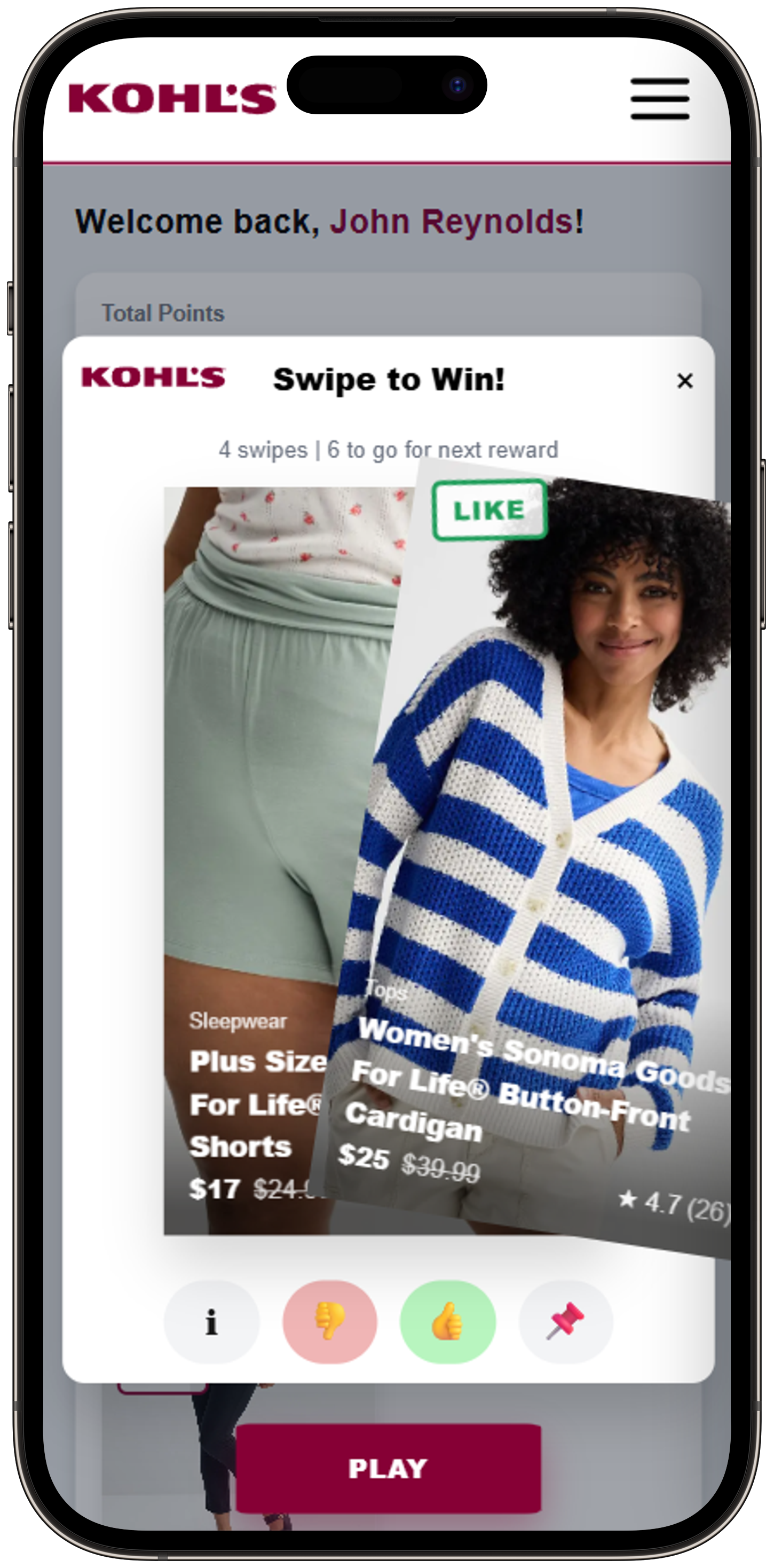
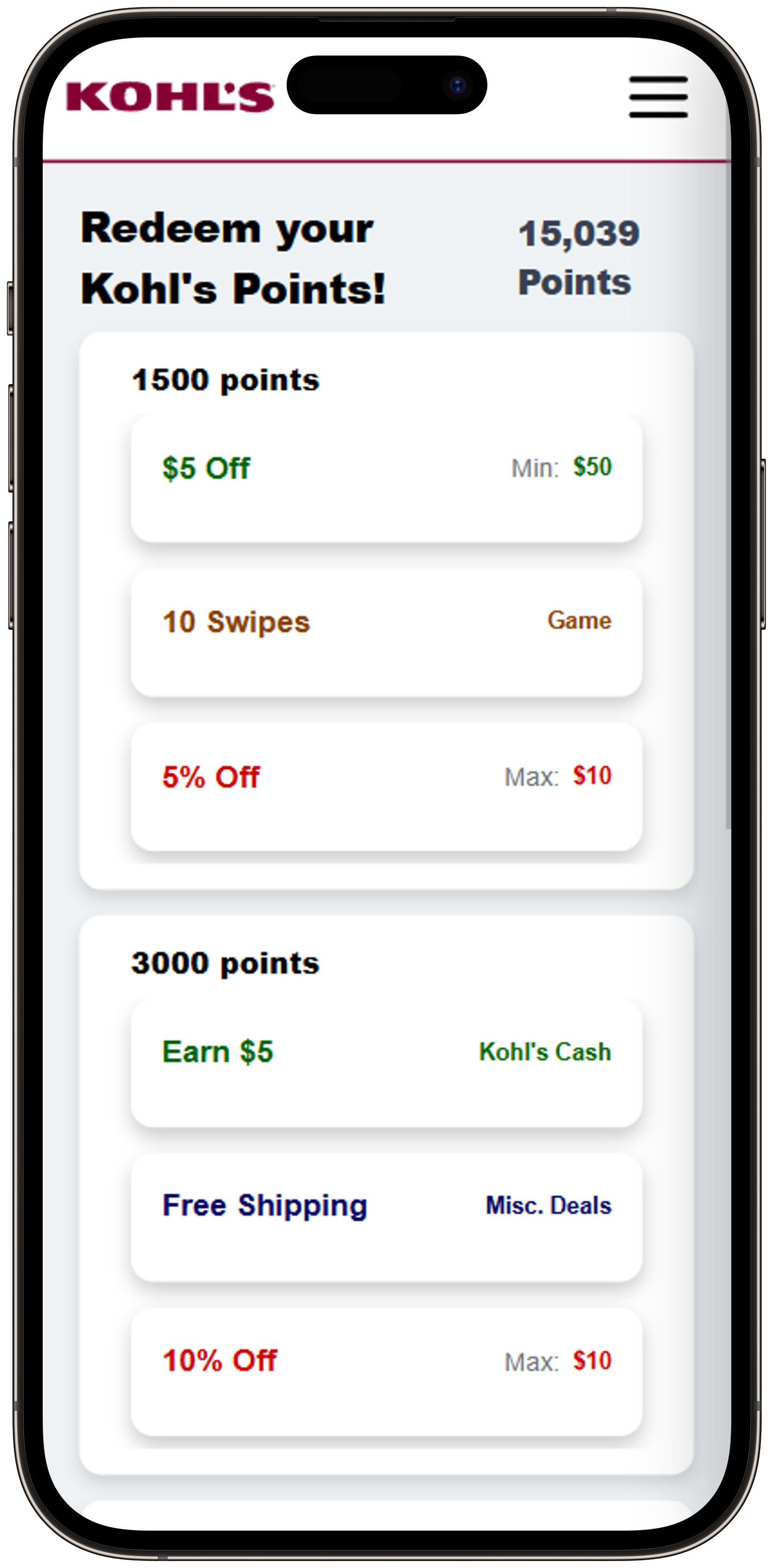
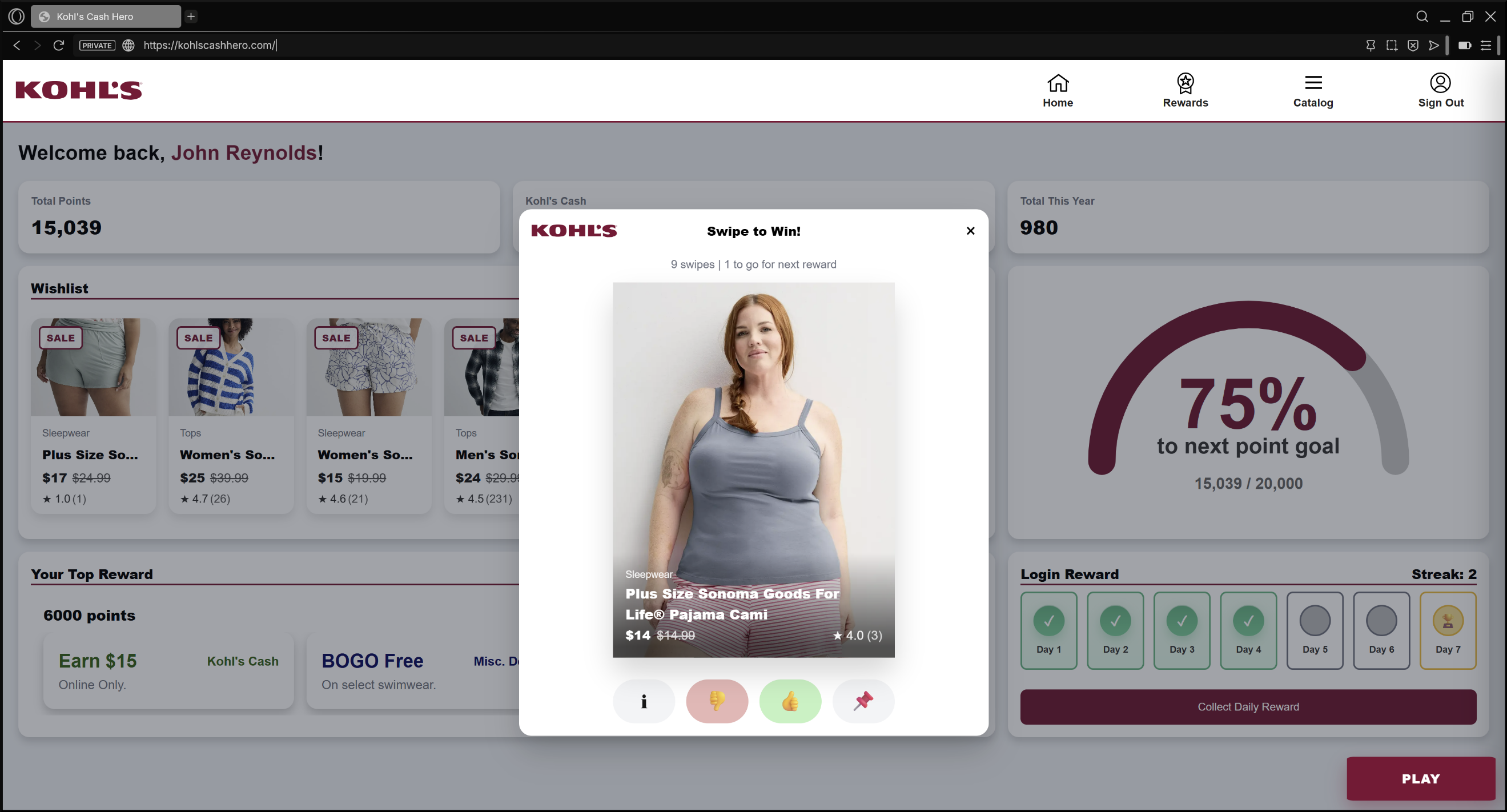
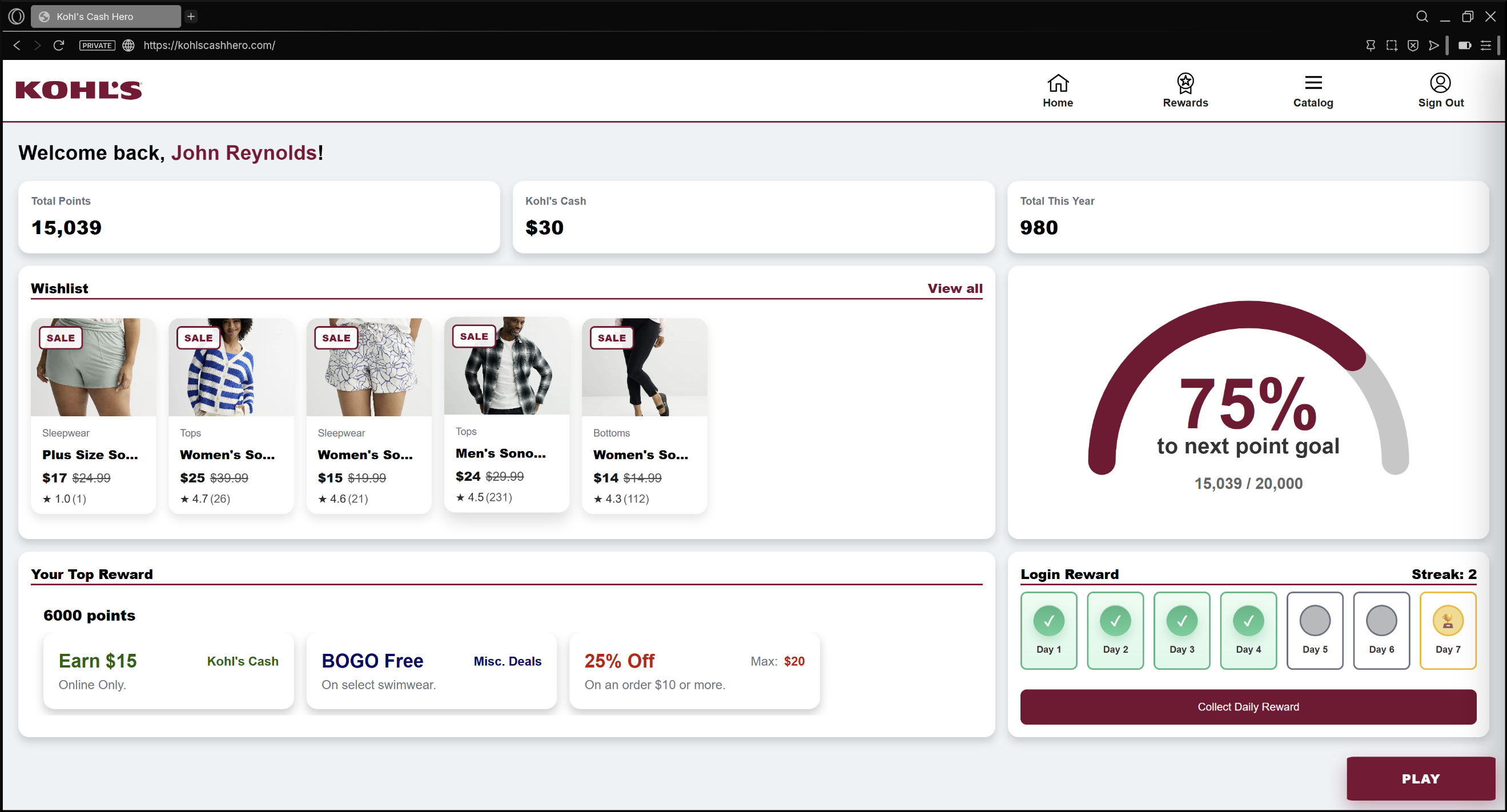
Design Day Booklet Team Page

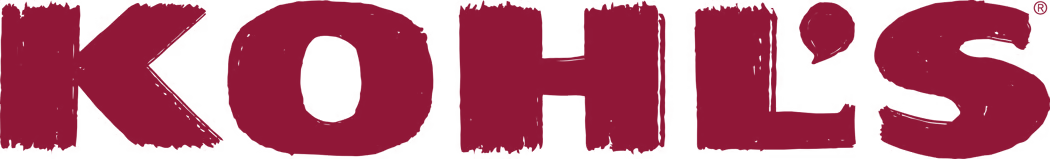








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Kohl’s

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Kohl’s is a Fortune 500 company that provides for families across America at over 1,100 stores in 49 states, as well as at Kohls.com and through the Kohl’s App.

Kohl’s proudly serves over 60 million customers and is always looking for ways to serve more. In pursuit of this, Kohl’s searches for various strategies to engage new and long-time customers alike.

Gamification is one strategy that appeals to a younger and rapidly expanding demographic. With gamification, users are treated to small rewards that build up over time and translate into real savings. This strategy also encourages users to share their personal experiences and advertise the company by word of mouth.

Our Kohl’s Cash Hero system implements this gamification strategy in a web app while also providing shoppers with a new way to discover the Kohl’s catalog.

Instead of the shopper walking through a store or scrolling through Kohls.com, our system brings the product to the shopper. By choosing to play, a shopper is shown a series of products our system determines they may be interested in. With a simple swipe, a user can signal interest in eye-catching items apart from their intent to buy, as our system homes in on their personal tastes.

Our system rewards players every day that they swipe with guaranteed in-game points, while consecutive daily use starts a streak for bonus points. After building up enough points, shoppers trade their points for discounts or in-store vouchers.

The information our system provides to Kohl’s also helps them better serve customers by revealing trends and consumer tastes using insight not provided by sales data alone.

The system uses React on the frontend and Spring Boot on the backend. Axios handles communication between the two, and product information comes from a Microsoft SQL database hosted by Azure.

CSE498 | 8:00 a.m. – Noon Computer Science and Engineering, Third Floor | 3200/3300 Hallway

Kohl’s

Kohl’s Cash Hero