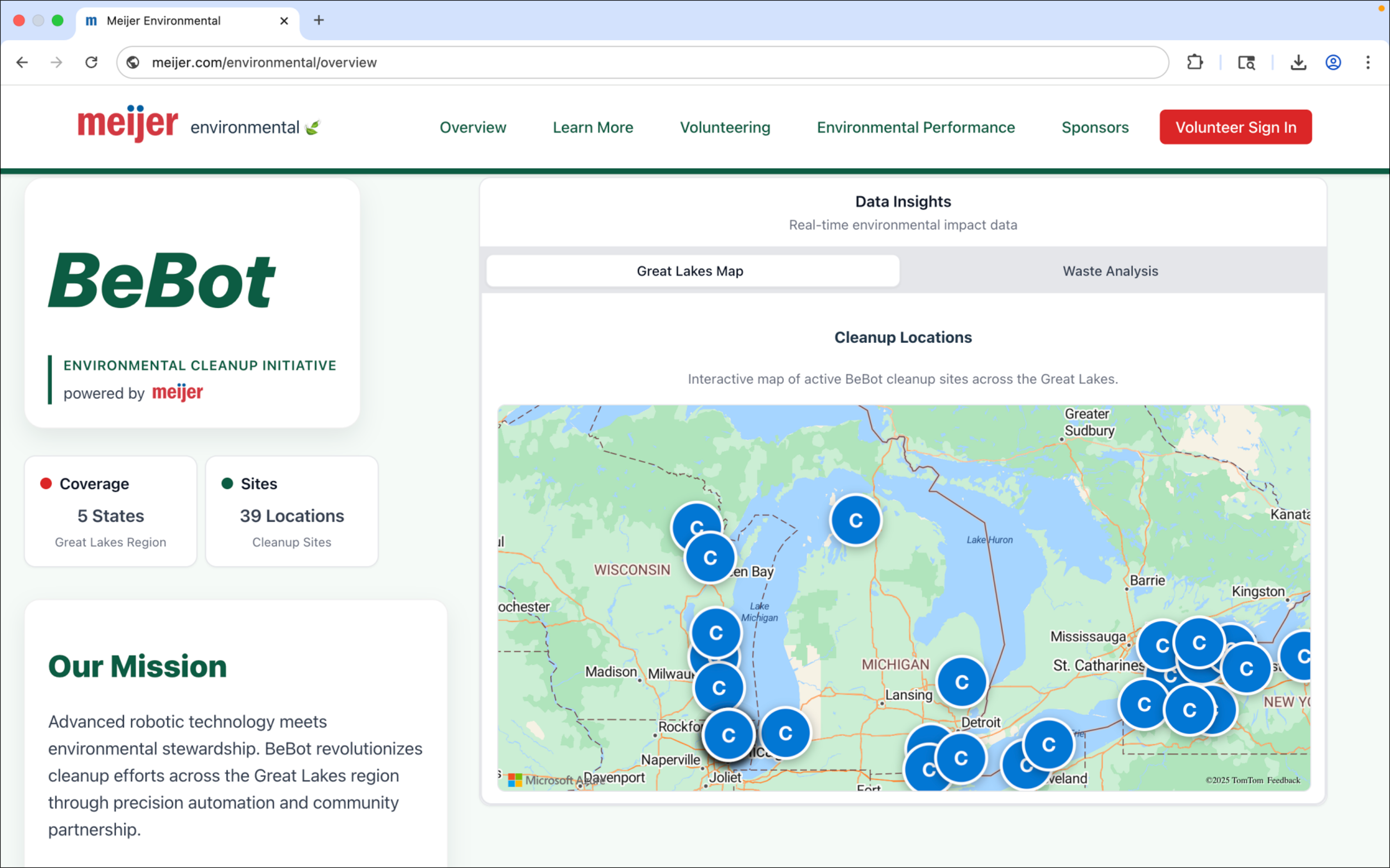
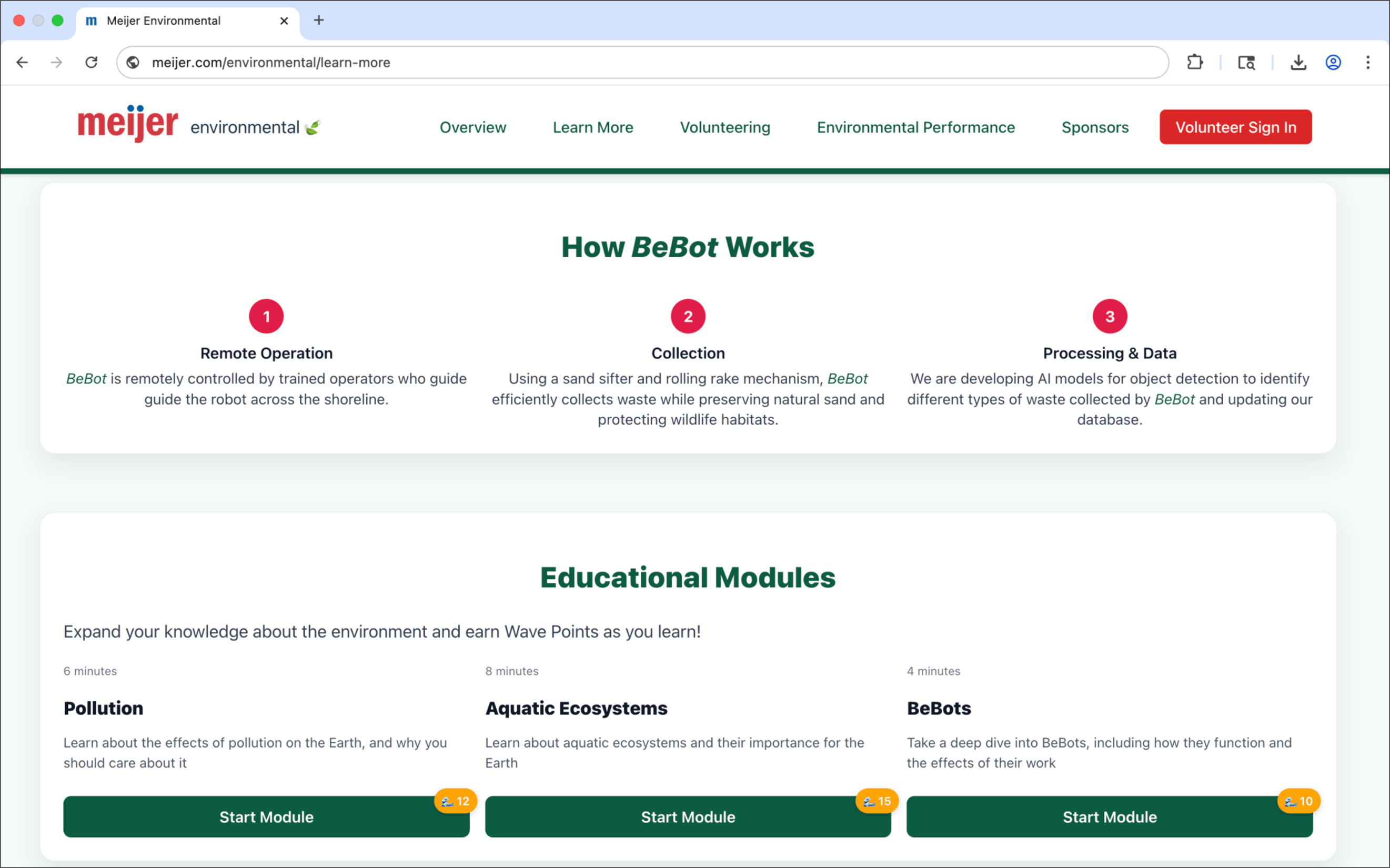
Design Day Booklet Team Page







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Meijer

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Meijer is a prominent supercenter chain in the Midwest, headquartered in Grand Rapids, Michigan. They have over 270 locations across six states and have partnered with the Great Lakes Cleanup Program, an environmental non-profit, to increase sustainability and give back to the community. Over the past several years, Meijer’s sustainability efforts have intensified and expanded to Michigan’s beloved beaches. Meijer has purchased and named 5 BeBots, beach cleaning robots that sift through sand and collect waste. They have been collecting waste around the Great Lakes since early 2025.

Environmental Awareness with BeBot, is a web-based application that increases visibility of Meijer’s sustainability efforts. The core features are real-time graphs and other easily digestible data visualizations, designed to inform users about how Meijer’s BeBots are helping the environment. Educational modules about a range of topics, including aquatic ecosystems and pollution, provide a solid foundational knowledge of why Meijer’s cleanup initiatives are so important.

The site also features a gamified point system. Completing educational modules awards users with points, called Wave Points. There is a signup portal for individuals and organizations to volunteer for cleanup events across the Midwest, which also awards Wave Points. This system promotes active engagement with the site and increases user retention. Finally, our system provides a portal for other organizations to support Meijer in its environmental mission.

The front end of the system uses ReactJS. The back end utilizes Java, with Spring Boot, and Azure Custom Vision. The entire platform is hosted on Microsoft Azure. Data is managed through an Azure SQL database, and Power BI dashboards provide real-time graphics of trash cleanup efforts around the Great Lakes region.

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

Meijer

Environmental Awareness with BeBot