

MICHIGAN STATE
UNIVERSITY

Alpha Presentation

Kohl's Cash Hero

The Capstone Experience

Team Kohl's

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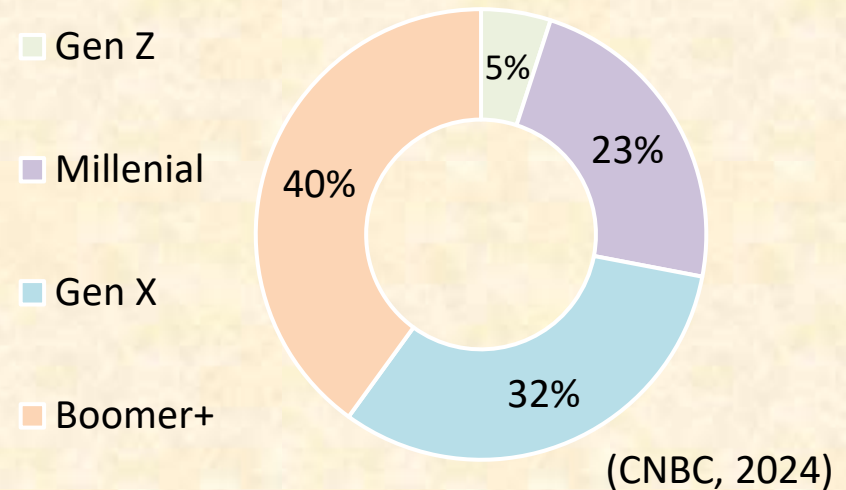
From Students...
...to Professionals

Fall 2025

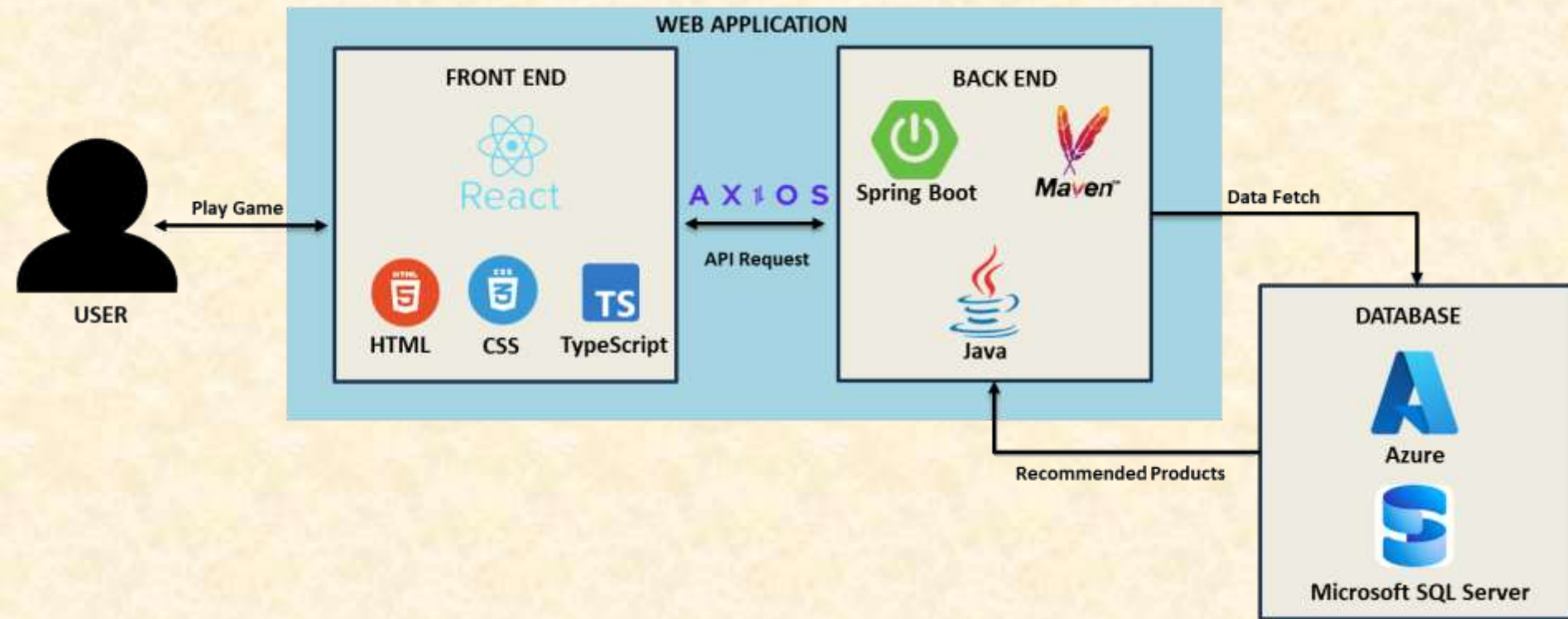
Project Overview

- Kohl's wants more demographic diversity
- Improves the web store through gamification
- Generates interest and shareability among younger shoppers

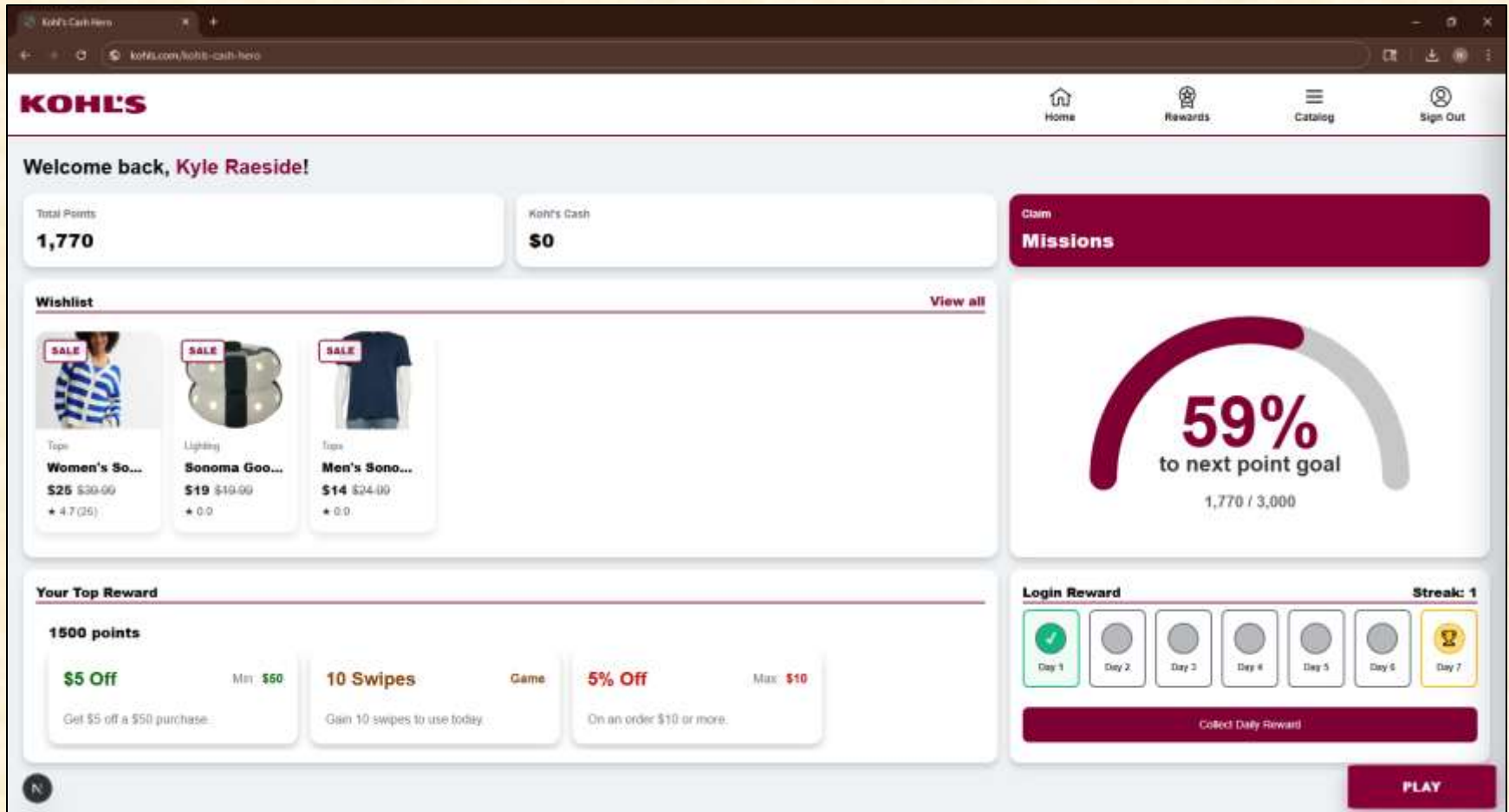
Kohl's Store Demographics



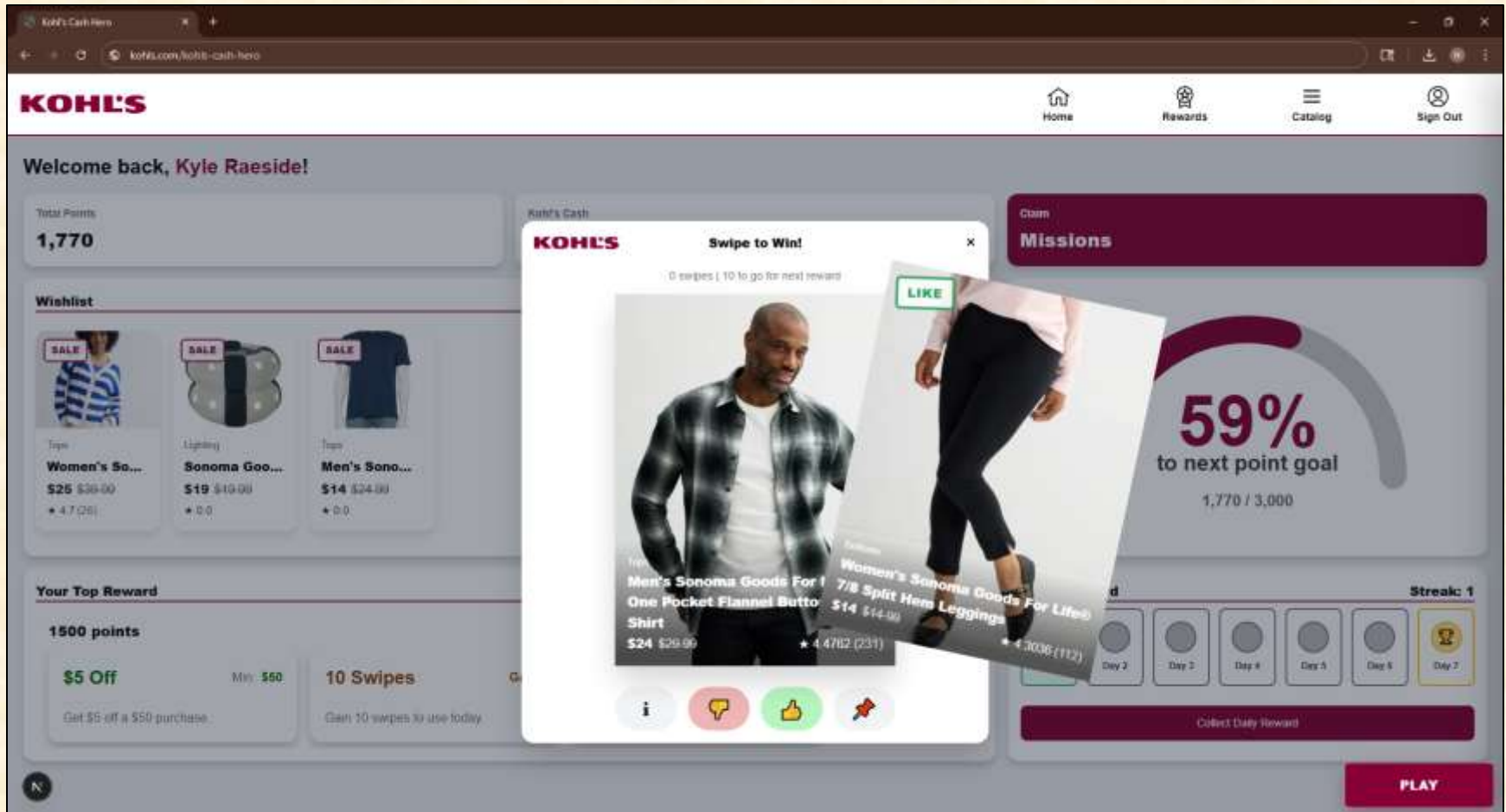
System Architecture



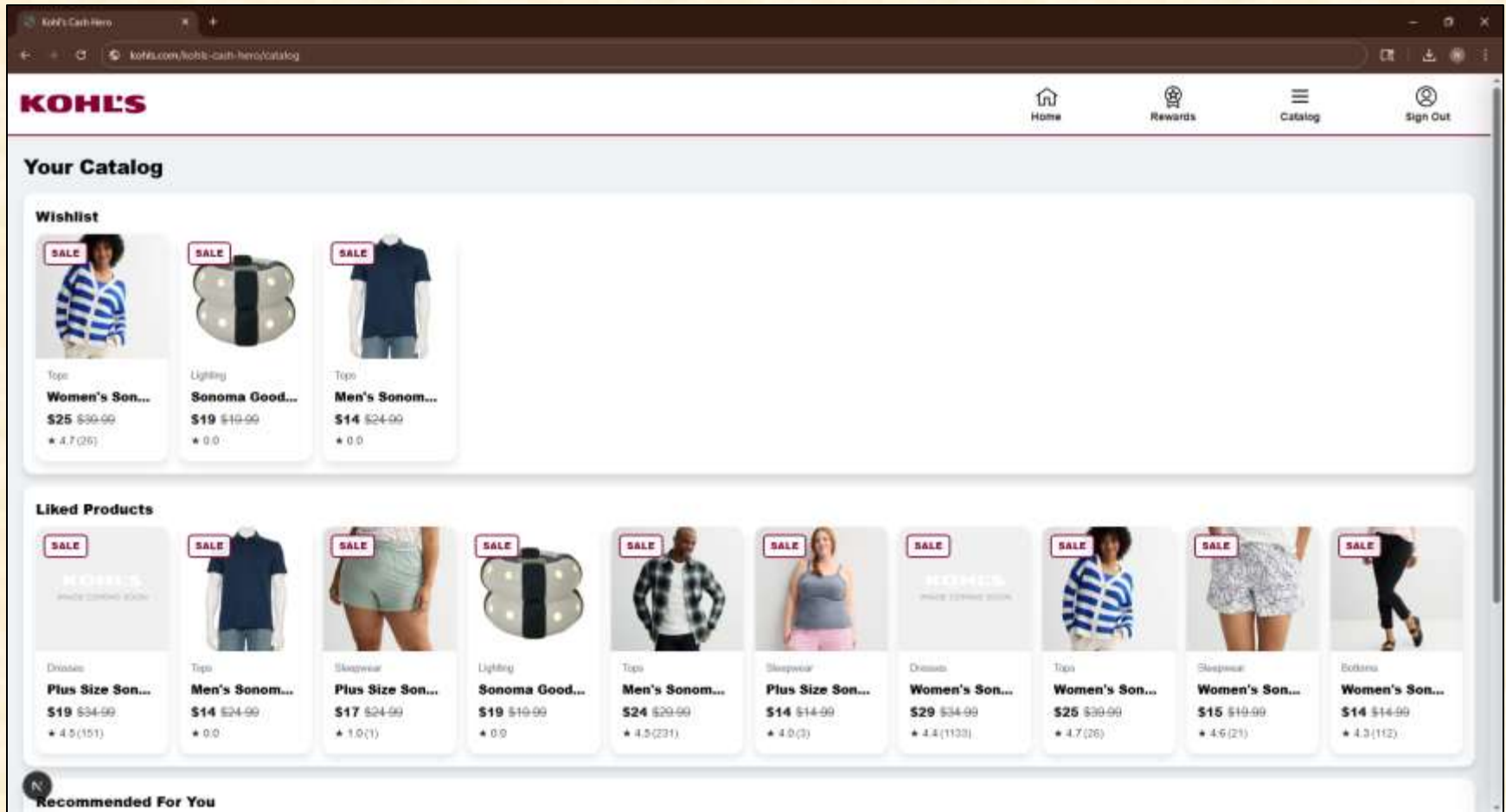
Dashboard



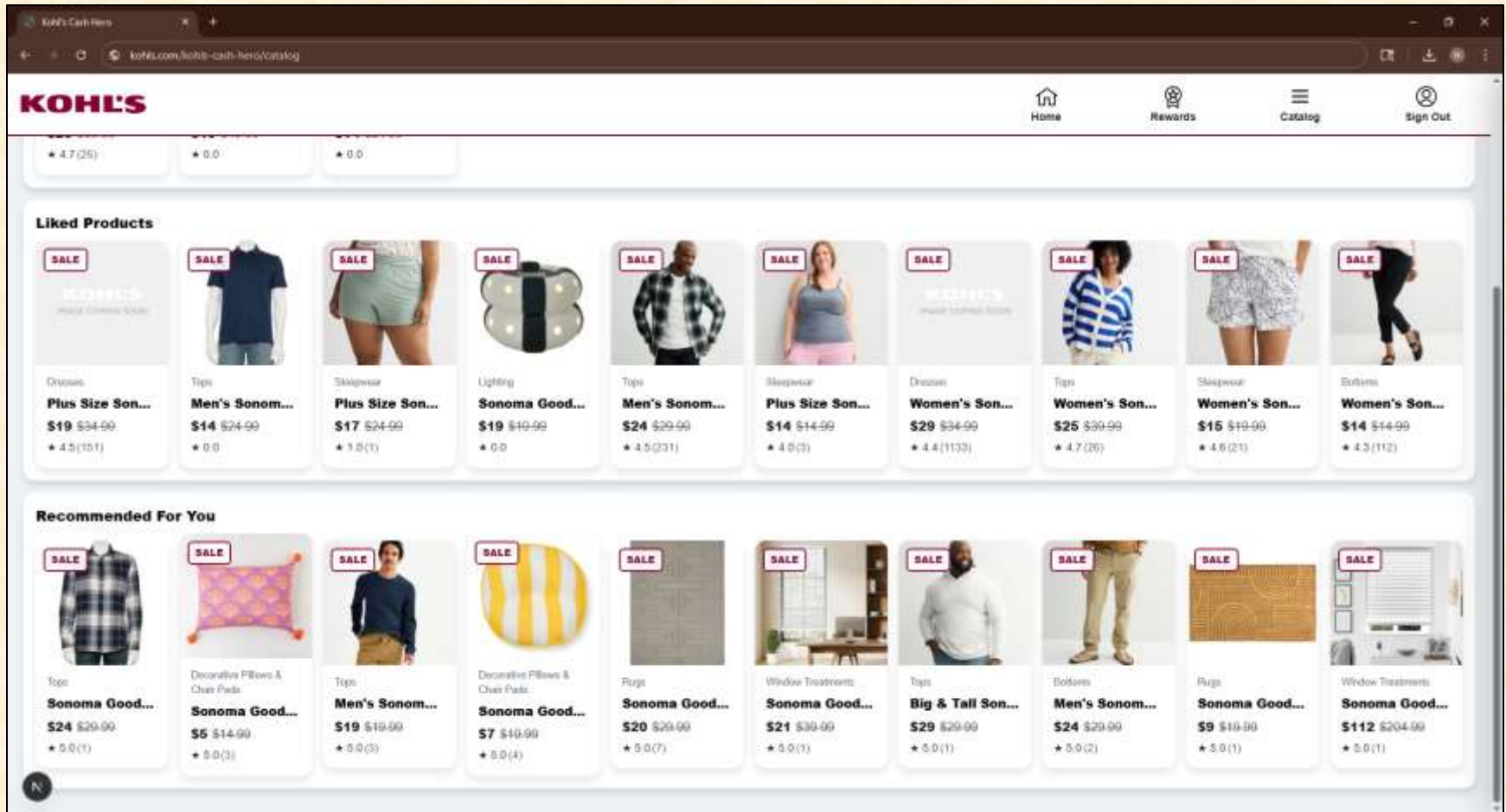
Swiping Game Modal



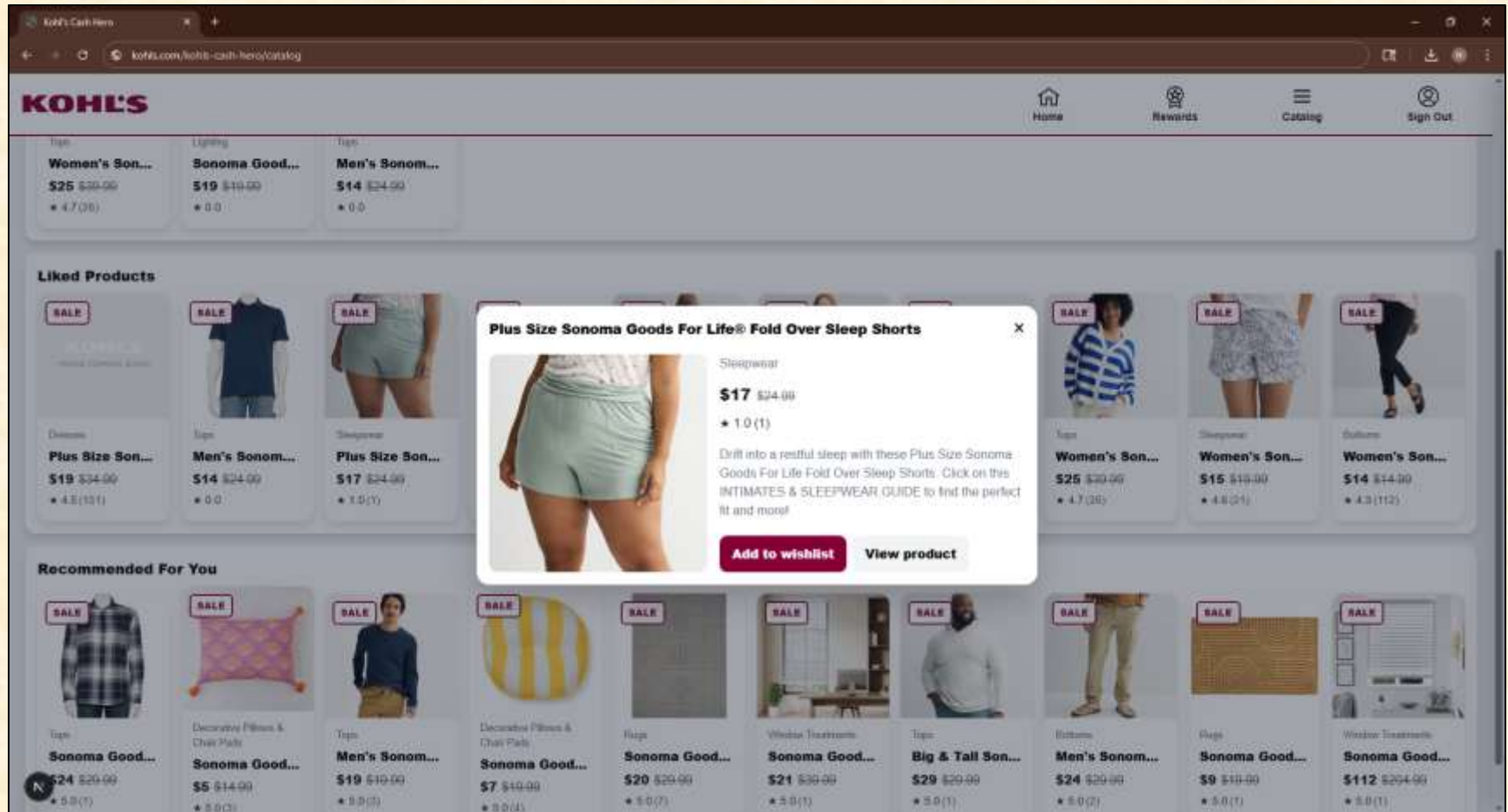
Catalog Page (1 of 2)



Catalog Page (2 of 2)



Product Modal



What's left to do?

- Admin Dashboard
- Cold Start Menu
- Missions
- Seasonal Recommendations
- Account Information Page

Questions?

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