Alpha Presentation
Visualizing Brand Loyalty
The Capstone Experience

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Project Overview

- Allow OEM Loyalty Managers to explore loyalty data on a tablet
  - Illustrate loyalty/conquest/defector data in a meaningful way
  - Show KPIs for specific geographic regions
  - View loyalty information for previous months
  - Provide a cross-platform app for both Android and iOS devices
  - Send monthly alerts
System Architecture

Server-Side Architecture
- Microsoft SQL Server 2012
- PHP Scripts

Push Notification System
- APNS
- GCM

Client-Side Tablet App
- Front End UI
  - Ionic HTML5 Interface
- Local Cache
Push Notifications
Geography Hierarchy Menu
Criteria Menu
What’s left to do?

• Trigger table updates when new data is acquired
• Monthly report
• Allow back-end to send push notifications
• Forget/change password
• Responsive bubble chart
• Conquest and defector brand specific information