

**MICHIGAN STATE**  

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**U N I V E R S I T Y**

# Beta Presentation

## Smart Benefit Plan Recommender Engine

### The Capstone Experience

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Fall 2021



*From Students...  
...to Professionals*

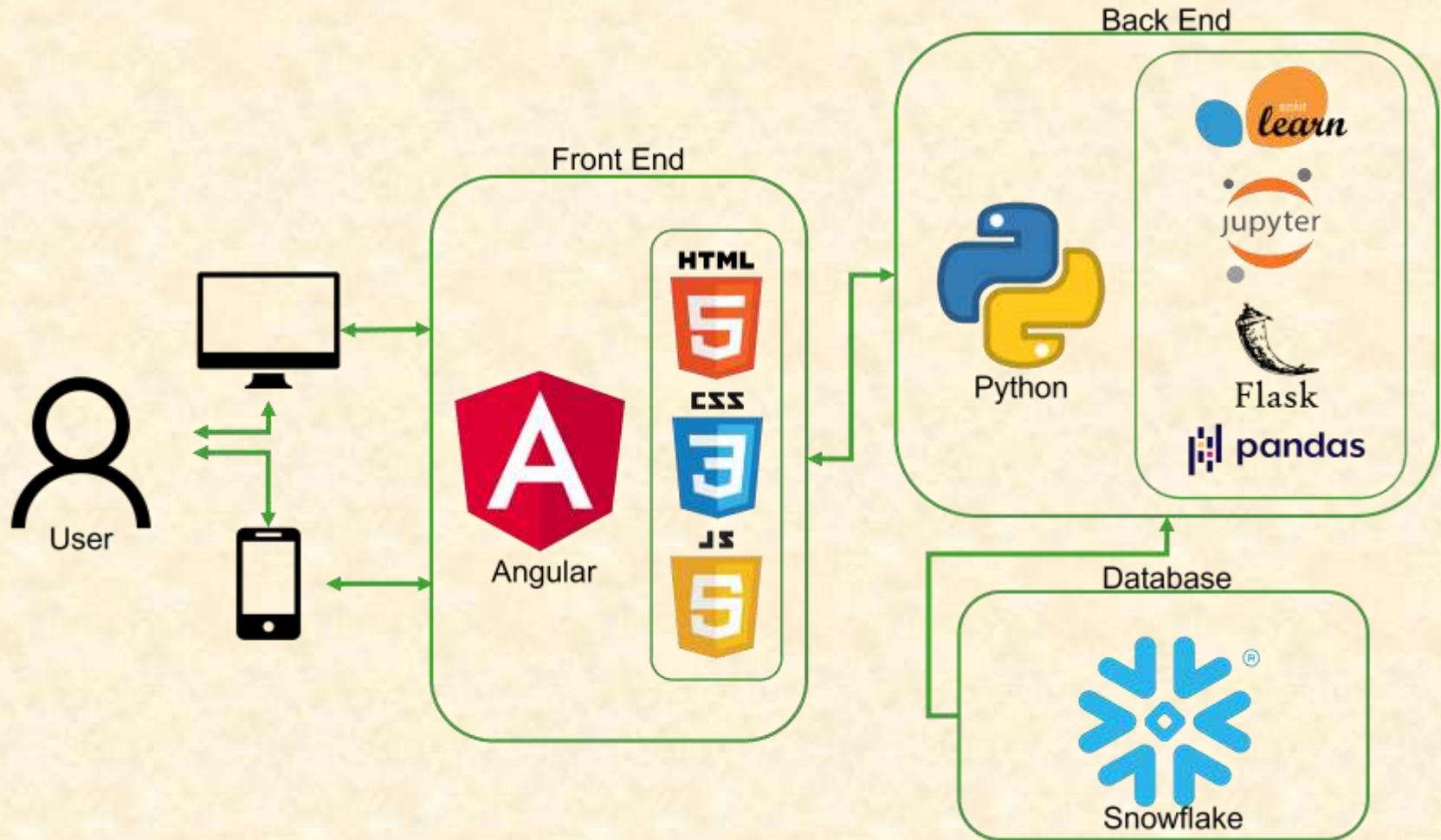
# Project Overview

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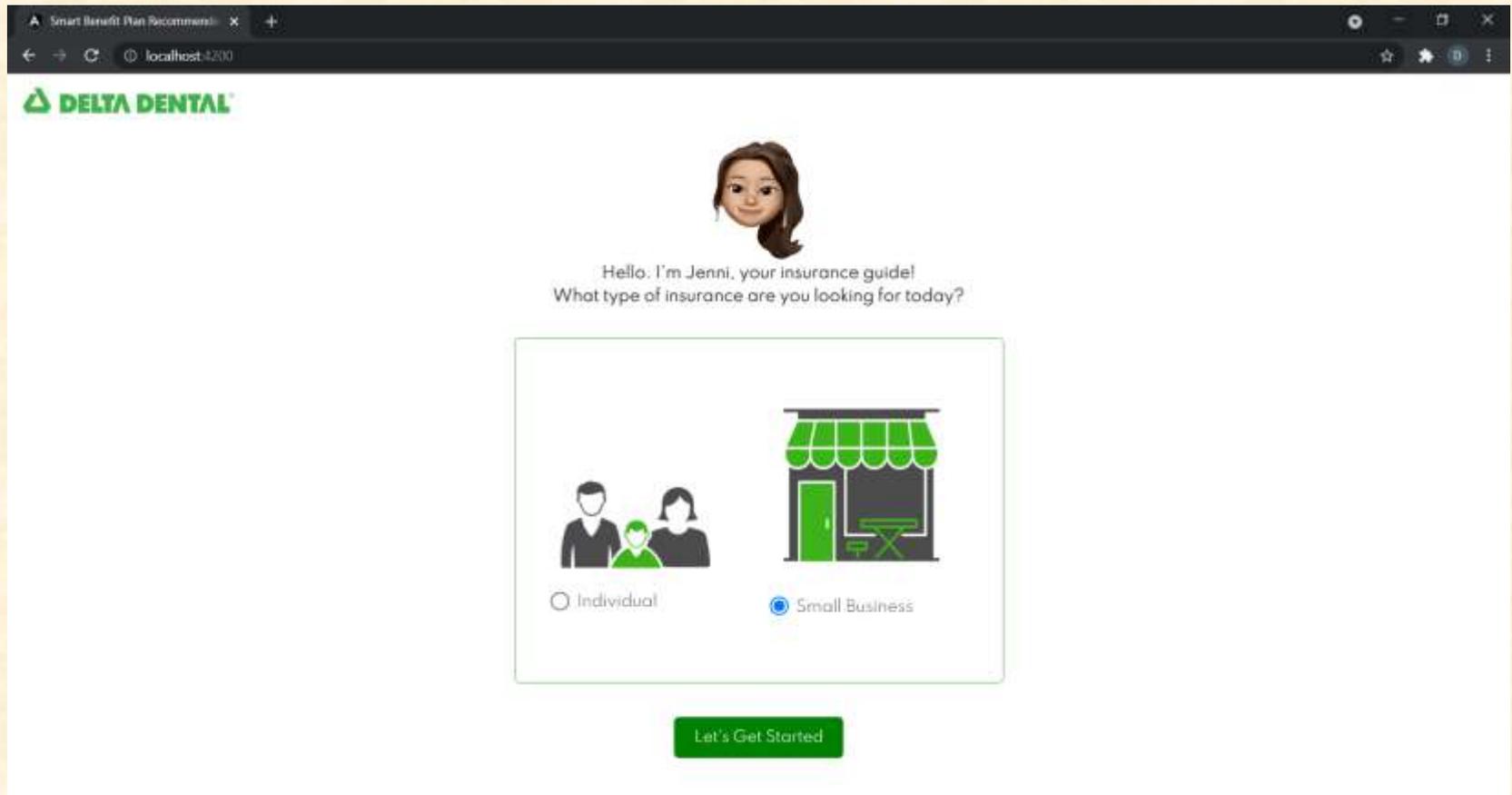
- Collect data inputs from customers through a series of web pages
- Using machine learning in the background, we group customers into different segments
- New customers are then mapped to the one of the segments and offered a personalized insurance plan
- A quick, easy and stress-free way to get recommended insurance



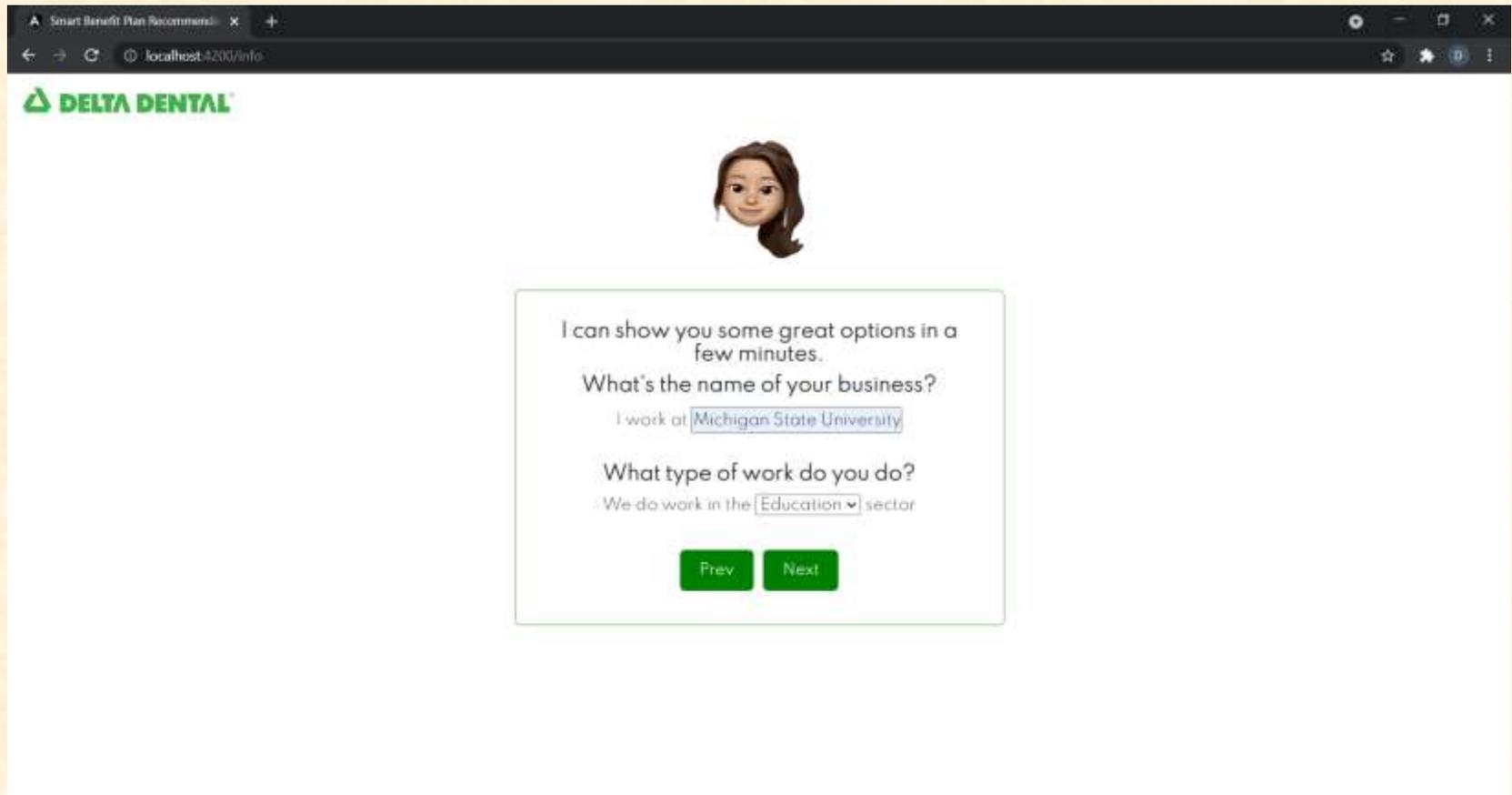
# System Architecture



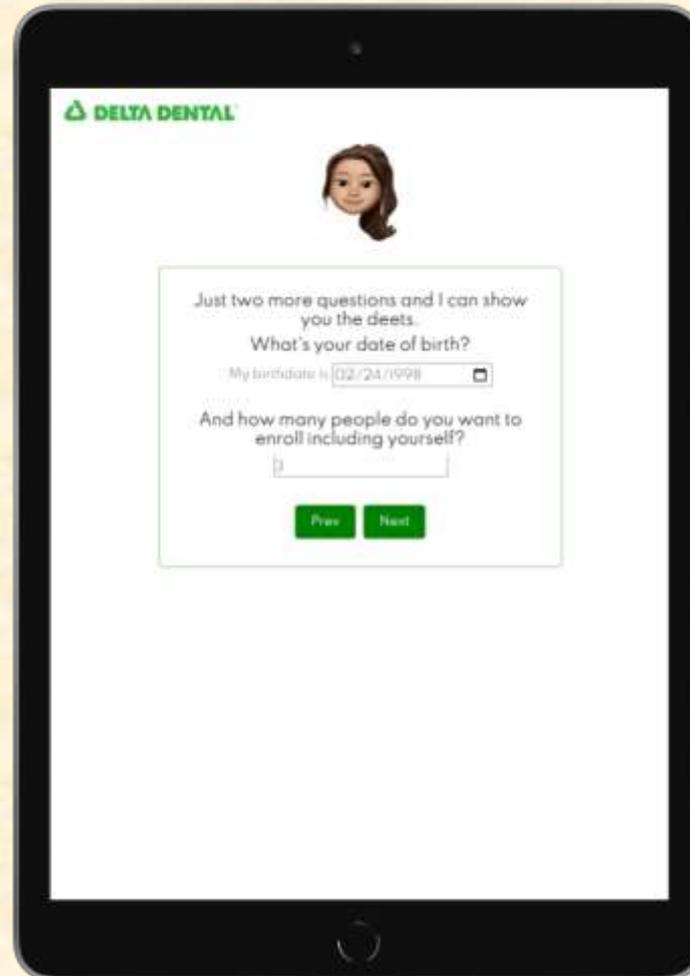
# Choosing a Path



# Small Business Track



# Mobile Individual Track



**DELTA DENTAL**

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Just two more questions and I can show you the deets.

What's your date of birth?

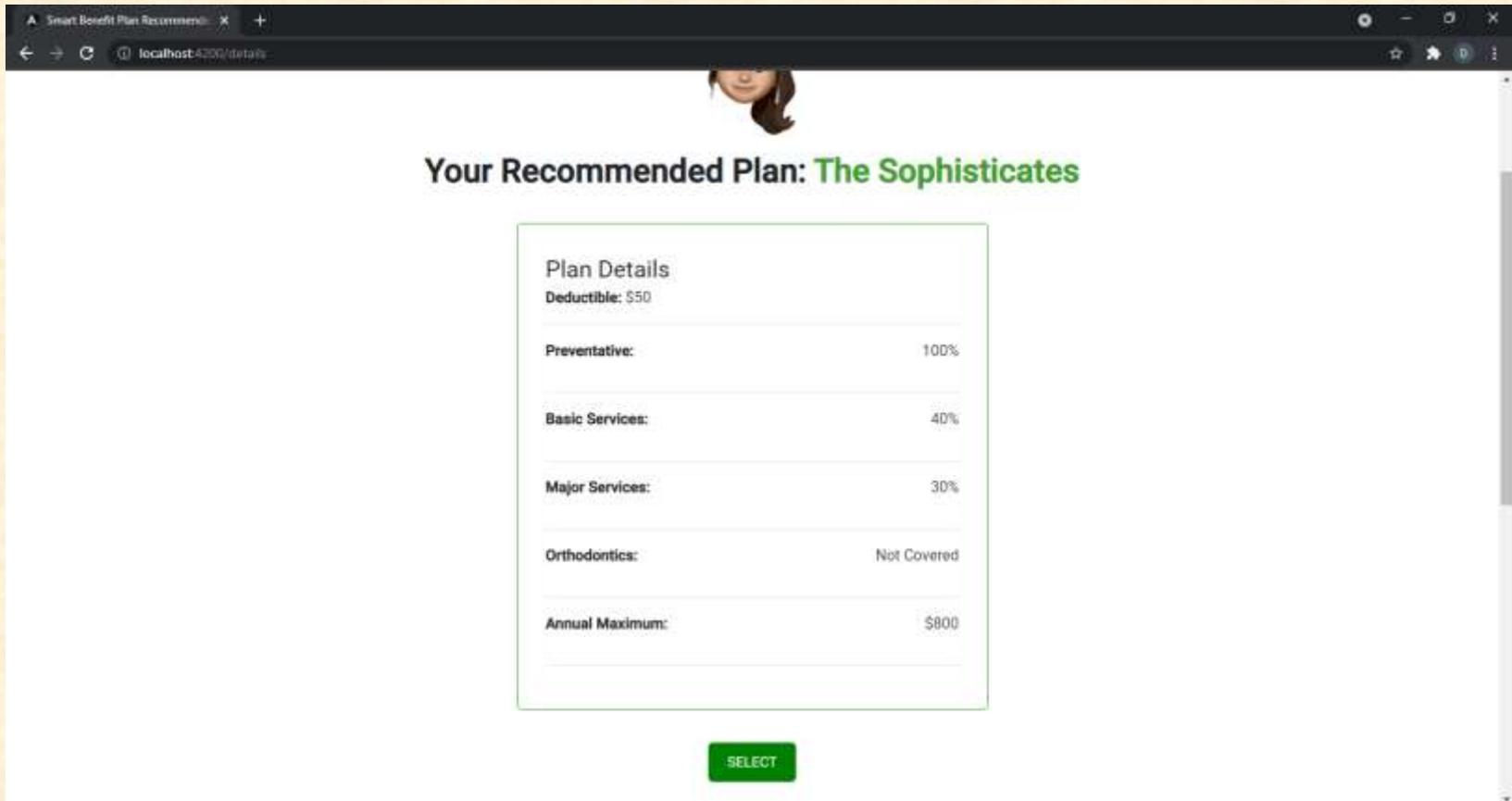
My birthdate is

And how many people do you want to enroll including yourself?

**Prev** **Next**



# Plan Details Page



The screenshot shows a web browser window with the address bar displaying "localhost:4200/details". The page content includes a profile picture of a woman, a heading "Your Recommended Plan: The Sophisticates", and a table of plan details. Below the table is a green "SELECT" button.

Plan Details	
Deductible:	\$50
Preventative:	100%
Basic Services:	40%
Major Services:	30%
Orthodontics:	Not Covered
Annual Maximum:	\$800

[SELECT](#)



# What's left to do?

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- Other Tasks
  - Iterate on UI
  - Bug fixes



# Questions?

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