MICHIGAN STATE
UNIVERSITY

Beta Presentation

Organization Efficiencies Utilizing Wifi Locationing

The Capstone Experience

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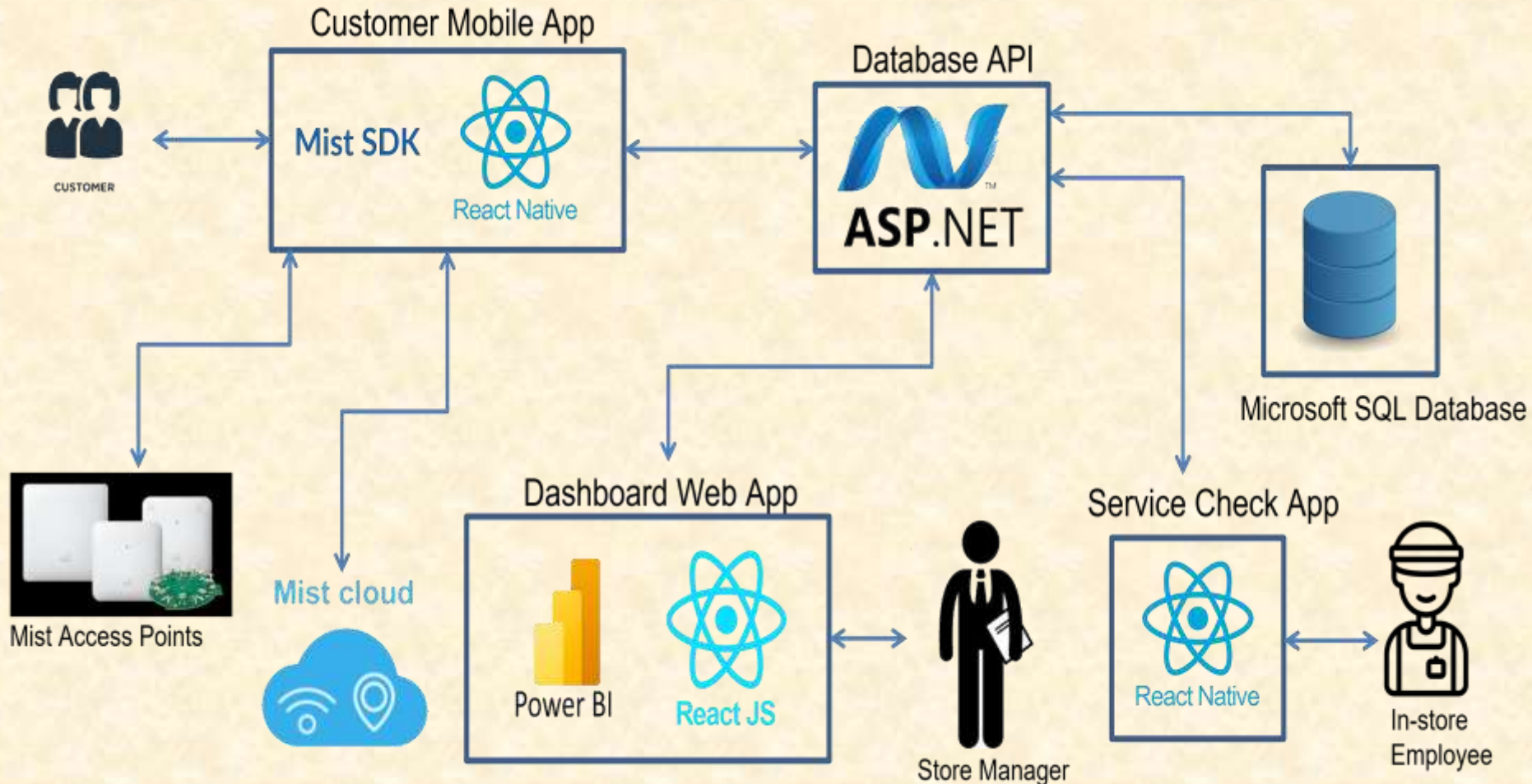Michigan State University

Spring 2023

From Students…
  …to Professionals
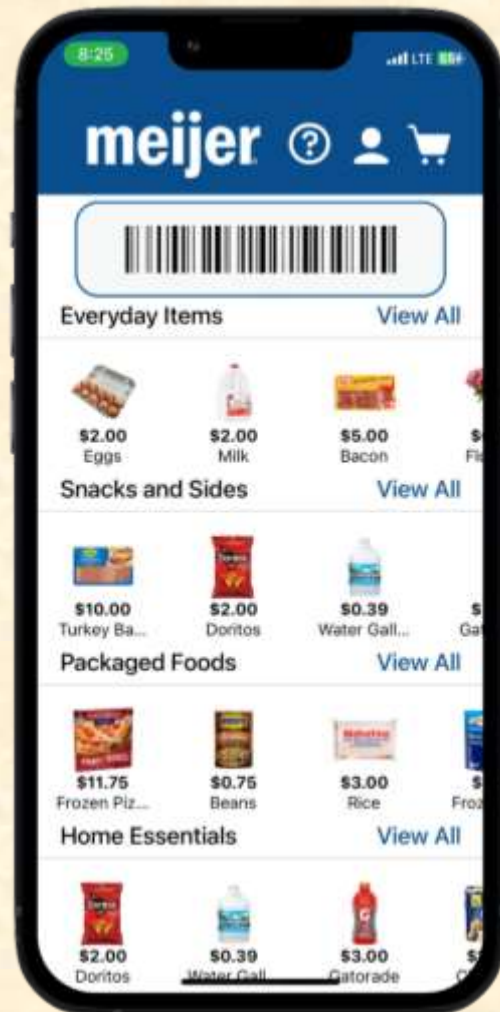
Project Overview

- Founded in 1934 in Greenville, MI
  - Over 265 stores
  - 6 different states in the Midwest
- Improve the customer experience
  - Add location-based smartphone payment
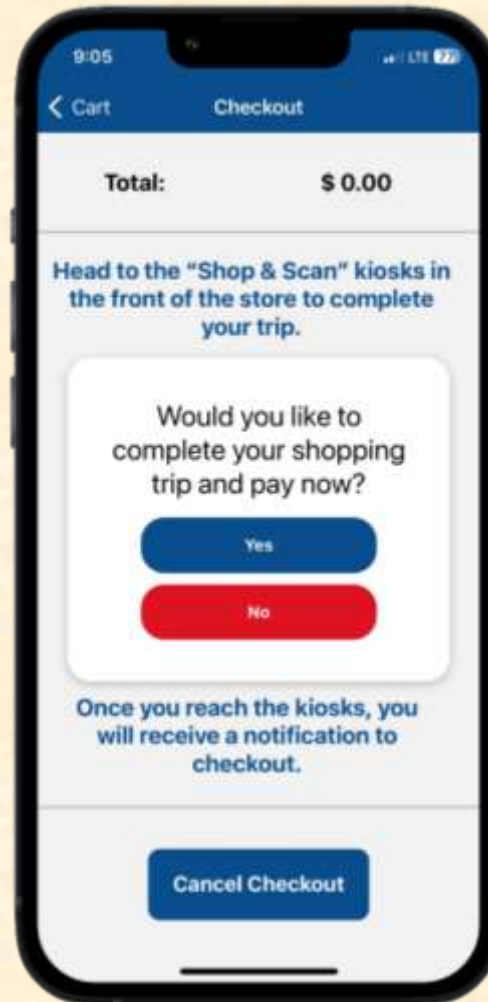 - Redirect resources using real time store traffic data
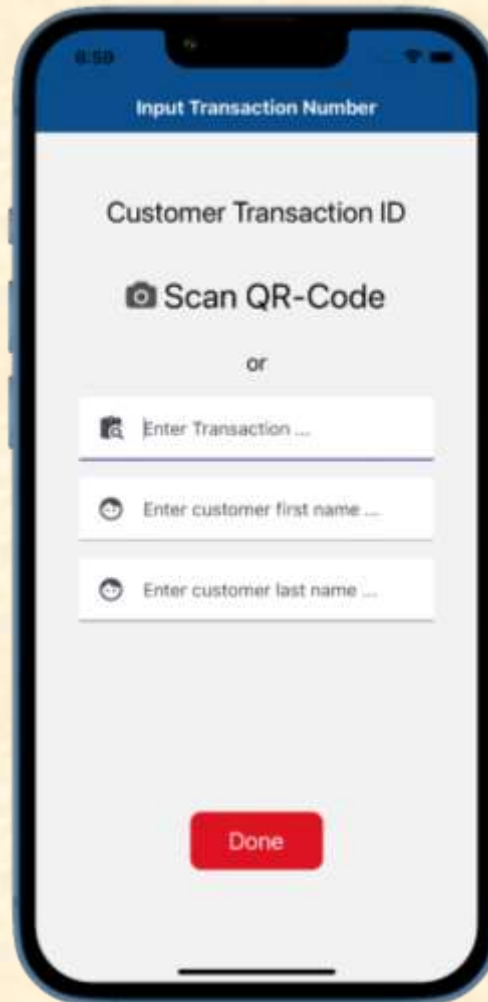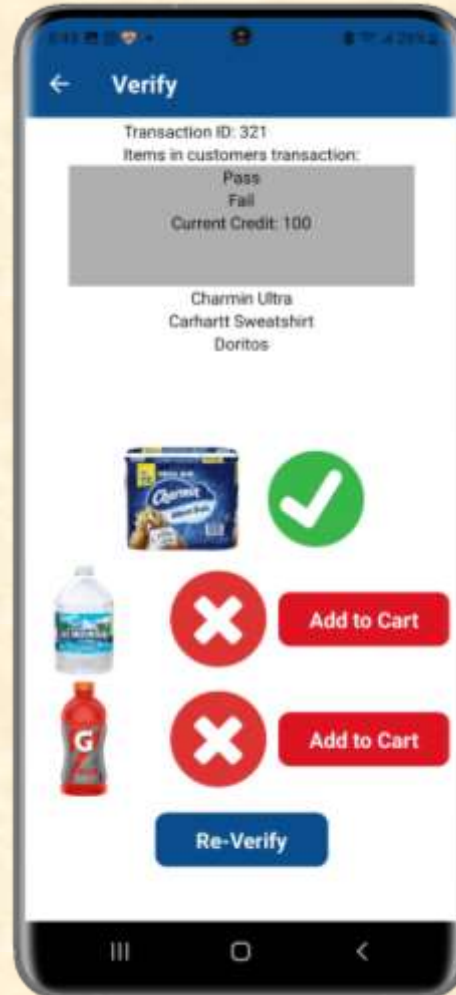
System Architecture

Customer's View while Shopping
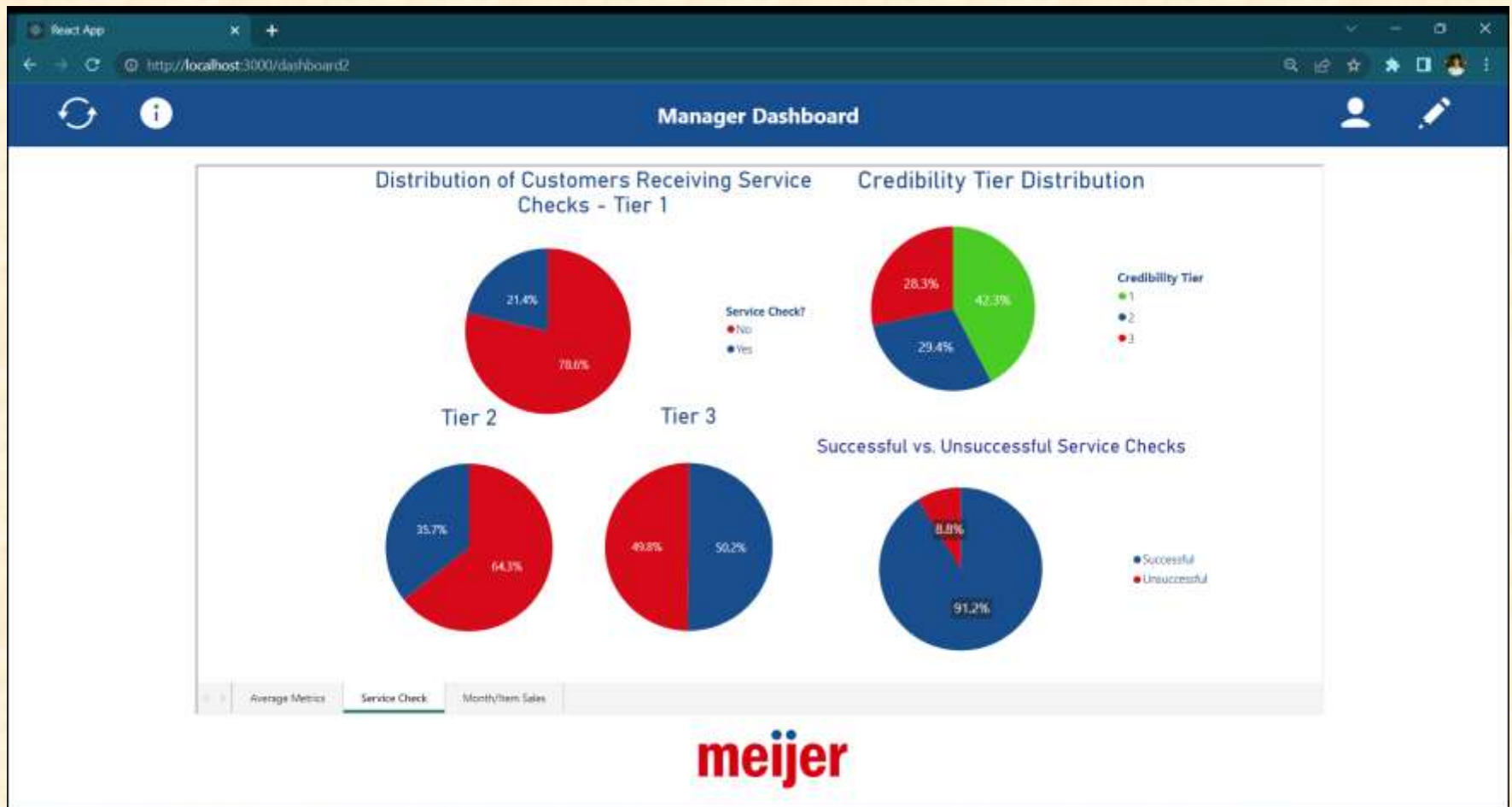
Customer's View during Checkout

Employee Preps for Service Check

Employee Administers Service Check

Employee's Dashboard of Metrics

Heatmap of Customer Locations

What's left to do?

- Features

- Stretch Goals
  - More robust service check algorithm

- Other Tasks
  - Test system on Okemos store data
  - Database changes (combine transaction tables, etc.)
  - Better documentation for code
  - UI Changes for heatmap and service check app

Questions?