MICHIGAN STATE
UNIVERSITY

Alpha Presentation
Location-Based Personalized Shopping

The Capstone Experience

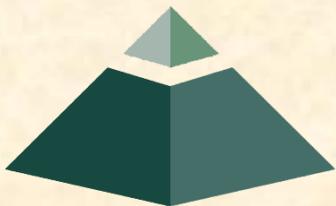### Team Meijer

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Michigan State University
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From Students…
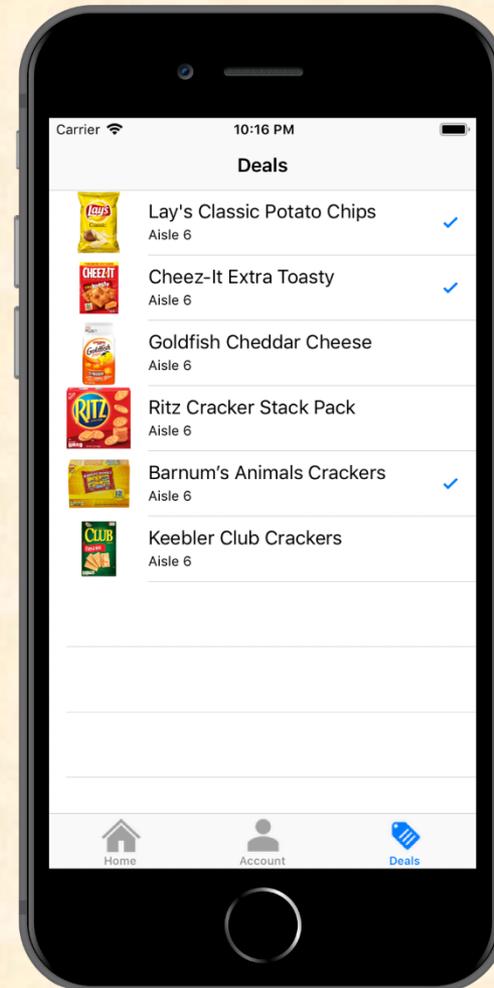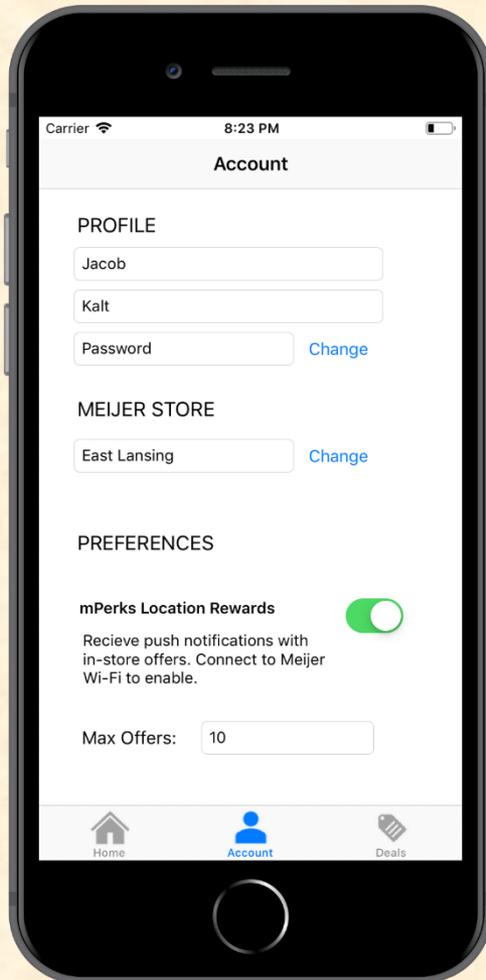   *…to Professionals*

Project Overview

- Enhance the mPerks mobile application
- Leverage the customer's in-store location and past purchases
- App will push personalized deals based on
    - Where the customer is in the store
    - Their past purchases
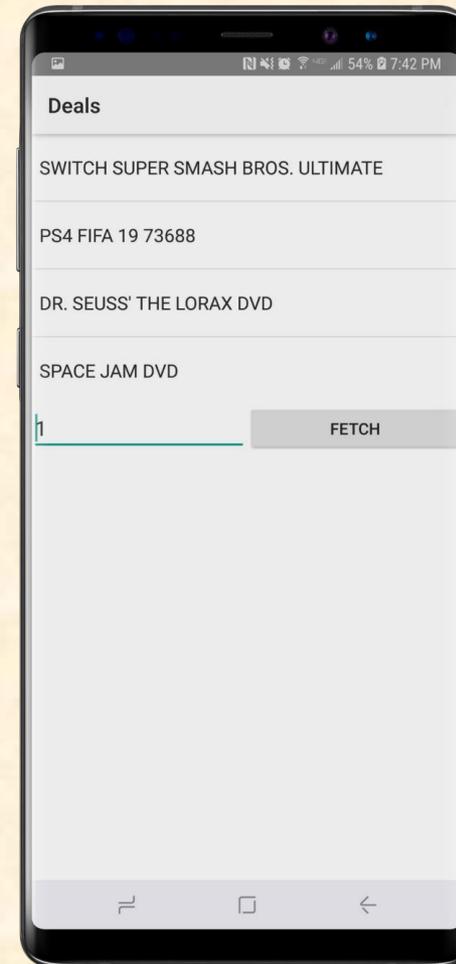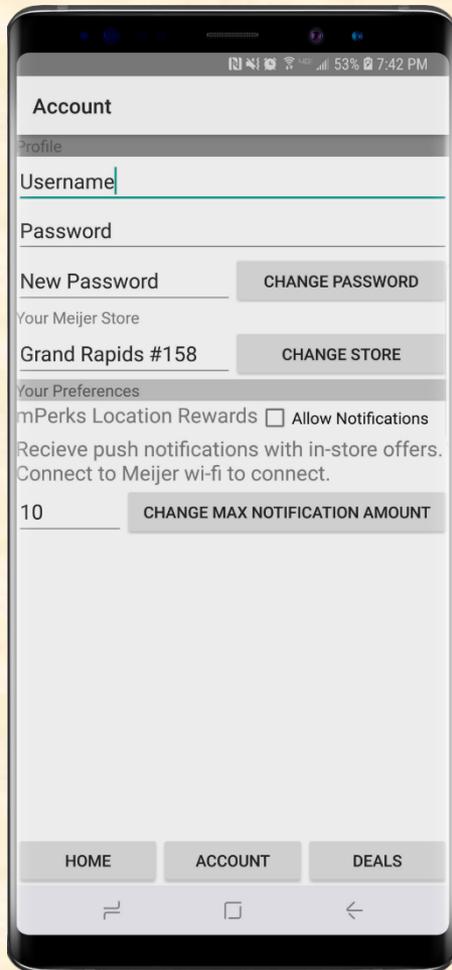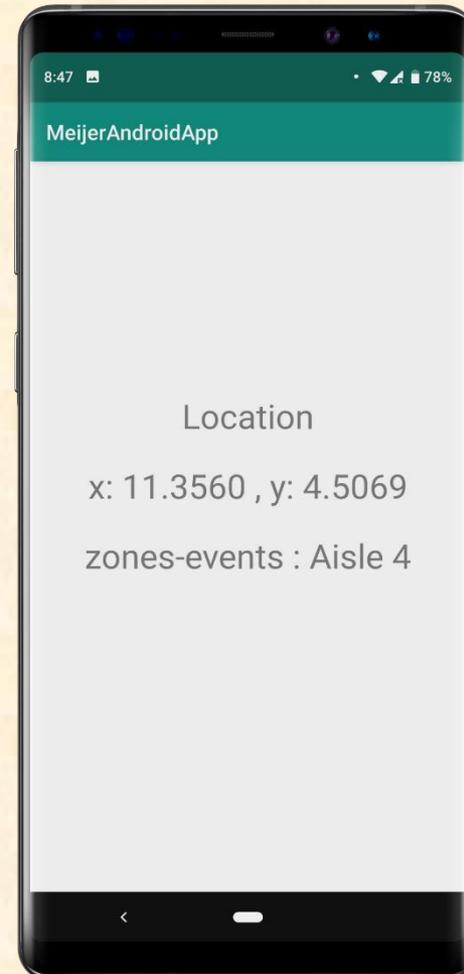- Goal is to drive additional sales
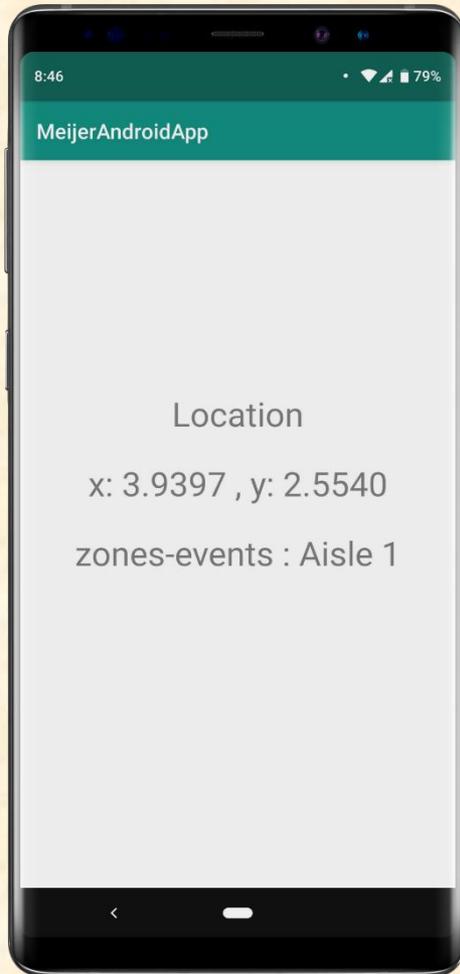
System Architecture
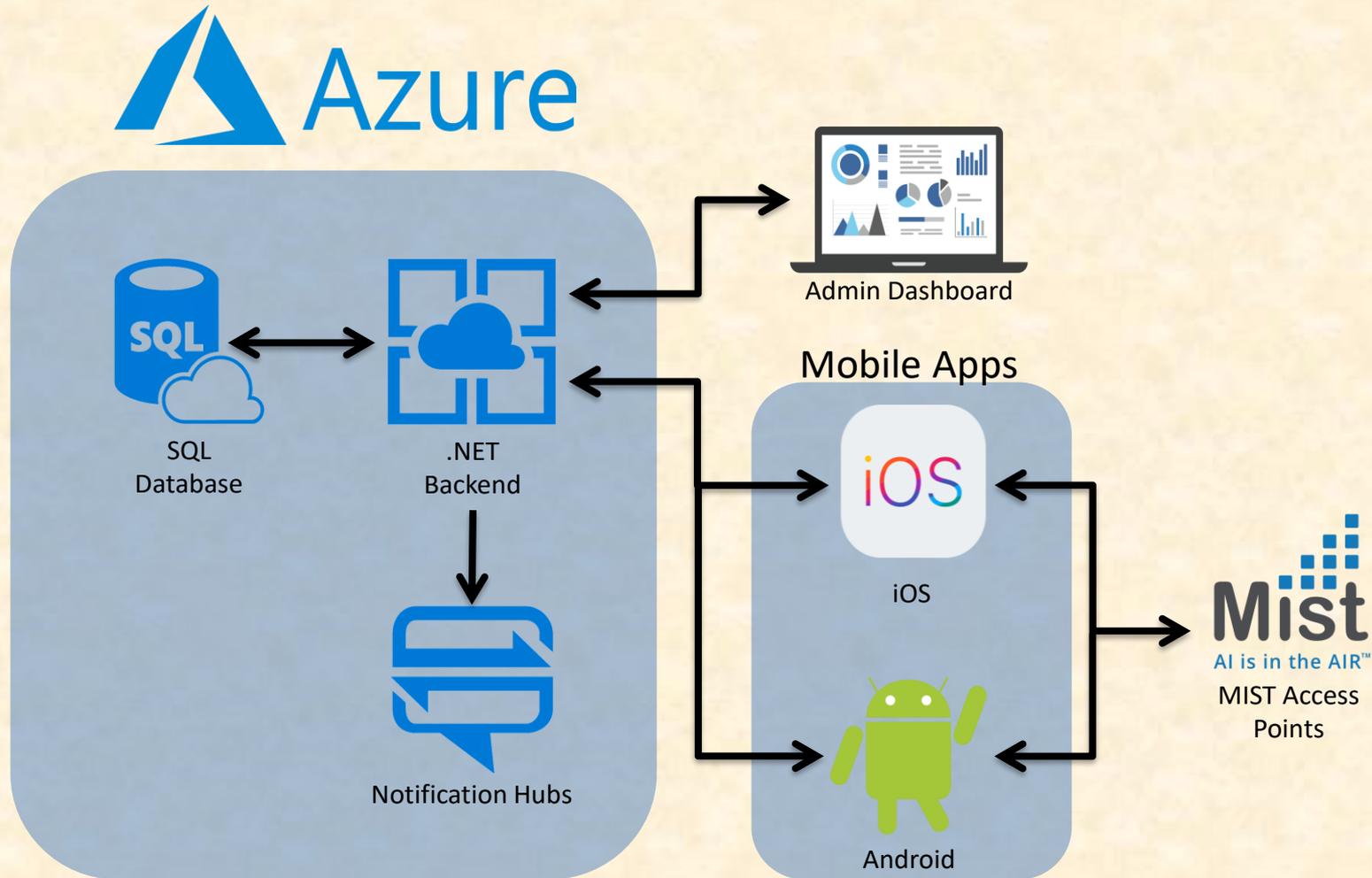
aislePerks iOS Application

aislePerks Android Application

Mist Android Prototype

aislePerks Admin Dashboard

What's left to do?

- Merge Mist prototype and mobile apps.

- Implement deal recommender.

- Connect admin dashboard to backend service.

- Implement preferences and login page.

- Develop saved deals page.

Questions?