

**MICHIGAN STATE**  
**UNIVERSITY**

**Beta Presentation**

**aislePerks: Location-Based  
Personalized Shopping  
The Capstone Experience**

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

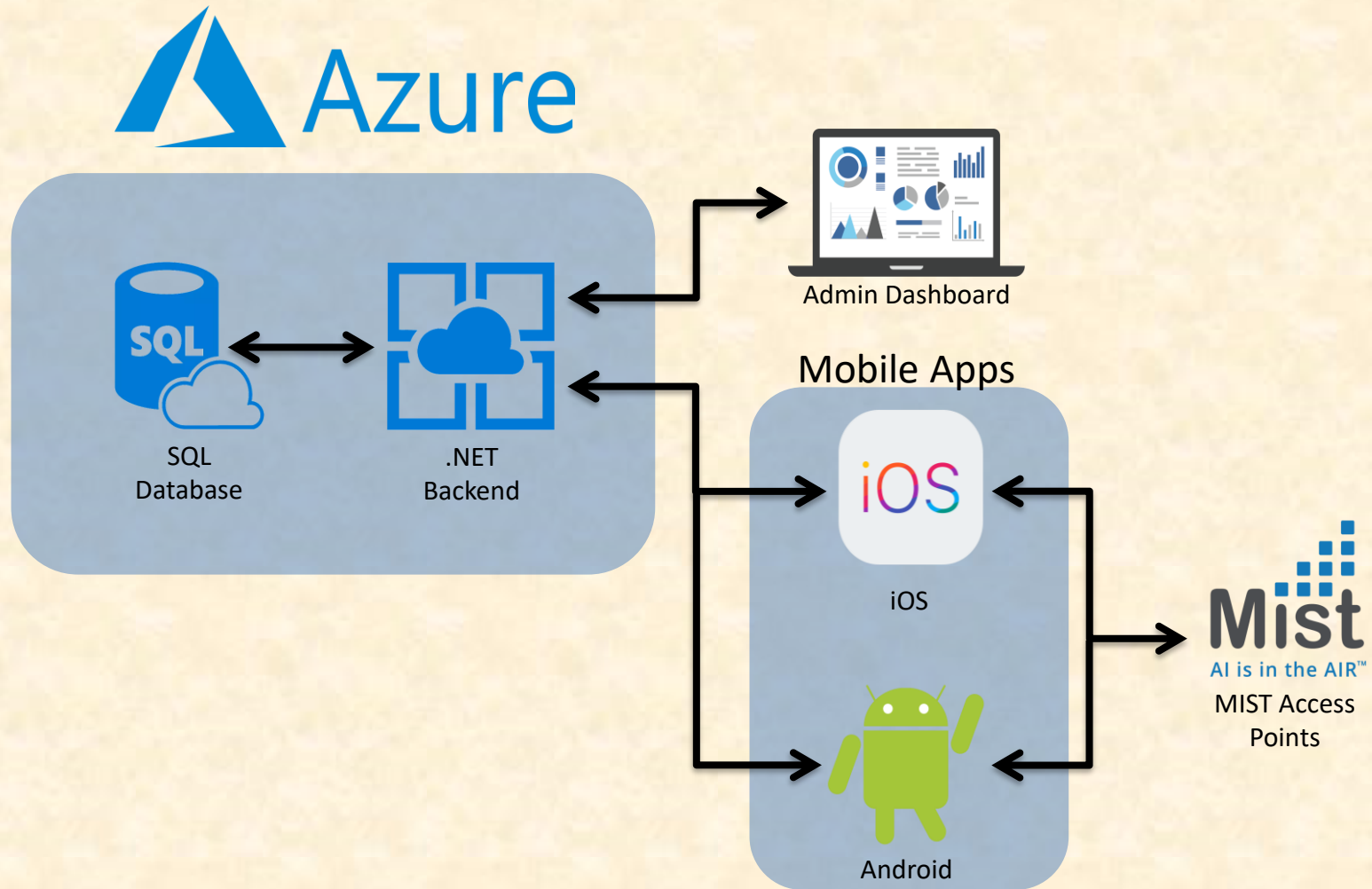
# Project Overview

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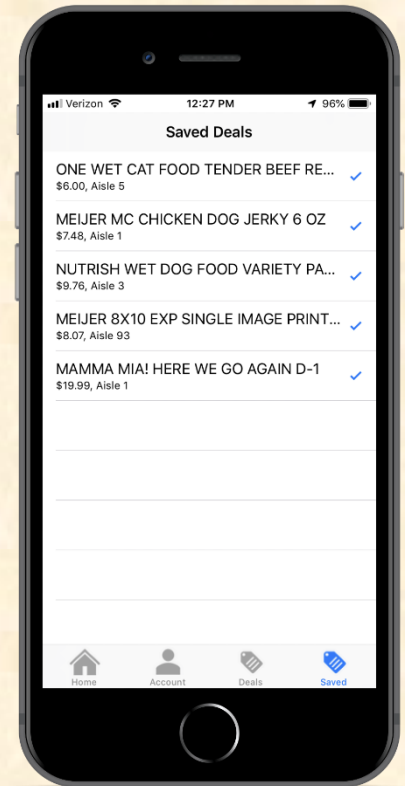
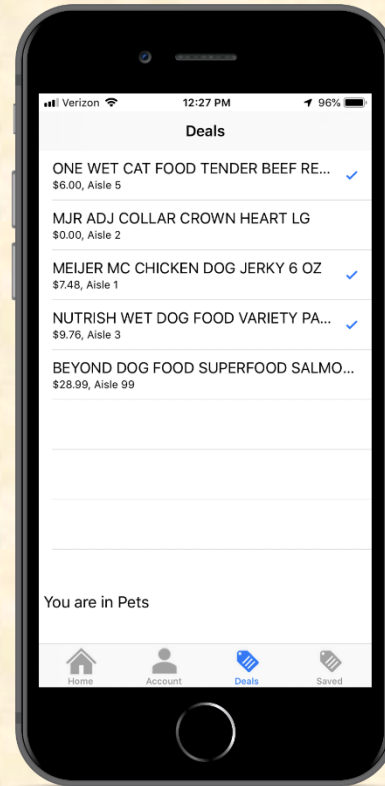
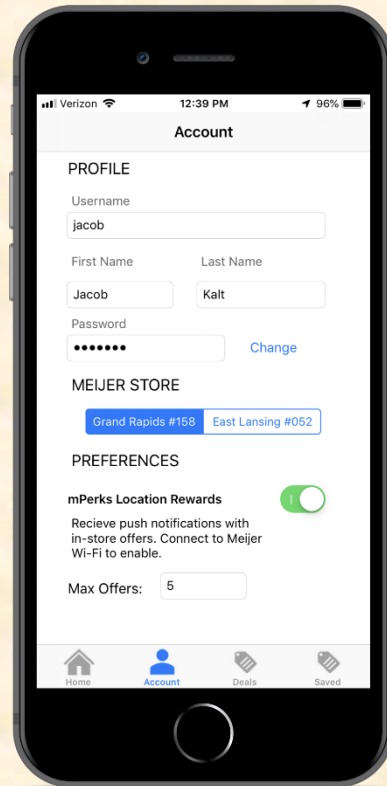
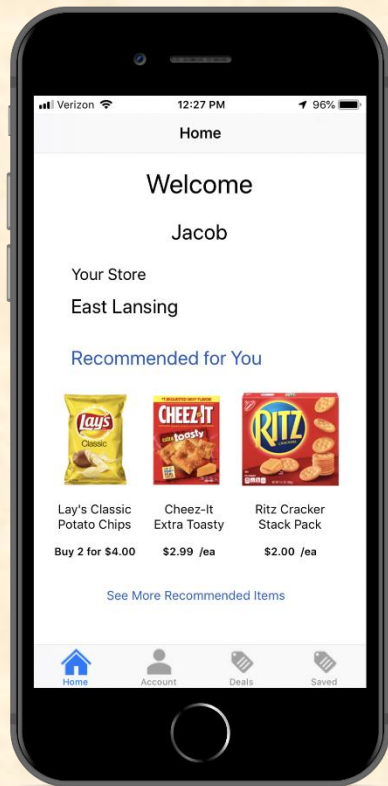
- Enhance the mPerks mobile application
- Leverage the customer's in-store location and past purchases
- App will show personalized deals based on
  - Where the customer is in the store
  - Their past purchases
- Goal is to drive additional sales



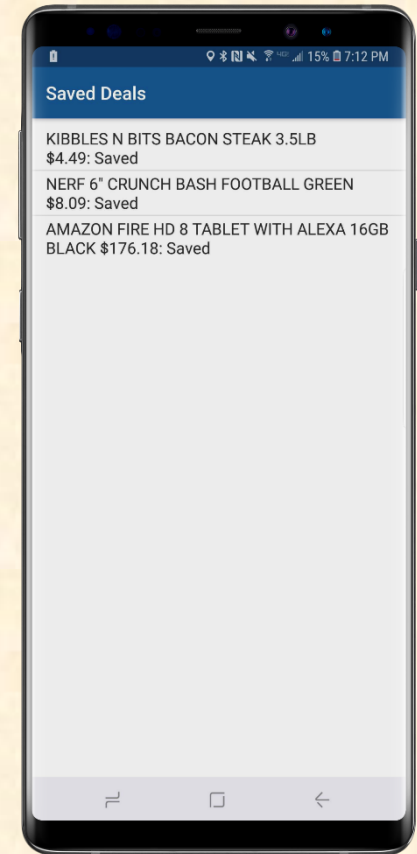
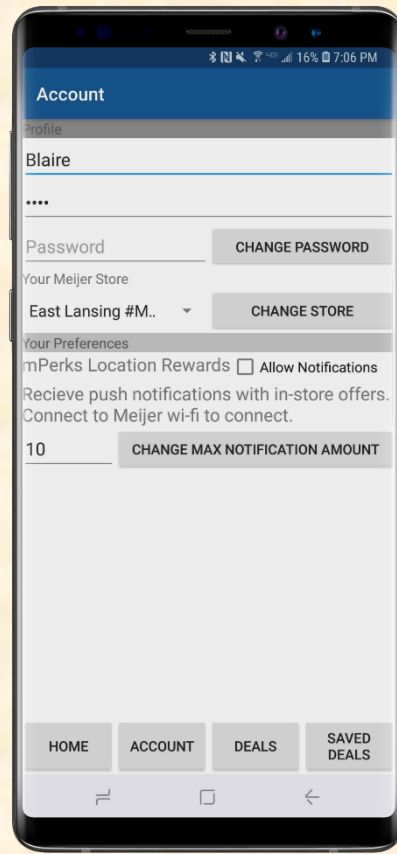
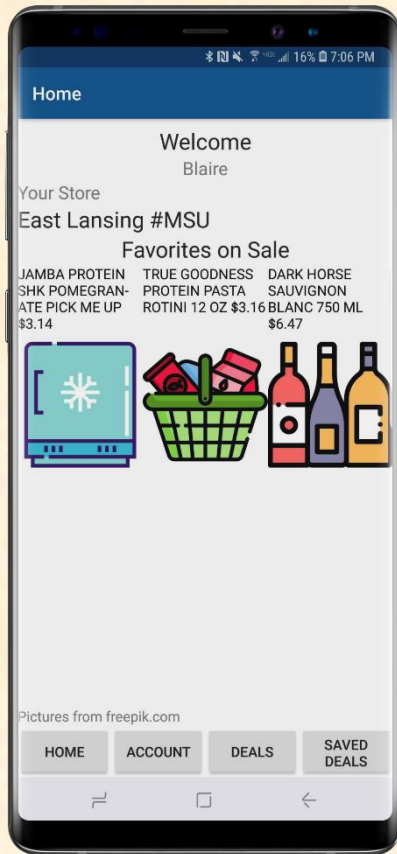
# System Architecture



# aislePerks iOS Application



# aislePerks Android Application



# aislePerks Admin Dashboard

The screenshot shows a web browser window with the URL 'aislePerks Analytics' and a search bar. The dashboard header features the Meijer logo and the title 'aislePerks Analytics Dashboard'. The main content area is titled 'Data Filters' and contains several input fields and checkboxes. The 'Start Date' is set to 03/01/2019 and the 'End Date' is 03/28/2019. The 'Start Time' is 12:00 AM and the 'End Time' is 11:59 PM. Under 'Store(s)', there is a 'Check All' checkbox and a checkbox for store '158'. Under 'Department(s)', there are checkboxes for 'Check All', 'Frozen Goods', 'Pharmacy', 'Toys', 'Bakery', 'Garden Center', 'Produce', 'Wine, Beer & Spirits', 'Electronics', 'Pets', and 'Seasonal'. A 'Submit' button is located at the bottom center of the filter section.

aislePerks Analytics

aislePerks Analytics Dashboard

### Data Filters

Start Date:  End Date:

Start Time:  End Time:

Store(s):

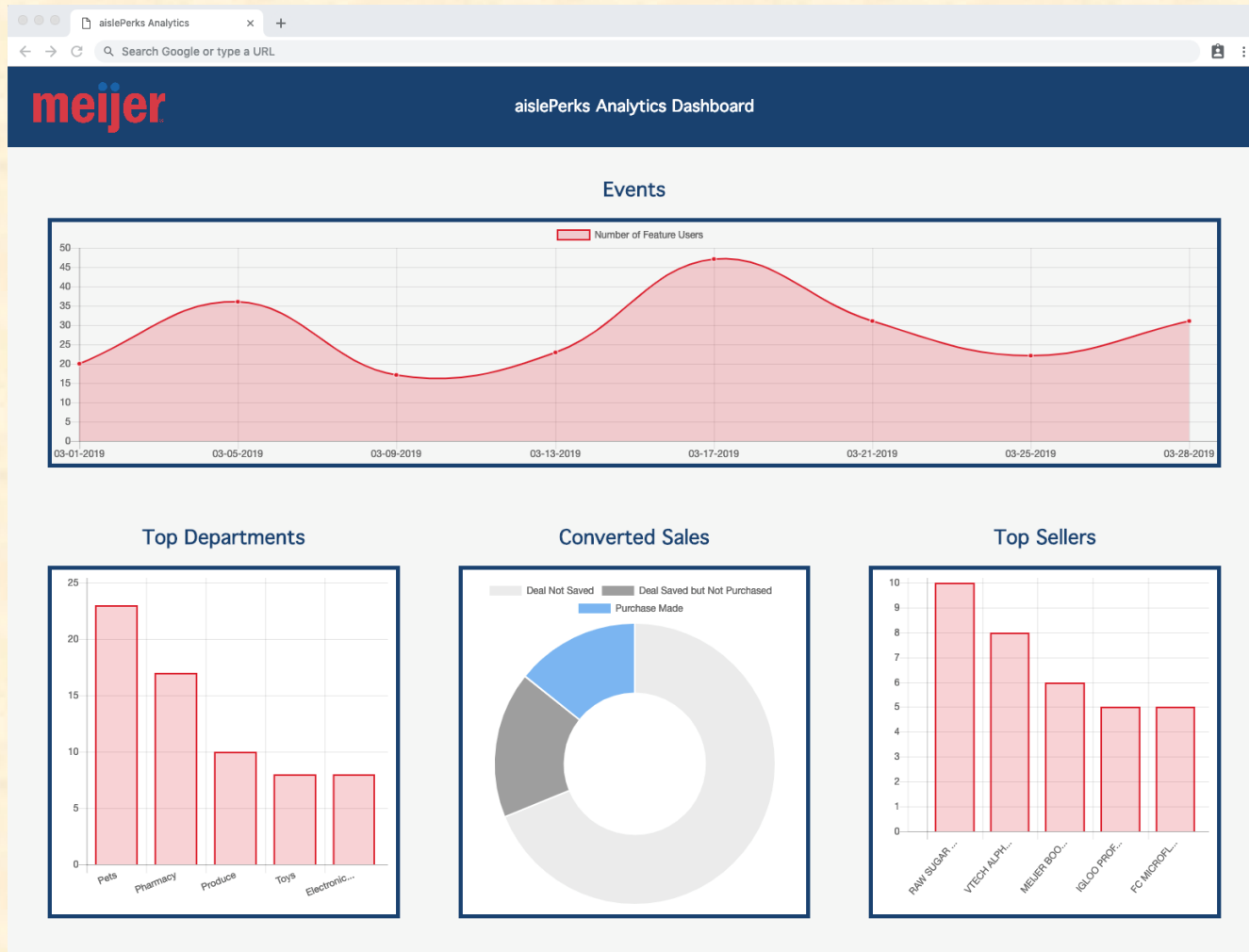
Check All  158

Department(s):

Check All  Bakery  Electronics  
 Frozen Goods  Garden Center  Pets  
 Pharmacy  Produce  Seasonal  
 Toys  Wine, Beer & Spirits



# aislePerks Admin Dashboard



# What's left to do?

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- Finalize the UIs of the mobile applications
- Refine Entrance Notifications
- Improve Deal Recommender





# Questions?

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