MICHIGAN STATE
UNIVERSITY

Beta Presentation
aislePerks: Location-Based
Personalized Shopping
The Capstone Experience

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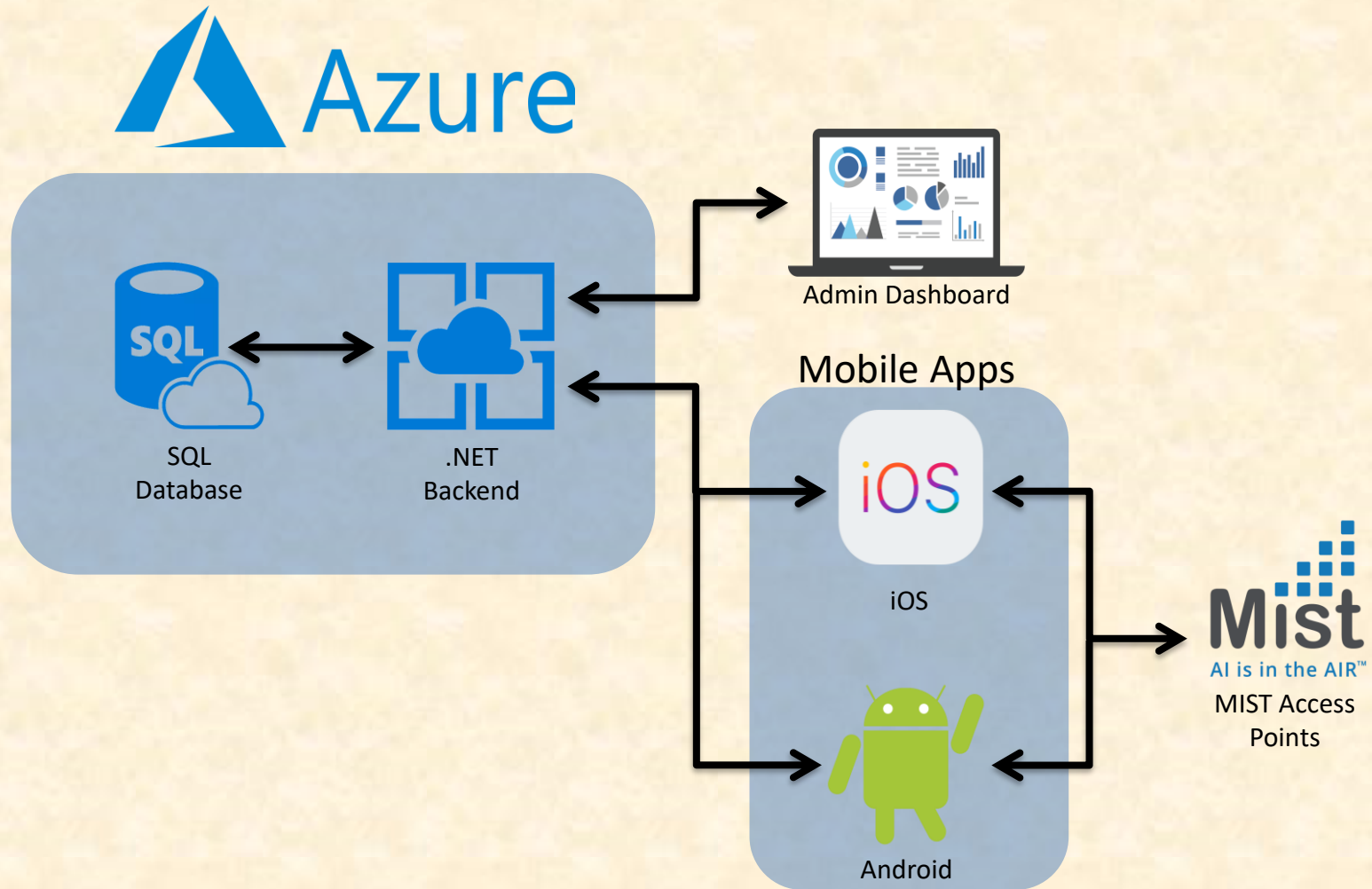Spring 2019

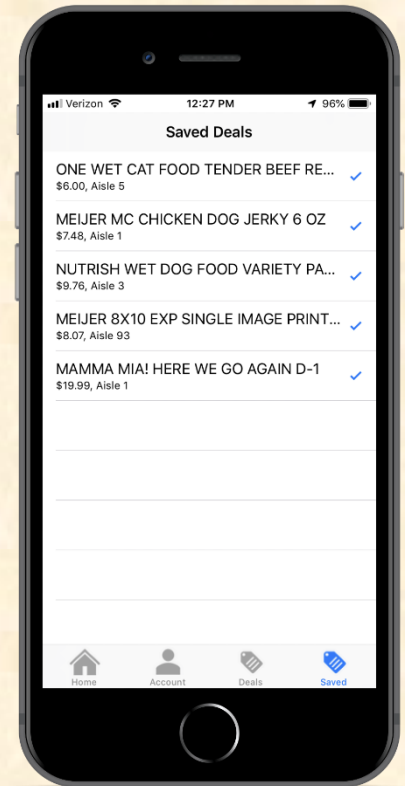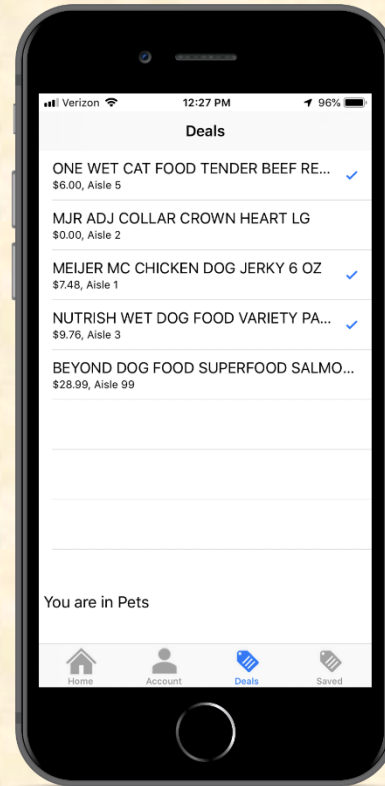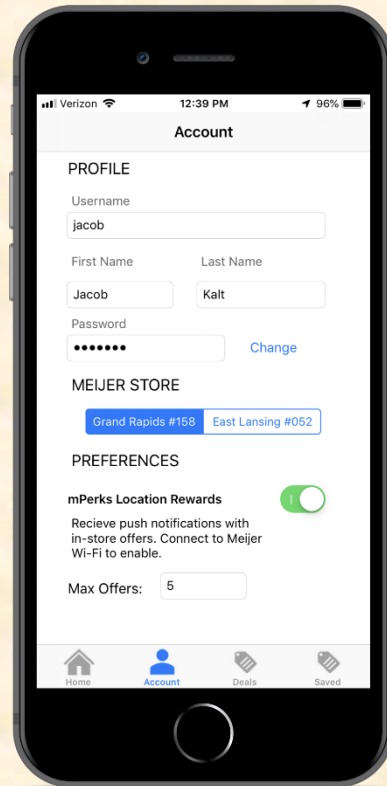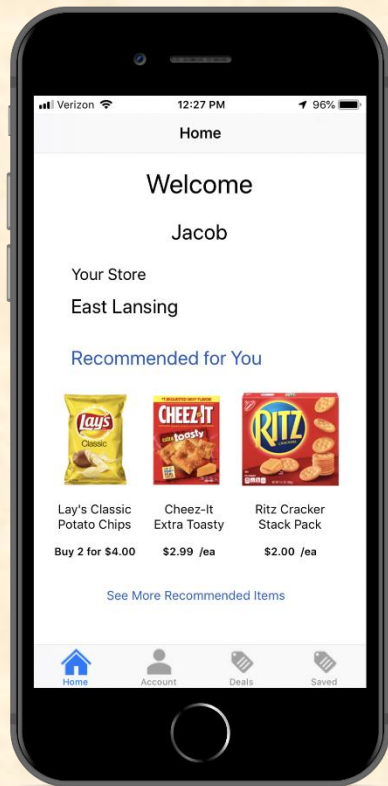*From Students…*
…to Professionals

Project Overview

- 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
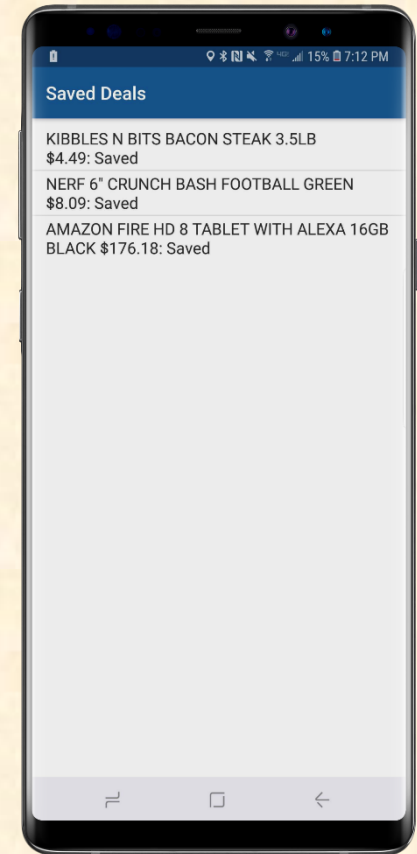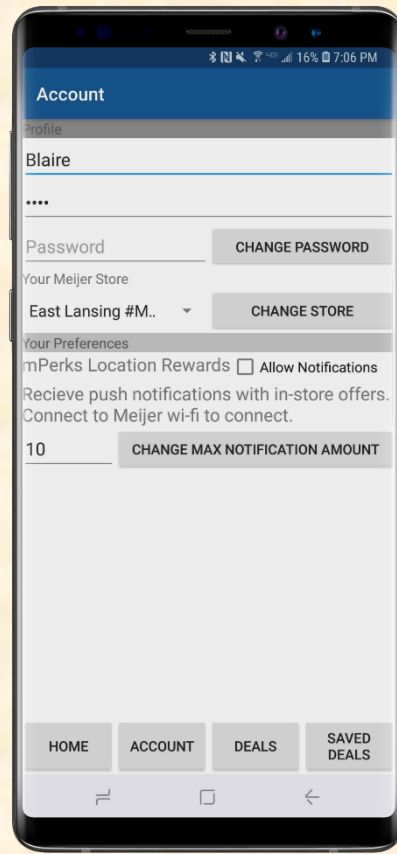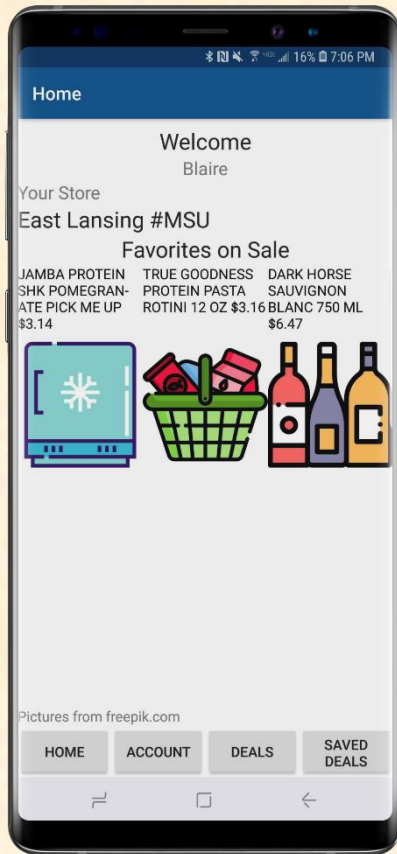- Goal is to drive additional sales

System Architecture

aislePerks iOS Application

aislePerks Android Application

aislePerks Admin Dashboard

aislePerks Admin Dashboard

What's left to do?

- Finalize the UIs of the mobile applications

- Refine Entrance Notifications

- Improve Deal Recommender

Questions?