

MICHIGAN STATE

U N I V E R S I T Y

Project Plan

Mobile Customer Satisfaction Application

The Capstone Experience

Team Meijer

Noor Hanan Ahmad Kamel

Kaleb Friskey

Taylor Jones

Department of Computer Science and Engineering

Michigan State University

Spring 2014



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

Project Overview

- Provide Feedback About Shopping Experience
- By Customers
- Agility
 - For customers input as well as Meijer employee response
- Via Mobile Devices
- Solution aligns with current mobile application



Functional Specifications

- Allow Meijer to gather data about customer satisfaction
- Keep up with the times by providing a native mobile feedback option
- Interface with existing application
 - Get information about a particular store
- Allow customers to inform Meijer about issues
- FAQ

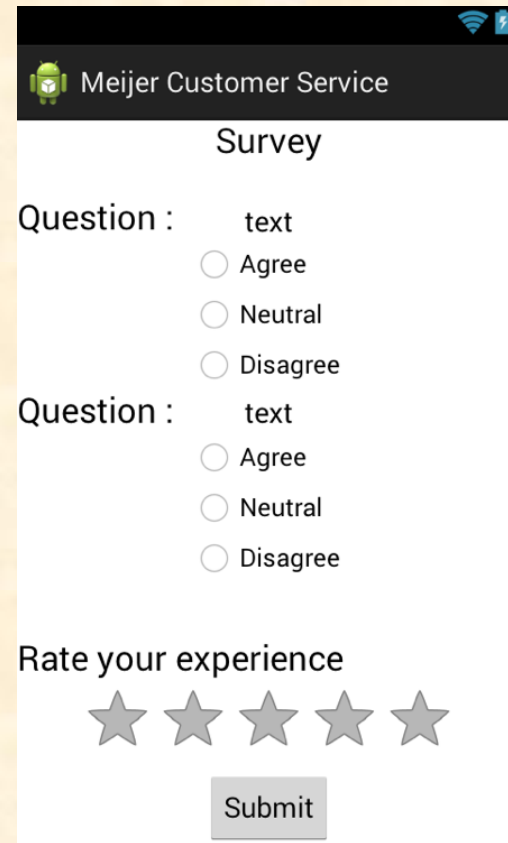
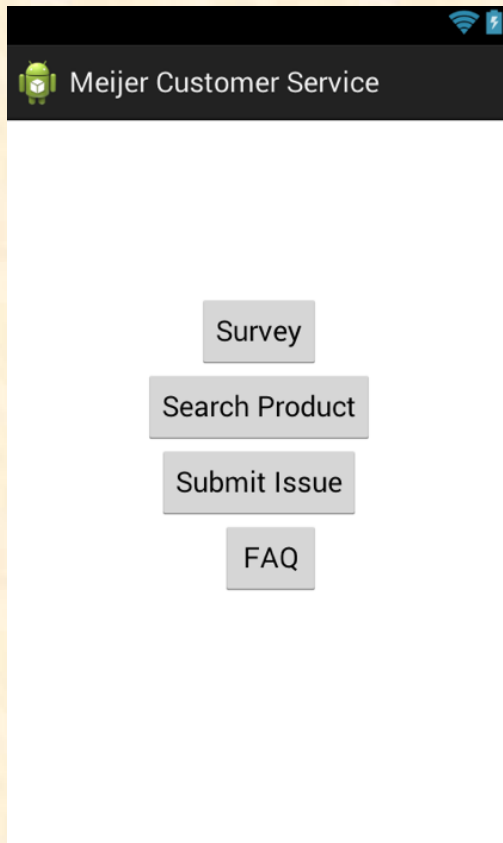


Design Specifications

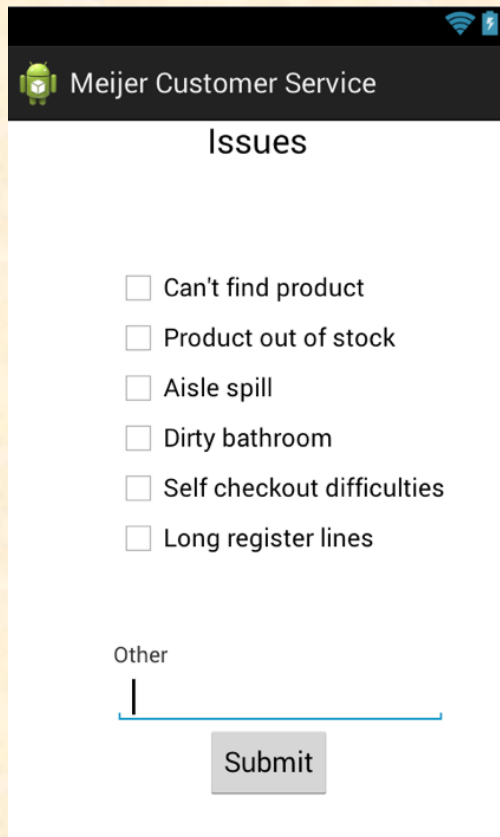
- App for android devices
 - Customer satisfaction survey
 - Linked to stores
 - Store details
 - Store locator by zip code or latitude/longitude
 - FAQ
 - Report issues
 - Find my store



Screen Mockup: Mobile Application



Screen Mockup: Mobile Application



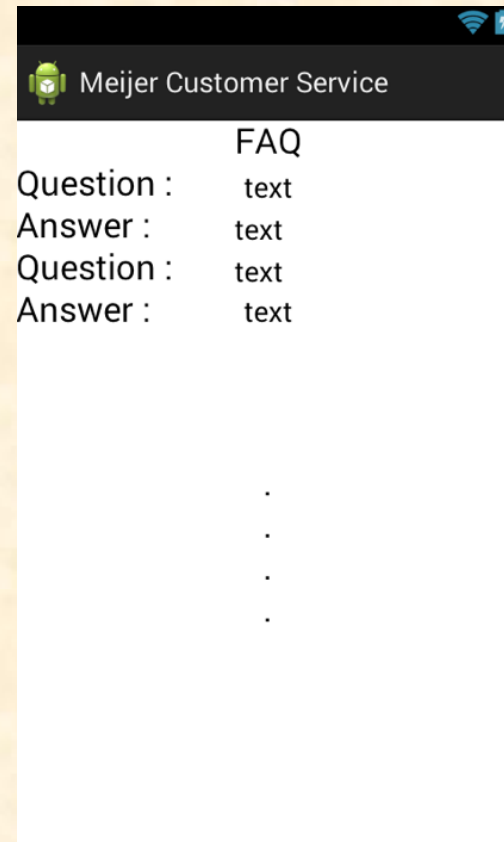
Meijer Customer Service

Issues

- Can't find product
- Product out of stock
- Aisle spill
- Dirty bathroom
- Self checkout difficulties
- Long register lines

Other

Submit



Meijer Customer Service

FAQ

Question : text

Answer : text

Question : text

Answer : text

.

.

.

.

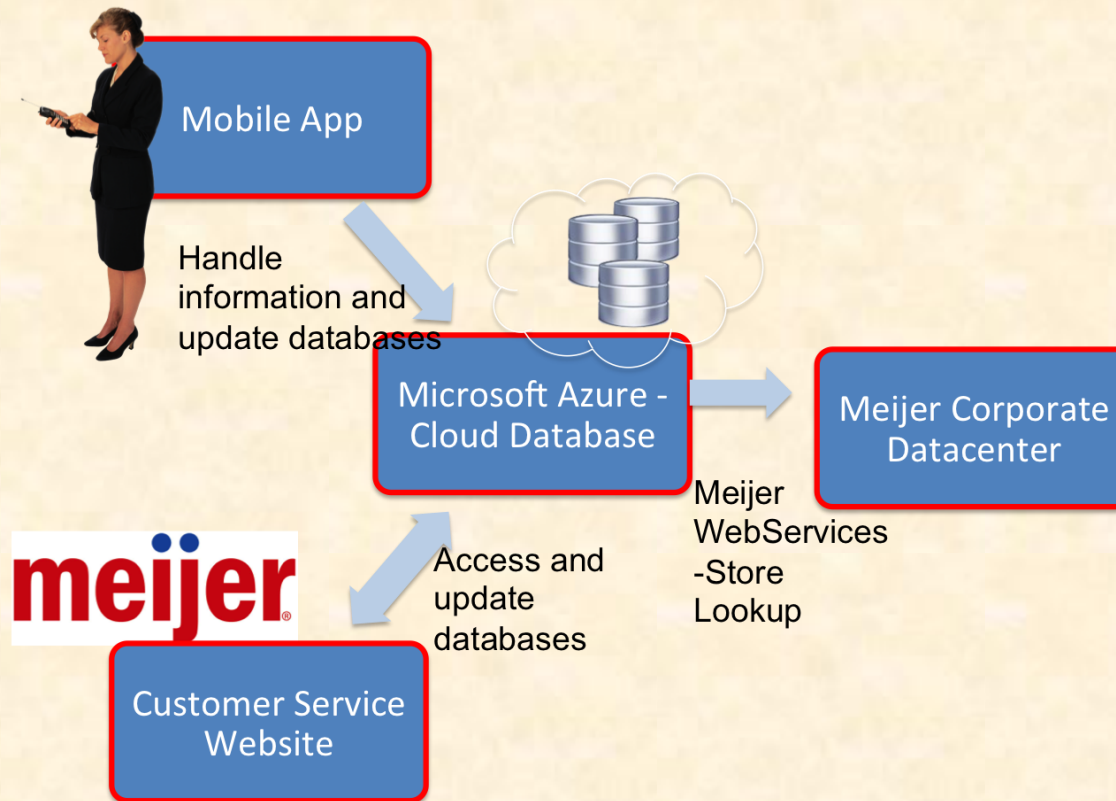


Technical Specifications

- Mobile
 - Android SDK
 - Java and xml
 - Eclipse
- Web
 - C# for programming the website
 - ASP.Net for framework
- Data
 - Windows Azure SQL database



System Architecture



System Components

- Hardware Platforms
 - Android devices
 - iMac
 - MacBook Pro
- Software Platforms / Technologies
 - Eclipse
 - Android SDK
 - Microsoft Azure
 - Visual Studio 2013



Testing

- Functional testing
 - App flow works
 - Database correctly receives input from customer
 - Website correctly pulls data from database
- Real world situational testing
 - Test the app in a Meijer store as a customer
- Testing on different Android devices
- Testing the website in multiple browsers



Risks

- Extracting data
 - We need to move data from the application to database.
 - Doing research into how to connect app to database.
- Code versioning
 - We will need to host versions of our android code that multiple people can access while also allowing us to go back to a prior version in case of emergency
 - Researching how to host and rollback to working version, looking into Git
- Store locator
 - We will need to be able to discover which store a customer was in
 - Contacted client, looking into JSON, RESTful Webservice to mimic how done with existing app
- Feature creep
 - Throughout planning and design, we have many opportunities to add more features to the product
 - Time management, prioritizing, and compromising with our client.

