

MICHIGAN STATE

U N I V E R S I T Y

Alpha Presentation

Mobile Customer Satisfaction Application

The Capstone Experience

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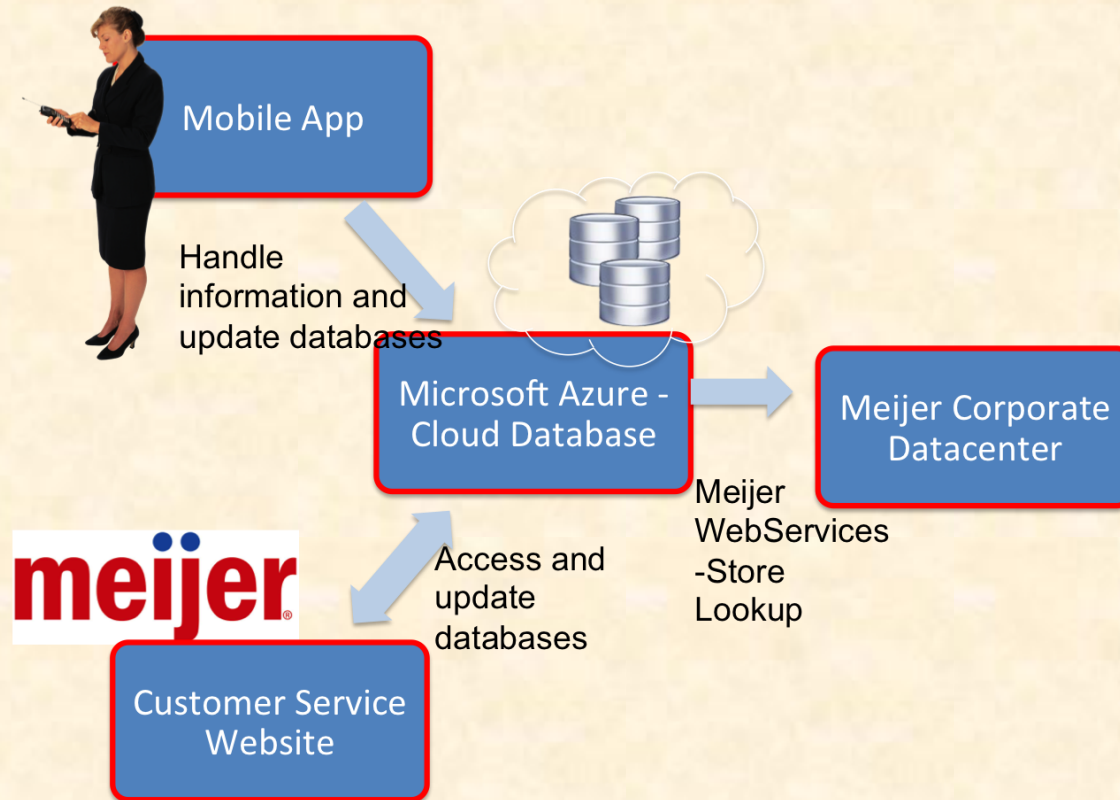
*From Students...
...to Professionals*

Project Overview

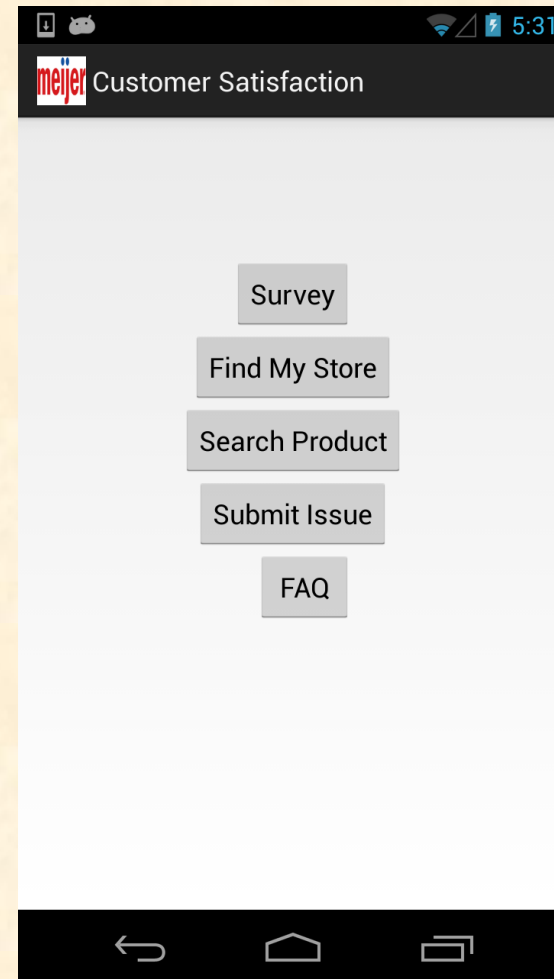
- Enable customers to provide immediate feedback about shopping experience
- Provide for greater agility
 - For customers input as well as Meijer employee response/follow-up
- Via mobile devices
- Solution aligns with current mobile application



System Architecture



Loading and Landing



Survey and Issues

meijer Customer Satisfaction

Survey

How would you rate your overall satisfaction with your shopping experience?

Unsatisfied Average Satisfied

How would you rate the overall freshness of the products you purchased?

Unsatisfied Average Satisfied

How would you rate the overall friendliness of the employees you interacted with?

Unsatisfied Average Satisfied

How would you rate the overall cleanliness of the Meijer you visited?

Unsatisfied Average Satisfied

Did you find the products you were looking for?

Unsatisfied Average Satisfied

Submit

The screenshot shows a mobile app interface for a survey. At the top, there's a status bar with icons for signal, Wi-Fi, and battery, and the time 5:32. Below that is a header with the Meijer logo and the text 'Customer Satisfaction'. The main title is 'Survey'. There are five questions, each with three radio button options: 'Unsatisfied', 'Average', and 'Satisfied'. At the bottom, there is a 'Submit' button and an Android navigation bar with back, home, and recent apps icons.

Saving screenshot...

meijer Customer Satisfaction

Issues

Product out of stock

Aisle spill

Dirty bathroom

Self checkout difficulties

Long register lines

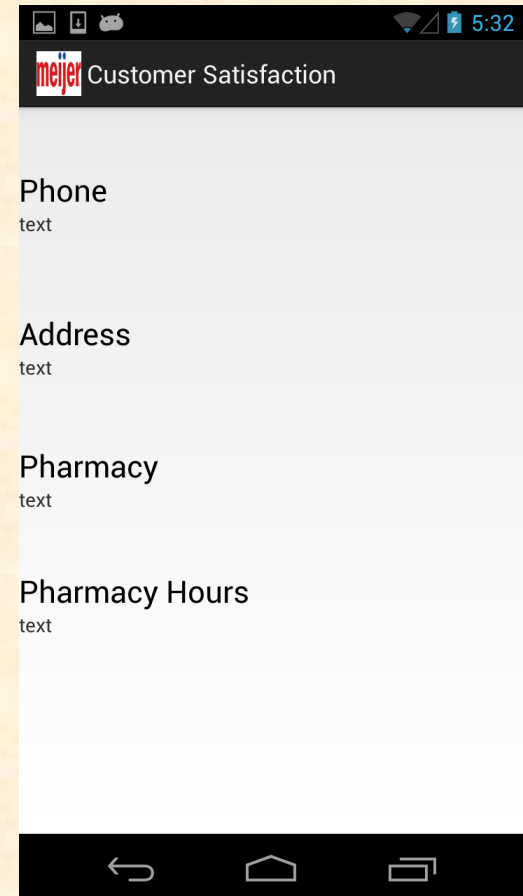
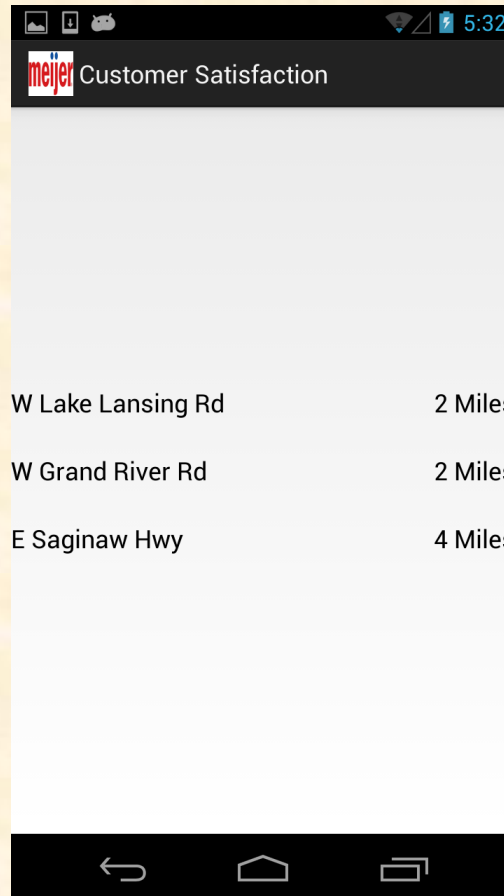
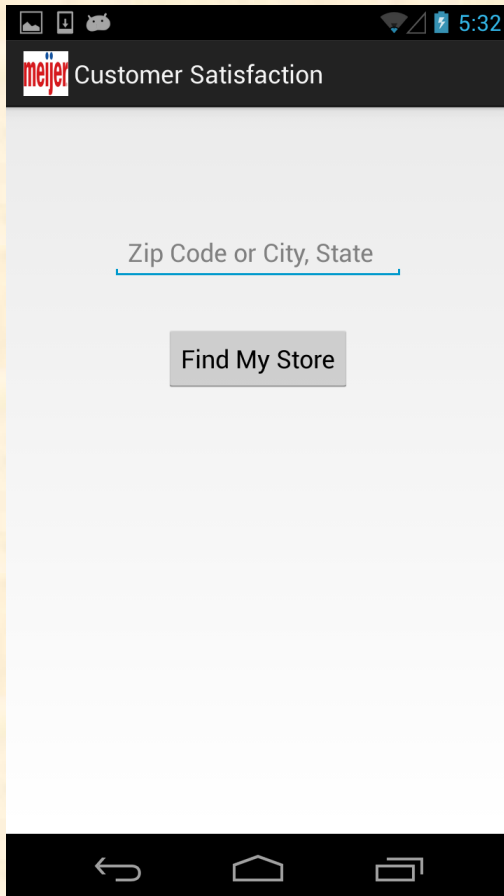
Other

Submit

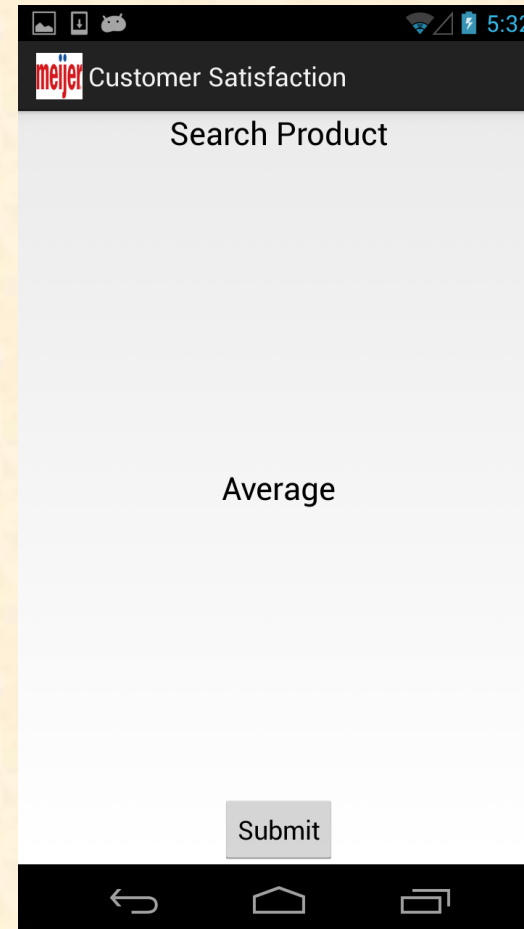
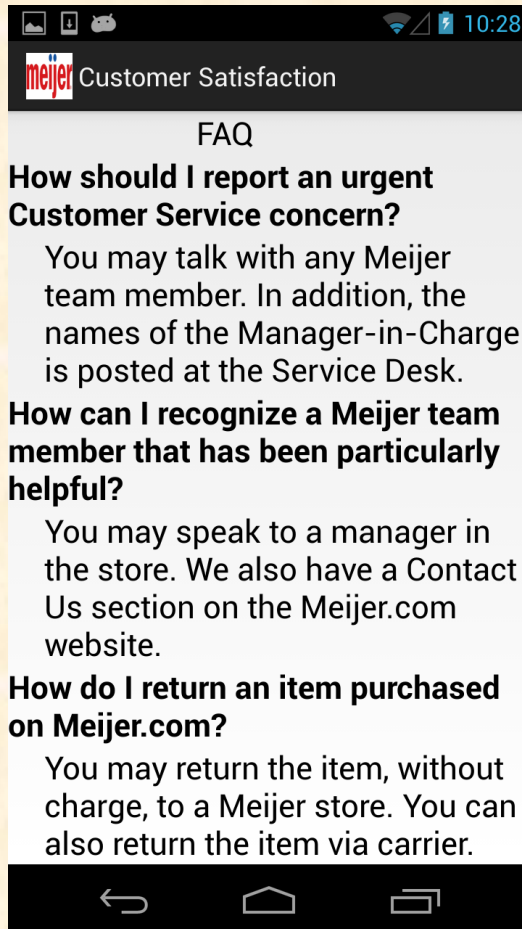
The screenshot shows a mobile app interface for reporting issues. At the top, there's a status bar with a 'Saving screenshot...' notification. Below that is a header with the Meijer logo and the text 'Customer Satisfaction'. The main title is 'Issues'. There are five checkboxes for common issues: 'Product out of stock', 'Aisle spill', 'Dirty bathroom', 'Self checkout difficulties', and 'Long register lines'. Below these is an 'Other' label followed by a horizontal line for text input. At the bottom, there is a 'Submit' button and an Android navigation bar with back, home, and recent apps icons.



Store Location



FAQ and Product Search



Employee Website: Login



Login Page


Username:

Password:

Login



Employee Website: Rank Stores



Home Page

You logged in as Noor

- [Stores Ranking](#)
- [Find A Specific Store](#)
- [List All Surveys](#)
- [List All Issues](#)

[Logout](#)

Rank Stores

Rank By

Overall Ratings

Store Number	Overall Satisfaction
517	24
520	1



Employee Website: Find Store

meijer

Home Page

You logged in as test

- [Stores Ranking](#)
- [Find A Specific Store](#)
- [List All Surveys](#)
- [List All Issues](#)

[Logout](#)

Find Store Page

Find By

Store Number

ALL SURVEYS

Survey ID	Store Number	Question 1	Question 2	Question 3	Question 4	Question 5
19	520	1	2	3	2	1

ALL ISSUES

No data to be displayed



Employee Website: List All Surveys



Home Page

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[Logout](#)

List All Surveys

Survey ID	Store Number	Overall	Freshness	Friendliness	Cleanliness	Find Products
1	517	2				
2	517	2				
7	517	2				
14	517	1				
15	517	1	2	3	2	1
16	517	1	2	3	2	1
17	517	3	2	1	2	3
18	517	3	0	2	0	2
19	520	1	2	3	2	1
20	517	2	3	1	2	1
1019	517	0	0	0	0	1
1020	517	2	1	3	2	1
1021	517	2	2	3	1	2
1022	517	0	0	0	0	0
1023	517	1	2	3	2	2
1024	517	0	0	0	0	0
1025	517	2	1	3	1	2



Employee Website: List All Issues



Home Page

You logged in as Noor

- Stores Ranking
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Logout

List All Issues

Sort By Status

Action	Issue ID	Store Number	Messy Aisle	Dirty Bathroom	Long Register Lines	Self Checkout	Out Of Stock	Other	Severity	Status
Edit	9	517	0	0	0	0	0	0	0	Open
Edit	1010	517	0	0	0	0	0	0	0	Open
Edit	1011	517	0	0	1	0	0	1	0	Open
Edit	1028	517	0	0	0	0	0	0	0	Open
Edit	1032	517	0	0	0	0	0	0	0	Open
Edit	1034	517	0	0	0	0	0	0	0	Open
Edit	1035	517	0	0	0	0	1	0	0	Open
Edit	1039	517	0	0	0	0	0	1	0	Open
Edit	5	577	2				4	1	1	In Progress
Edit	7	517	0	0	1	0	1	0	2	In Progress
Edit	8	517	0	0	0	0	0	0	1	In Progress
Edit	6	543	2				1	1	2	Closed
Edit	4	517	1				1	1	1	Closed



What's left to do?

- Store selection
- Local device caching
- Update UI
- Pop-up window identifying customers
- Add additional features
 - Integrate camera option to Issue page
 - Find products page
- Test it

