

MICHIGAN STATE

U N I V E R S I T Y

Beta Presentation

Mobile Customer Satisfaction Application

The Capstone Experience

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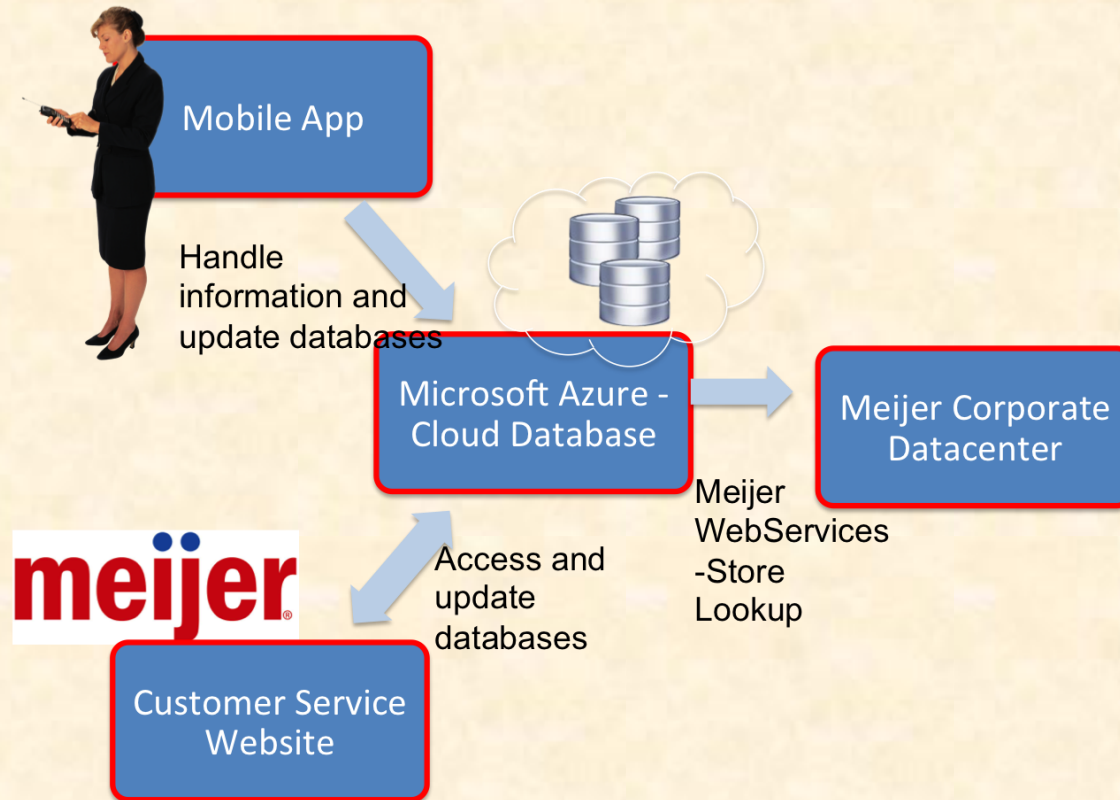
*From Students...
...to Professionals*

Project Overview

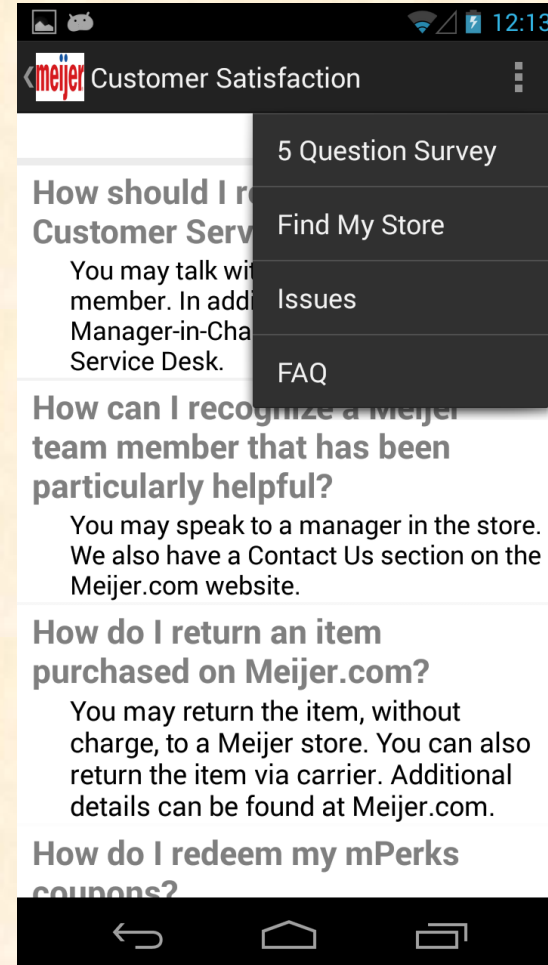
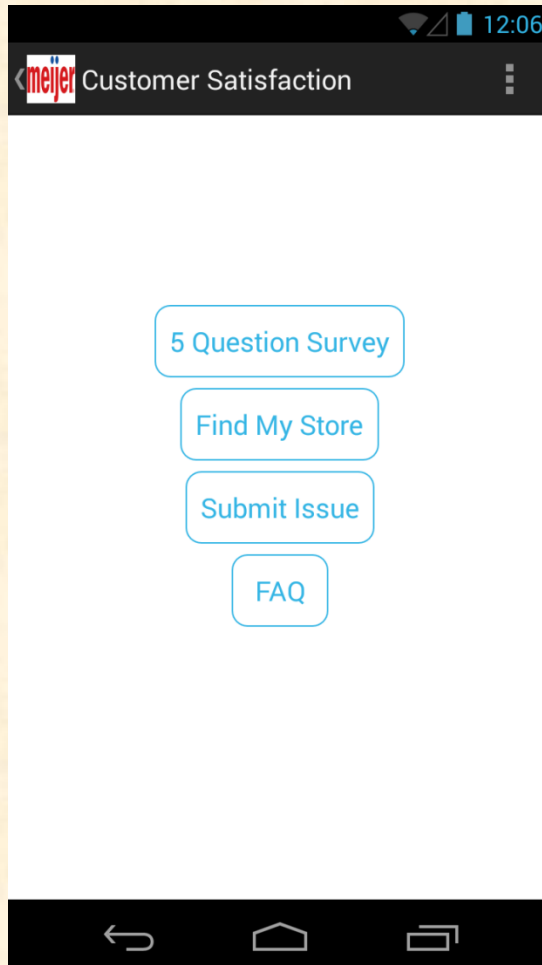
- Enable customers to provide immediate feedback about shopping experience
- Provide for greater agility
 - For customers input as well as Meijer employee response/follow-up
- Via mobile devices
- Solution aligns with current mobile application



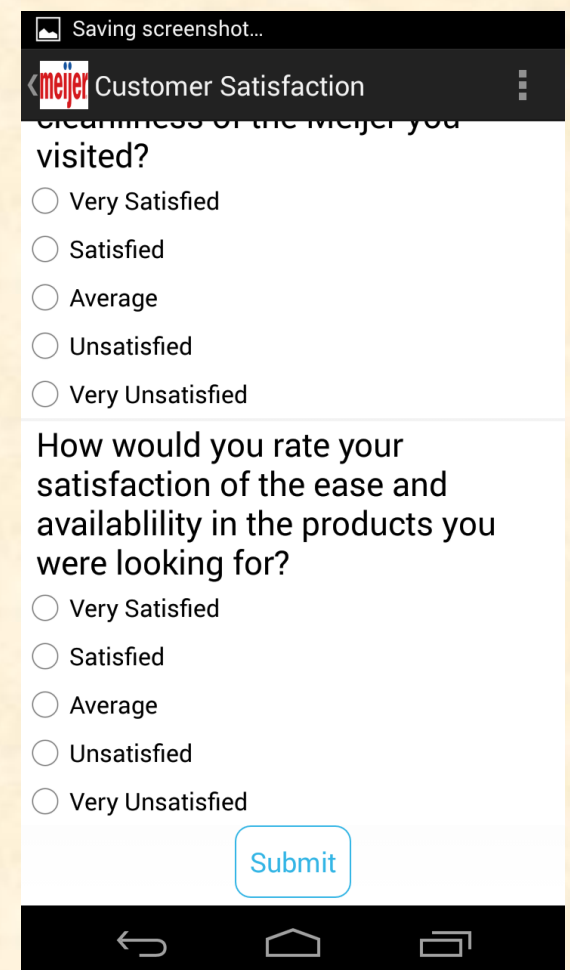
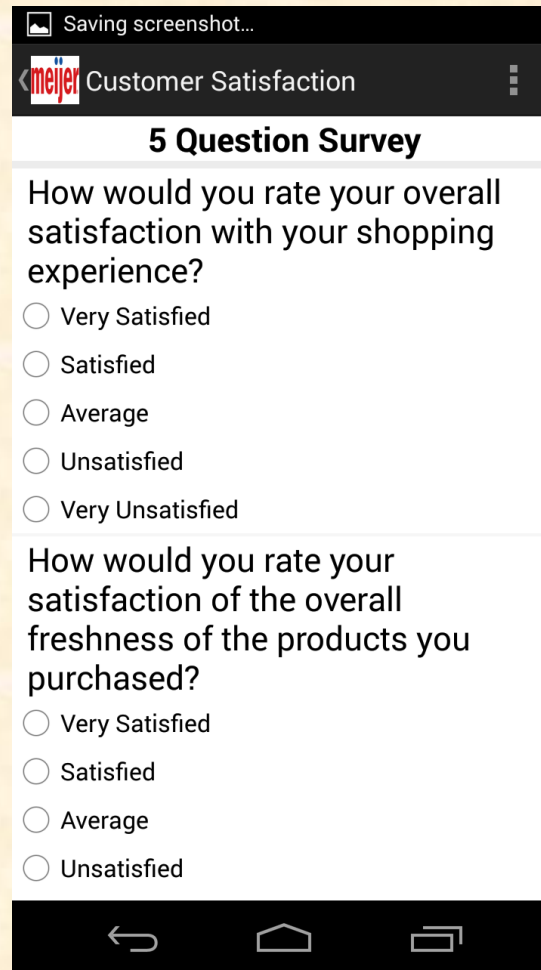
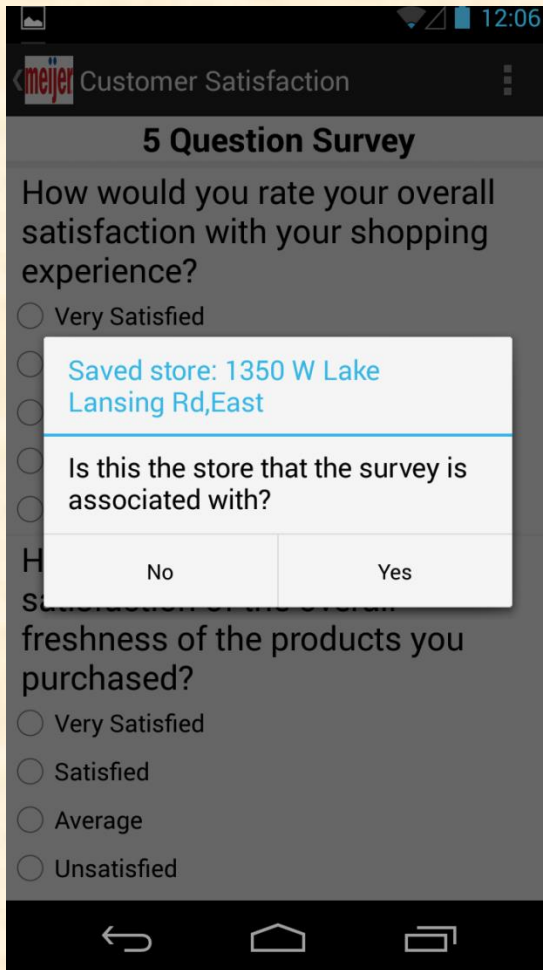
System Architecture



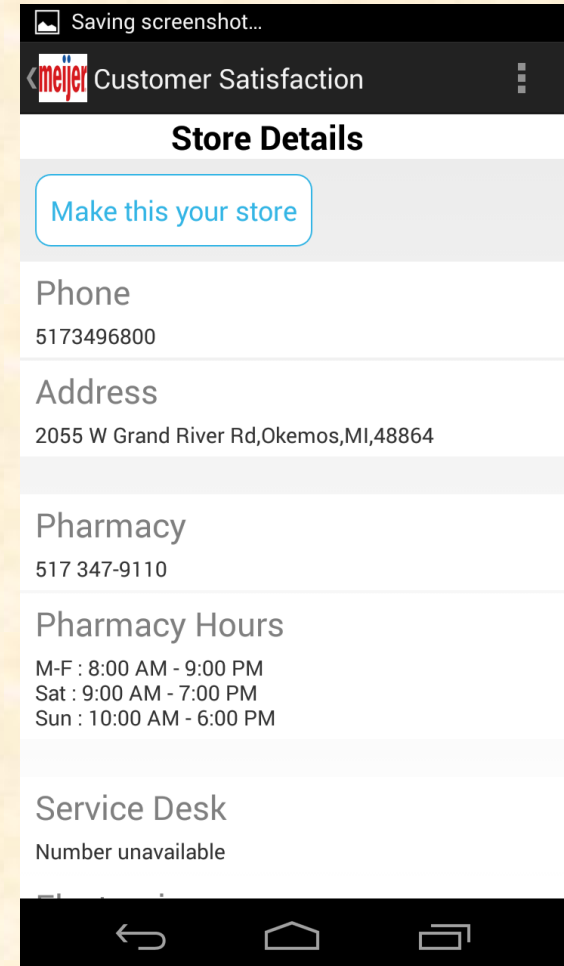
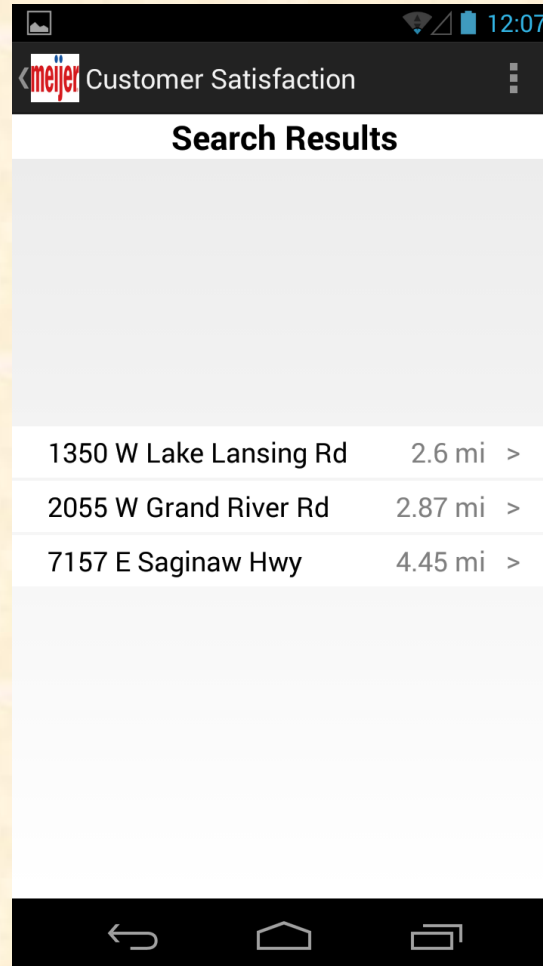
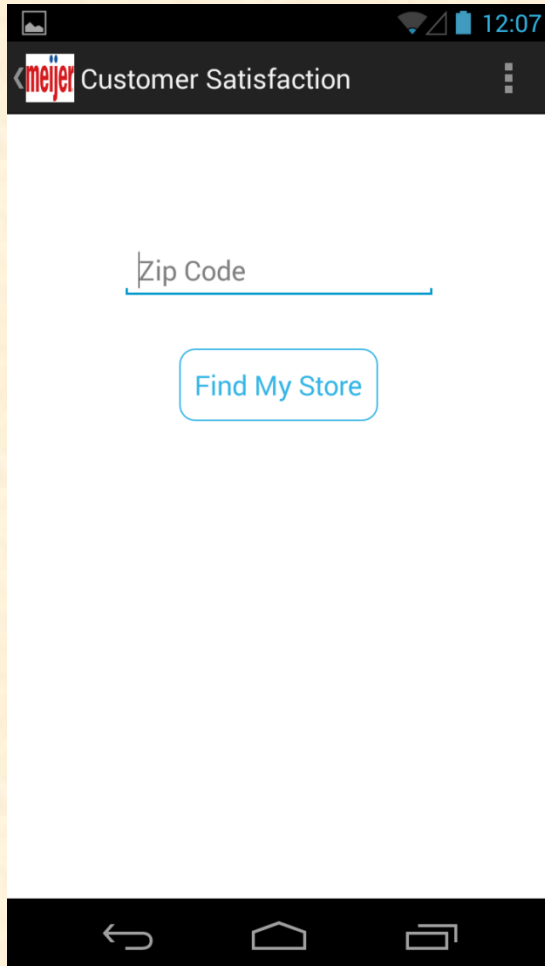
Landing Page and Menu



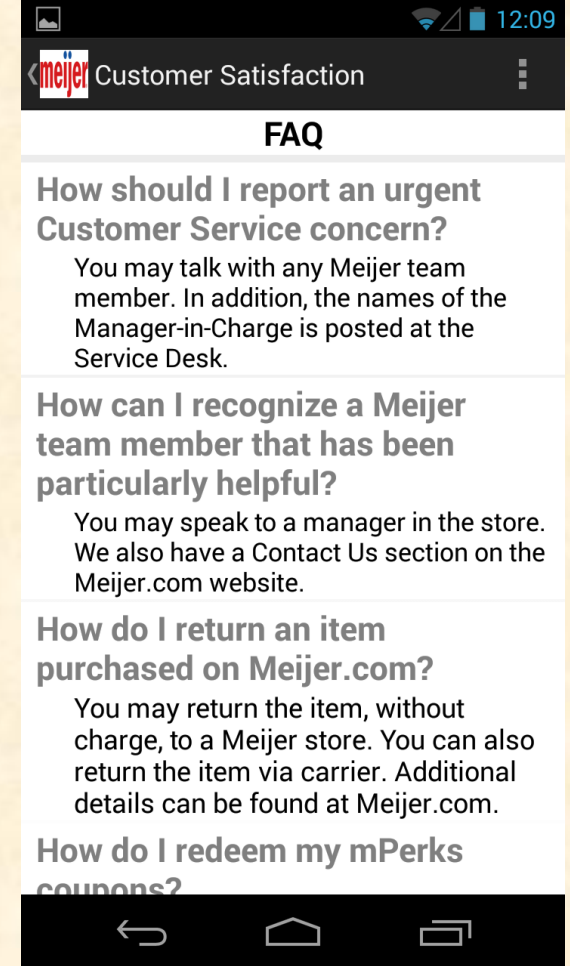
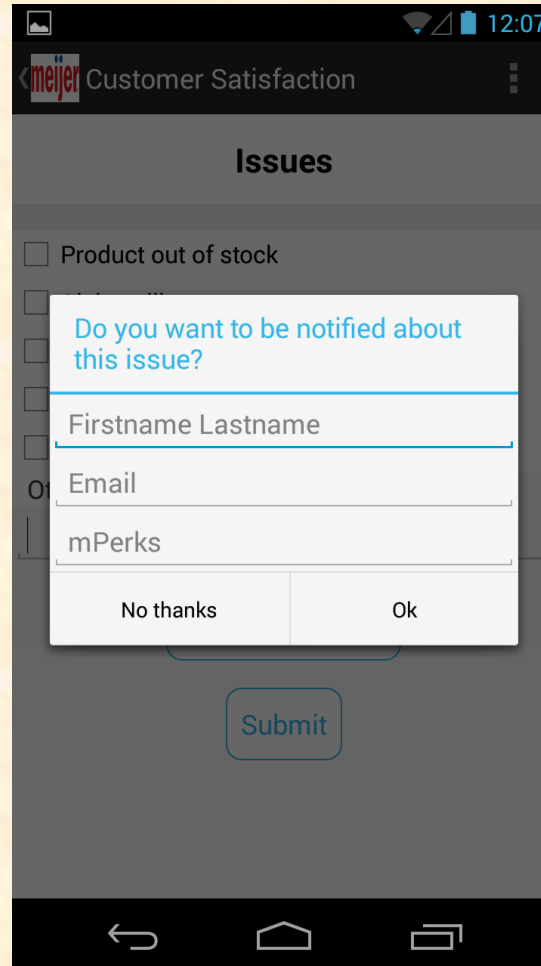
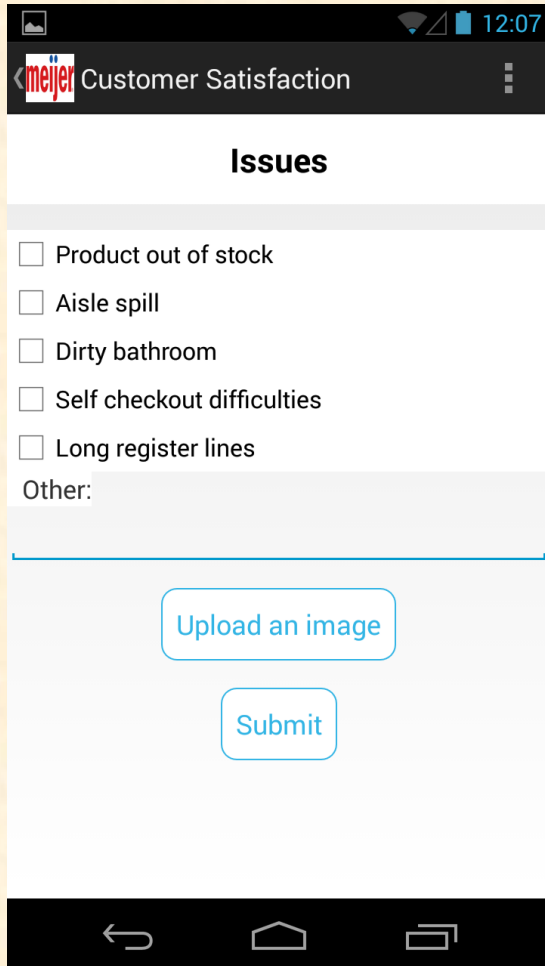
Survey Page



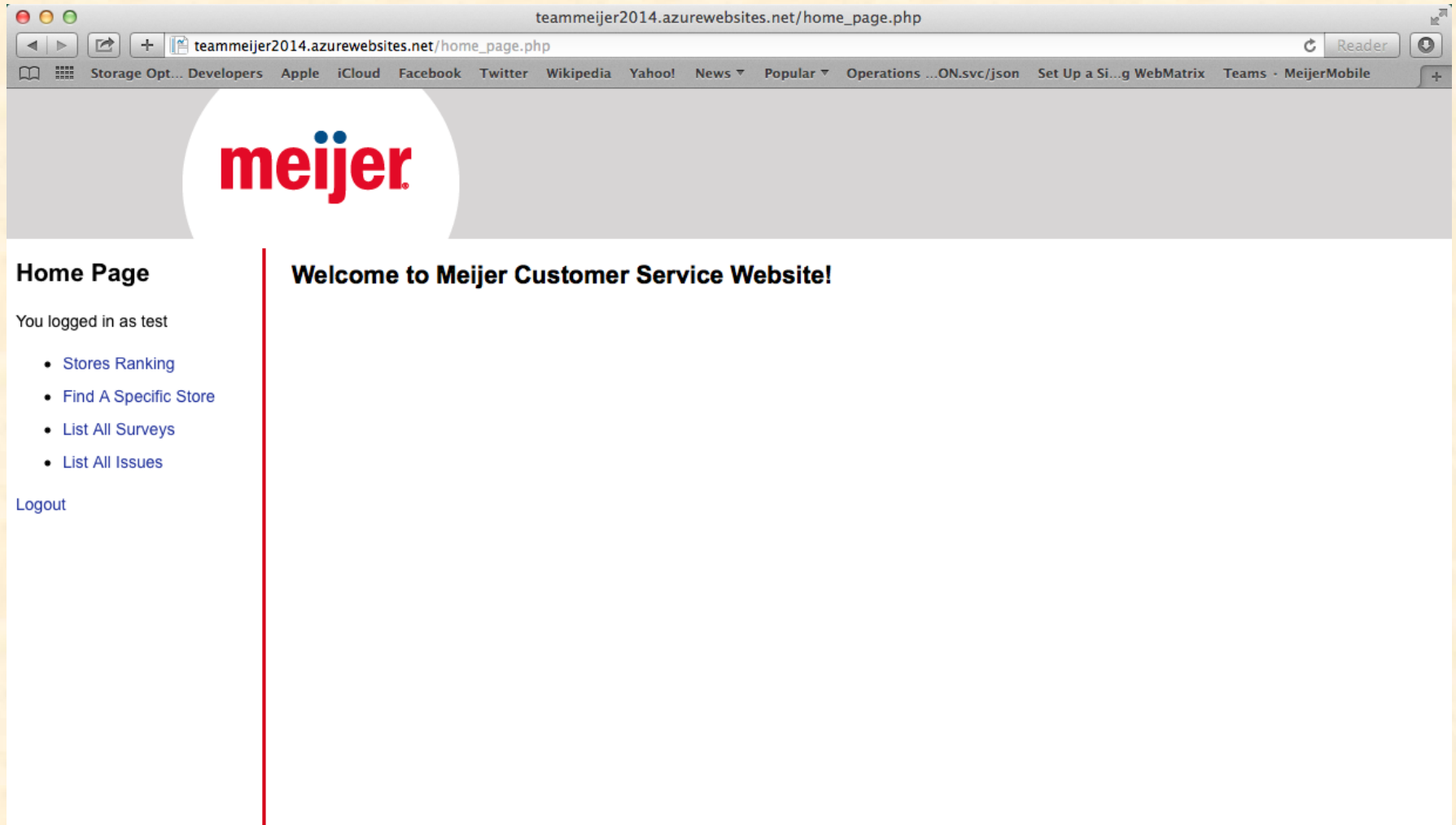
Store Selection



Issue and FAQ



Website Home Page



Store Ranking

teammeijer2014.azurewebsites.net/store_rank.php

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Home Page

You logged in as test

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

[Logout](#)

Rank Stores By Overall Ratings

Rank By

High to Low Rank

Low (<50%) Medium (50%-90%) High (>90%)

Store Number	Overall Satisfaction	Freshness	Friendliness	Cleanliness	Product Search
253	88%	92%	96%	92%	88%
216	72%	64%	72%	60%	64%
231	70%	70%	50%	40%	50%
25	70%	65%	65%	50%	50%
517	43%	44%	51%	42%	47%
52	40%	25%	34%	28%	31%
268	35%	40%	45%	60%	75%



Find a Specific Store

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Home Page

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- [Stores Ranking](#)
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[Logout](#)

Find Store Page

Find By

Store Number

SURVEYS SUMMARY

Total number of submissions: 30

Survey	Overall	Freshness	Friendliness	Cleanliness	Product Search
Very Satisfied	10%	13.33%	13.33%	10%	16.67%
Satisfied	10%	6.67%	10%	10%	13.33%
Average	16.67%	16.67%	40%	13.33%	10%
Unsatisfied	26.67%	33.33%	10%	33.33%	23.33%
Very Unsatisfied	23.33%	13.33%	10%	13.33%	23.33%
Blank	13.33%	16.67%	16.67%	20%	13.33%



List All Surveys

The screenshot shows a web browser window with the URL `teammeijer2014.azurewebsites.net/list_survey.php`. The page features the Meijer logo at the top. On the left, there is a 'Home Page' section with a 'Logout' link and a list of navigation items: 'Stores Ranking', 'Find A Specific Store', 'List All Surveys', and 'List All Issues'. The main content area is titled 'List All Surveys' and includes a 'Show 10 per page' dropdown and a 'Submit' button. Below this is a link to 'Download this data to Excel'. The survey data is presented in a table with the following columns: Survey ID, Store Number, Overall, Freshness, Friendliness, Cleanliness, and Product Search.

Survey ID	Store Number	Overall	Freshness	Friendliness	Cleanliness	Product Search
1	517	2	2	4	2	2
2	517	2	3	2	1	4
7	517	2	5	3	5	2
14	517	1	5	5	3	5
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



List All Issues

teammeijer2014.azurewebsites.net/list_issues.php

teammeijer2014.azurewebsites.net/list_issues.php

Storage Opt... Developers Apple iCloud Facebook Twitter Wikipedia Yahoo! News Popular Operations ...ON.svc/json Set Up a Si...g WebMatrix Teams - MeijerMobile

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Home Page

You logged in as test

- Stores Ranking
- Find A Specific Store
- List All Surveys
- List All Issues

Logout

List All Issues

Sort All Issues By;

Status Sort

**Click on Issue ID to get the issuer details
 **Click on Action to edit status, severity and actions taken

Action	Issue ID	Store Number	Messy Aisle	Dirty Bathroom	Long Register Lines	Self Checkout	Out Of Stock	Other (click for details)	Severity	Status	Actions Taken	Images
Edit	4107	52	F	True	F	F	F	True	Low	Open		
Edit	4108	52	F	F	F	F	F	F	Low	Open		
Edit	4109	52	F	F	F	F	F	F	Low	Open		
Edit	4110	52	F	F	True	F	F	F	Low	Open		



What's left to do?

- Debugging
 - Issues
 - Image submission
- Test at an actual Meijer
- Documentation
- Camtasia
- User Interface
- Additional Features from Client

