MICHIGAN STATE UNIVERSITY

Beta Presentation Mobile Customer Satisfaction Application

The Capstone Experience

Team Meijer

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Spring 2014

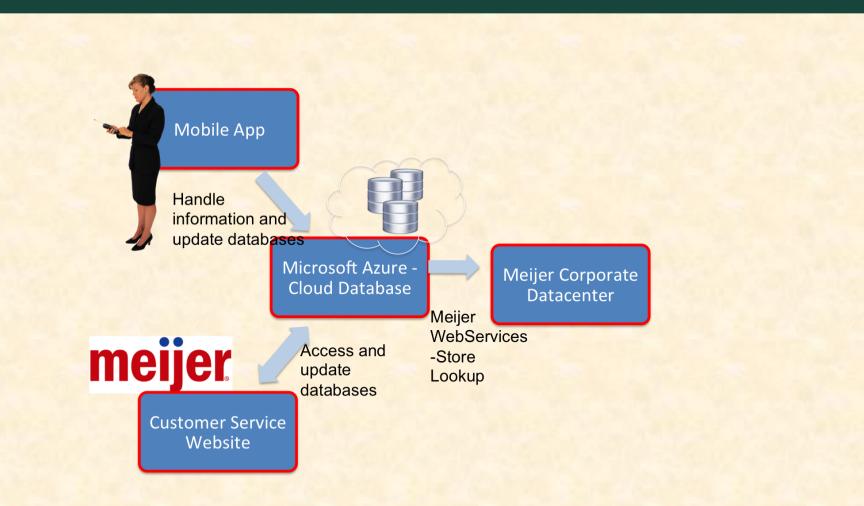


...to Professionals

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



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Landing Page and Menu

✓ 12:06	► ► ► 12:13
5 Question Survey	How should I r 5 Question Survey How should I r Find My Store You may talk wit Issues Manager-in-Cha Service Desk.
Find My Store Submit Issue FAQ	How can I recognize a weijer team member that has been particularly helpful? You may speak to a manager in the store. We also have a Contact Us section on the Meijer.com website.
	How do I return an item purchased on Meijer.com? You may return the item, without charge, to a Meijer store. You can also return the item via carrier. Additional details can be found at Meijer.com.
	How do I redeem my mPerks

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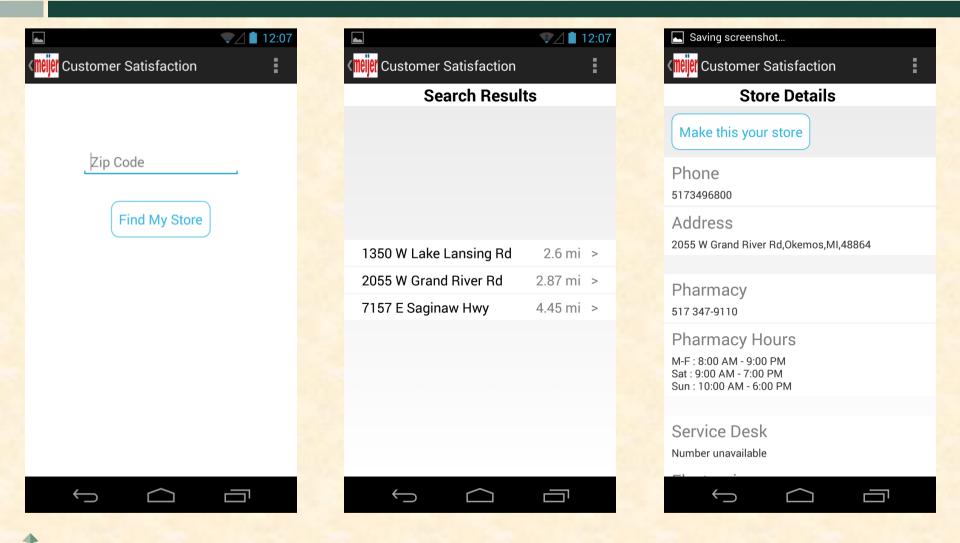
Survey Page

		2 12:06						
<meijer customer="" satisf<="" td=""><th>action</th><th></th><td></td></meijer>	action							
5 Question Survey								
How would you rate your overall satisfaction with your shopping experience?								
Very Satisfied		_						
C Saved store: 1350 W Lake Lansing Rd,East								
Is this the store that the survey is associated with?								
H No Yes								
freshness of the products you purchased?								
◯ Satisfied								
Average								
O Unsatisfied								
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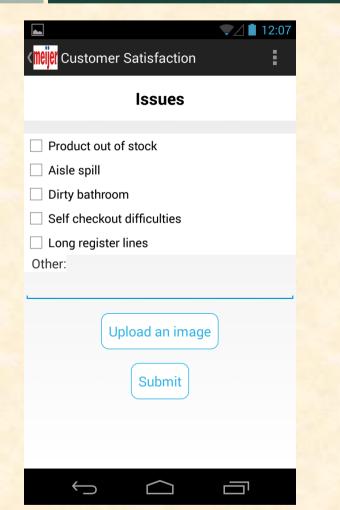
Saving screenshot... Saving screenshot... ł. Customer Satisfaction (meiler Customer Satisfaction **5** Question Survey visited? How would you rate your overall O Very Satisfied satisfaction with your shopping Satisfied experience? ○ Average O Very Satisfied O Unsatisfied O Satisfied ○ Verv Unsatisfied ○ Average How would you rate your O Unsatisfied satisfaction of the ease and O Very Unsatisfied availablility in the products you How would you rate your were looking for? satisfaction of the overall O Verv Satisfied freshness of the products you Satisfied purchased? ○ Average O Very Satisfied O Unsatisfied Satisfied O Very Unsatisfied O Average Submit O Unsatisfied \hookrightarrow Ū IJ \frown \bigcirc

Store Selection

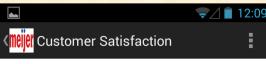


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Issue and FAQ



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01	Email									
	mPerks									
	No thanks	Ok								
Submit										
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FAQ

How should I report an urgent Customer Service concern? You may talk with any Meijer team member. In addition, the names of the Manager-in-Charge is posted at the Service Desk.

How can I recognize a Meijer team member that has been particularly helpful?

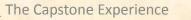
You may speak to a manager in the store. We also have a Contact Us section on the Meijer.com website.

How do I return an item purchased on Meijer.com?

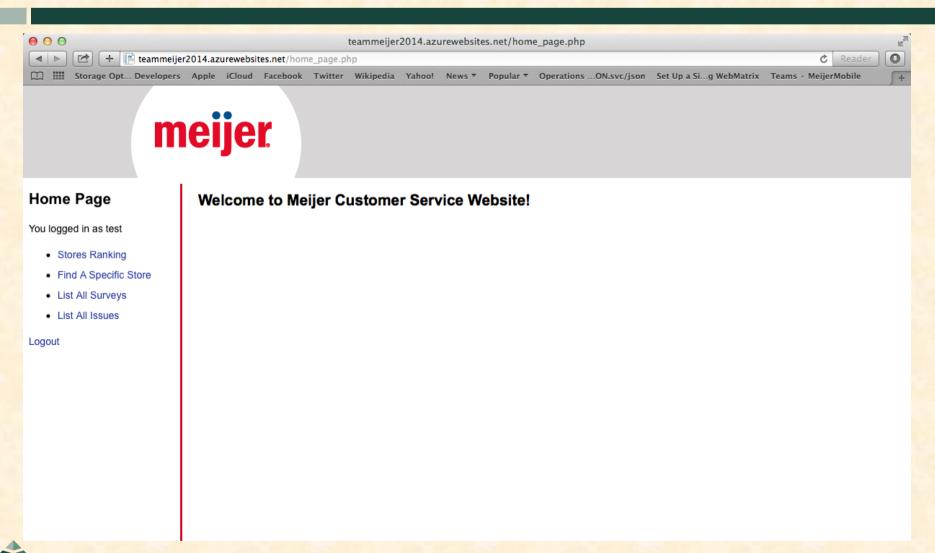
You may return the item, without charge, to a Meijer store. You can also return the item via carrier. Additional details can be found at Meijer.com.

How do I redeem my mPerks

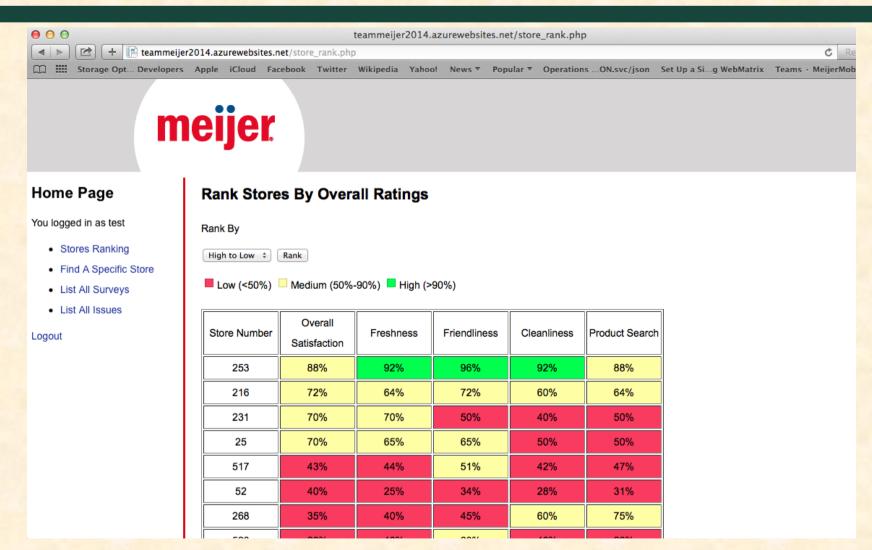




Website Home Page



Store Ranking



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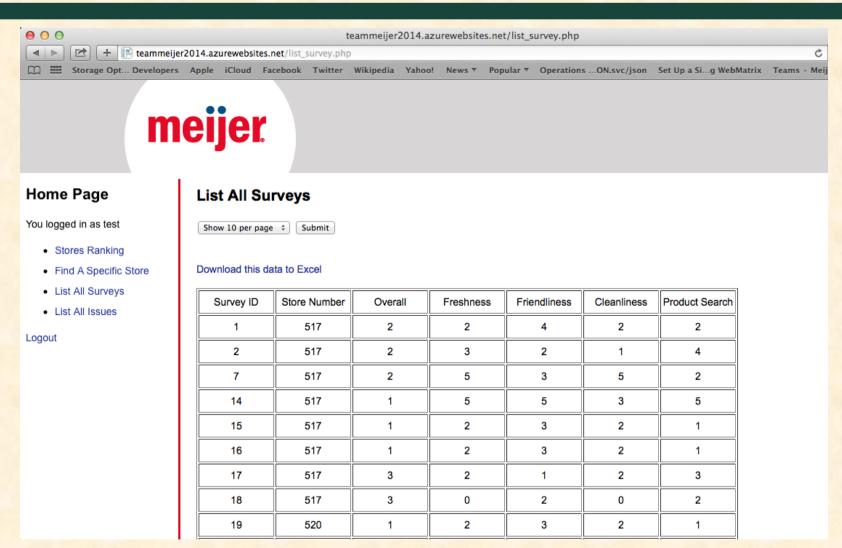
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Find a Specific Store

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m	eijer										
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Stores Ranking	Store Number	\$ 517									
Find A Specific Store	Show Details										
List All Surveys	SURVEYS SU	MARY									
List All Issues	Total number of	fsubmissio	ns: 30								
Logout	<u>Current</u>	0.0		Freeba		Friendlines			Deside et Colorad		
	Survey	Ove		Freshn		Friendlines			Product Search		
	Very Satisfied	10	%	13.33	%	13.33%		10%	16.67%		
	Satisfied	10	%	6.679	6	10%		10%	13.33%		
	Average	16.6	7%	16.67	%	40%	1	3.33%	10%		
	Unsatisfied	26.6	7%	33.33	%	10%	3	3.33%	23.33%		
	Very Unsatisfied	23.3	3%	13.33	%	10%	1	3.33%	23.33%		
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List All Surveys



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List All Issues

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List All Issues		tion	Issue ID	Store	Messy	Dirty	·	Long	Self	Out Of	Other (click for	Severity	Status	Actions	Imagas
Logout			ISSUE ID	Number	Aisle	Bathroo	om 📗	Lines	Checkout	Stock	details)	Seventy	Status	Taken	Images
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What's left to do?

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