

MICHIGAN STATE

U N I V E R S I T Y

Beta Presentation

Mobile Location-Based Product Promotion

The Capstone Experience

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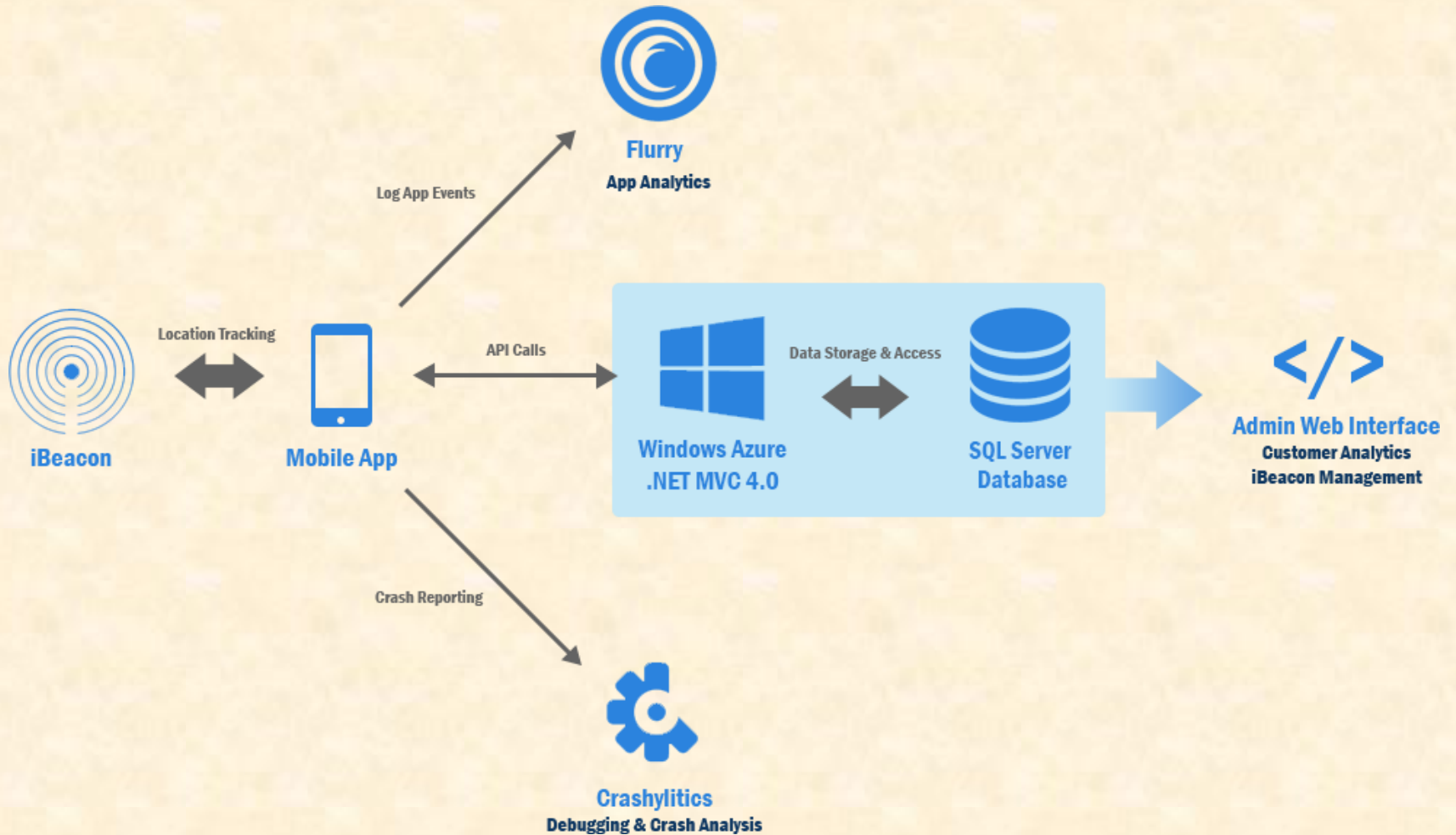
*From Students...
...to Professionals*

Project Overview

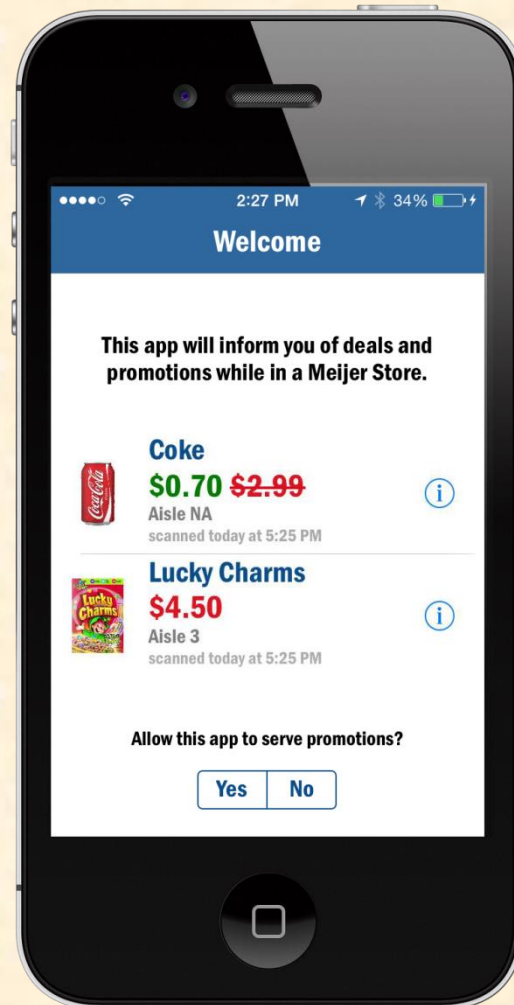
- iOS mobile app showing promotions to customers
- Admin website for employee control/analytics
- Proof of concept for Meijer



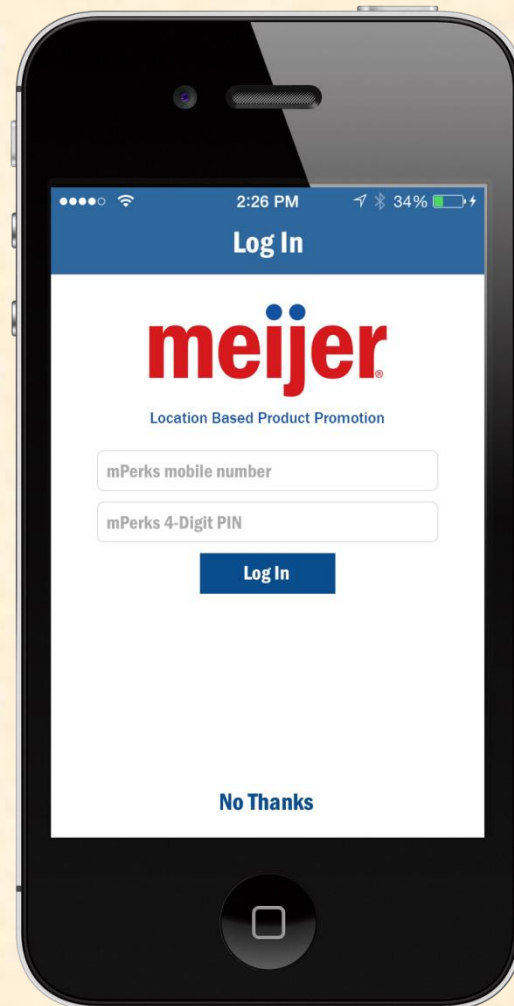
System Architecture



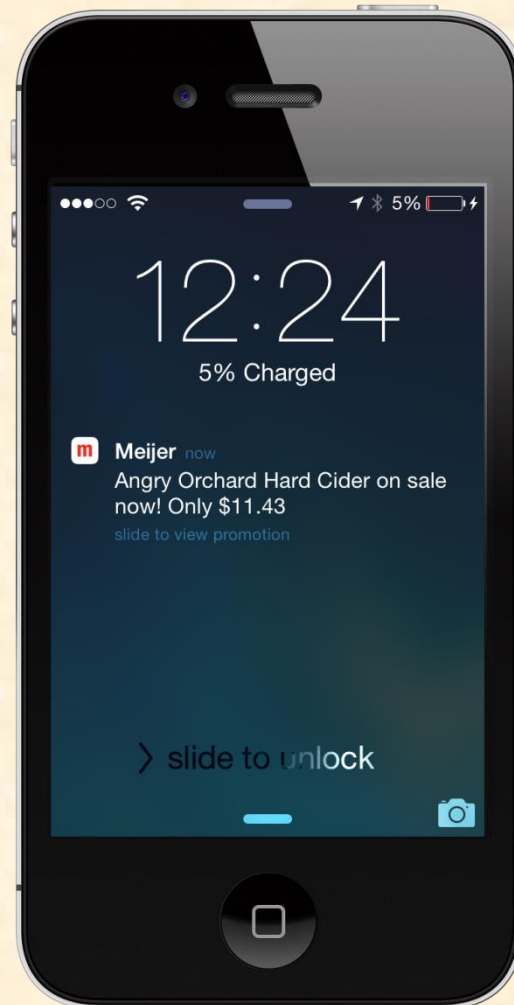
First Launch Introduction



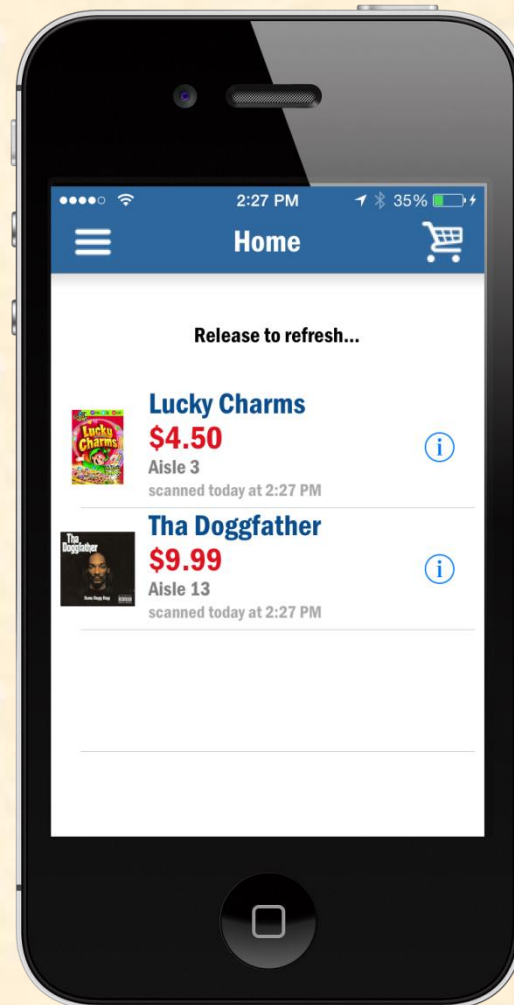
Log In



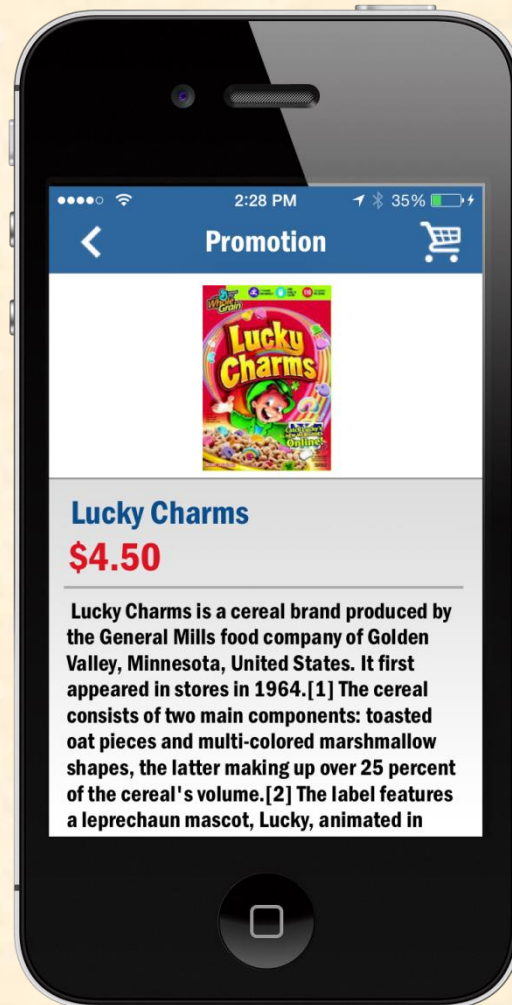
Product Promotion



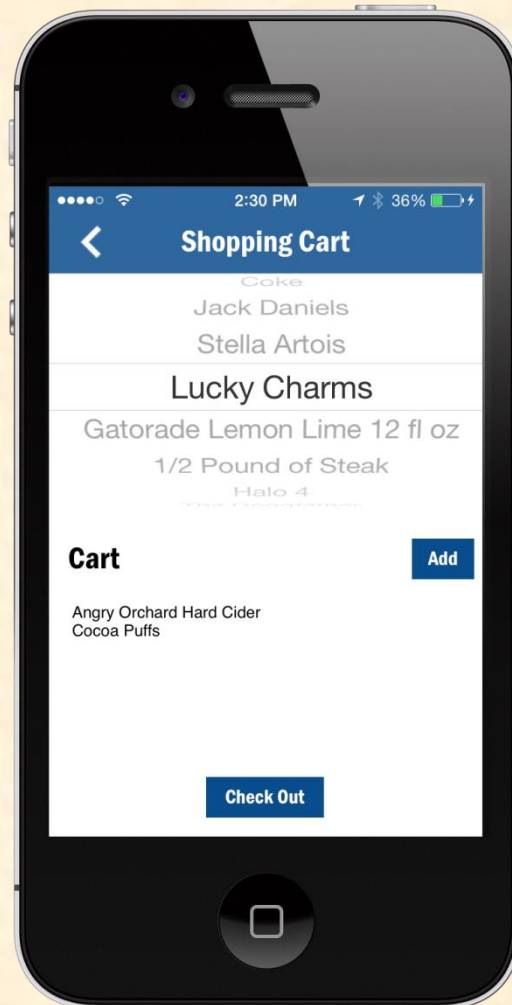
Recent Promotions



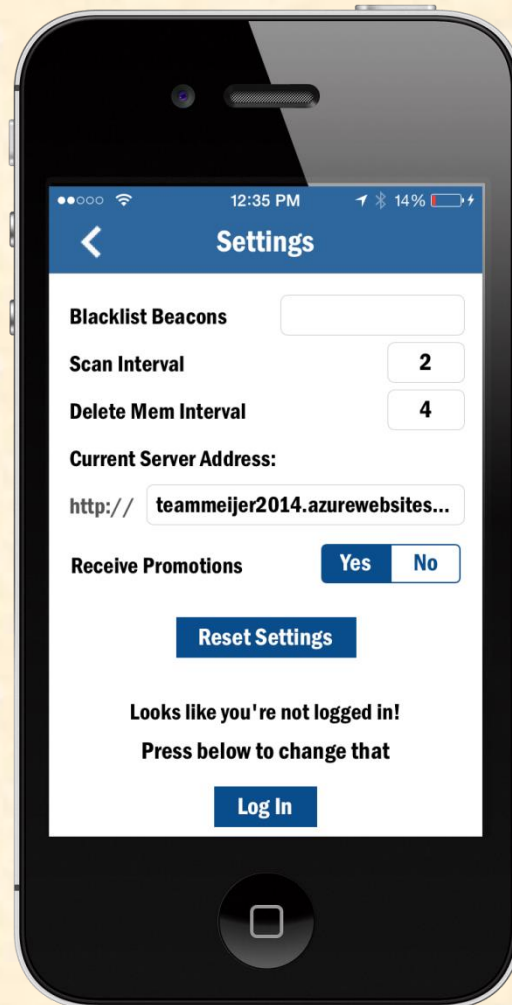
Promotion Details



Shopping Cart



Settings/User Info



Beacon Manager

The screenshot shows the Meijer Beacon Manager web application. The browser address bar displays "teammeijer2014.azurewebsites.net". The page header includes the Meijer logo and "Mobile Admin Interface" with navigation tabs for "Beacon Manager", "Item Manager", and "Customer Analytics".

The main content area is titled "Beacon Manager" and features an "Add Beacon" form on the left and a list of beacon entries on the right. The "Add Beacon" form includes fields for "Name", "Major ID", and "Minor ID", along with a "Create" button.

The beacon list contains the following entries:

Category	ID	Item Name	Status	Actions
Meat & Produce	734 - 35990	Cheerios	ACTIVE	EDIT STATS
Sports Drinks	22046 - 14713	Gatorade Lemon Lime 12 fl oz	ACTIVE	EDIT STATS
Soft Drinks	42587 - 19852	Coke	ACTIVE	EDIT STATS
Meijer Campus Beacon 3	28278 - 39958	Cocoa Puffs	ACTIVE	EDIT STATS
Meijer4	39676 - 57092	Jack Daniels	ACTIVE	EDIT STATS
Cereal	56625 - 32169	Lucky Charms	ACTIVE	EDIT STATS
Beer & Wine	24101 - 40971	Angry Orchard Hard Cider	ACTIVE	EDIT STATS
MeijerCampusBeacon	43429 - 10900	Gatorade Lemon Lime 12 fl oz	ACTIVE	EDIT STATS
Music			ACTIVE	EDIT STATS



Editing a Beacon

The screenshot displays the Meijer Beacon Manager interface. The browser address bar shows the URL `teammeijer2014.azurewebsites.net`. The page header includes the Meijer logo and the text "Mobile Admin Interface". Navigation tabs for "Beacon Manager", "Item Manager", and "Customer Analytics" are visible. The main content area is titled "Beacon Manager" and features an "Add Beacon" sidebar on the left with input fields for Name, Major ID, and Minor ID, and a "Create" button. The main list shows several beacons, each with a circular icon, name, ID, and product name. The "Sports Drinks" beacon is selected, and its edit form is displayed, showing fields for Name, Major Id, Minor Id, and Item Id, along with "DELETE", "SAVE", and "CANCEL" buttons. A dropdown menu for "Item Id" is open, showing "Angry Orchard Hard Cider".

Name	Major Id	Minor Id	Item Id	Status	Product
Meat & Produce	734	35990		ACTIVE	Cheerios
Sports Drinks	22046	14713		ACTIVE	Angry Orchard Hard Cider
Soft Drinks	42587	19852		ACTIVE	Coke
Meijer Campus Beacon 3	28278	39958		ACTIVE	Cocoa Puffs
Meijer4	39676	57092		ACTIVE	Jack Daniels
Cereal	56625	32169		ACTIVE	Lucky Charms
Beer & Wine	24101	40971		ACTIVE	Angry Orchard Hard Cider
MeijerCampusBeacon	43429	10900		ACTIVE	

Item Manager

The screenshot shows a web browser window with the URL `teammeijer2014.azurewebsites.net/Home/Items`. The page title is "Item Manager - My ASP.NET". The navigation bar includes "meijer Mobile Admin Interface" and three menu items: "Beacon Manager", "Item Manager" (which is active), and "Customer Analytics".

The main content area is titled "Item Manager" and features a search bar with the text "Search Items" and a search input field containing the letter "c". Below the search bar, it states "Found 4 results for 'c'" and lists four items:

- Cheerios
- Cocoa Puffs
- Coke
- Camelbak Water Bottle

The "Cheerios" item is selected and displayed in a larger view. It includes a product image of a Cheerios box, the product name "Cheerios", a GUID `bb7fa20f-bc07-4382-ae56-14f70731984a`, a price of **\$3.59** (with the original price ~~\$3.99~~ in red), and a sale validity period of "Valid until Mon Oct 20 2014".

Below the product details, there is a "10% Off" label and a paragraph of descriptive text: "Cheerios is an American brand of breakfast cereals manufactured by General Mills. In some countries, including the United Kingdom, Cheerios is marketed by Cereal Partners under the Nestlé brand; in Australia and New Zealand, Cheerios is sold as an Uncle Tobys product."

At the bottom of the item view, there are three buttons: "Edit Item", "Edit Sale", and "Remove Sale".

The footer of the page contains the copyright notice "© 2014 - Meijer".



Editing a Sale

The screenshot shows the Meijer Mobile Admin Interface. The main heading is 'Item Manager'. On the left, there is a search bar with the text 'c' and a list of search results: 'Cheerios', 'Cocoa Puffs', 'Coke', and 'Camelbak Water Bottle'. The 'Cheerios' item is selected and displayed in the main content area. The item details include a product image, the name 'Cheerios', a GUID 'bb7fa0f-bc07-4382-ac56-14f70731984a', and a price of '\$3.59' with a crossed-out original price of '\$3.99'. Below the price, there is a description: 'Cheerios is an American brand of breakfast cereals manufactured by General Mills. In some countries, including the United Kingdom, Cheerios is marketed by Cereal Partners under the Nestlé brand; in Australia and New Zealand, Cheerios is sold as an Uncle Tobys product.'

Editing options are provided below the item details:

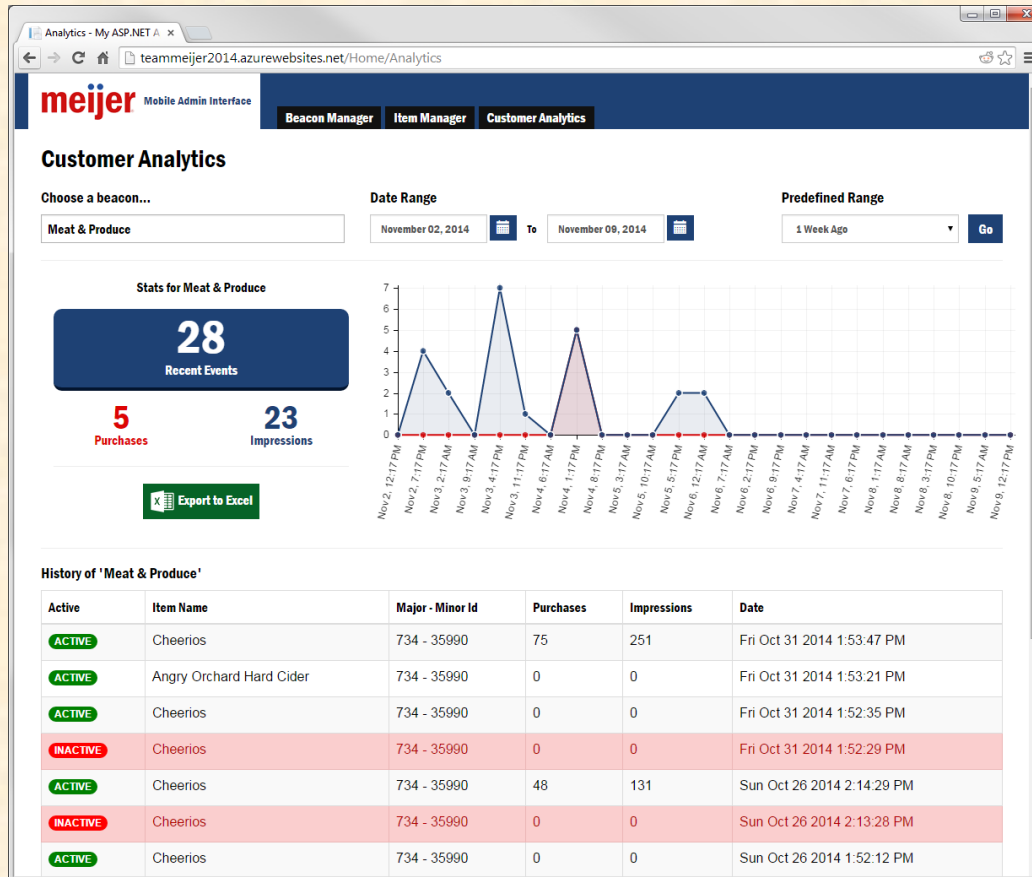
- Percentage Off:
- Amount Off:
- Valid Thru:
- Purchase Quantity:

Buttons for 'Save' and 'Cancel' are located below the editing options. A calendar popup is open, showing the month of October 2014. The calendar has columns for days of the week (Mon, Tue, Wed, Thu, Fri, Sat, Sun) and rows for weeks (40, 41, 42, 43, 44, 45). The date 20 is selected. Buttons for 'Today', 'Clear', and 'Close' are at the bottom of the calendar.

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Customer Analytics



Excel Exporting

MeatProduce_11_9_2014_17_21_39.xlsx - Microsoft Excel non-commercial use

Table Tools: Design

	A	B	C	D	E	F	G	H	I	J	K
1	EventType	Beacon Name	DTSPinserted	Id							
2	Impression	Meat & Produce	11/2/2014 16:13	4c71e680-e824-462f-a646-9166b4161913							
3	Impression	Meat & Produce	11/2/2014 16:59	a559d372-0889-4d1d-b7c2-46d66f6165de							
4	Impression	Meat & Produce	11/2/2014 17:38	9330ba0f-aa25-4bed-bb5d-e196d6b8a74b							
5	Impression	Meat & Produce	11/2/2014 17:51	ac652b7a-30cb-437e-badb-f0ee592fb54c							
6	Impression	Meat & Produce	11/2/2014 20:25	012ba68e-b257-4633-b3fa-8057f31351f9							
7	Impression	Meat & Produce	11/2/2014 20:34	8fd6c322-9635-436e-927b-c4d537e813bc							
8	Impression	Meat & Produce	11/3/2014 16:03	7c8e4b50-8192-40dc-9158-d3476263cf1d							
9	Impression	Meat & Produce	11/3/2014 16:11	3d333290-2051-4b1a-a34b-101e3d6036ed							
10	Impression	Meat & Produce	11/3/2014 16:12	06ad64ab-3ffc-487b-acca-675e2e568a90							
11	Impression	Meat & Produce	11/3/2014 16:12	5a589567-77e1-4b94-806a-29463a957a53							
12	Impression	Meat & Produce	11/3/2014 16:12	0975cc10-b6c0-417b-a50c-3712a1ac907							
13	Impression	Meat & Produce	11/3/2014 16:12	f071a285-3a58-4d48-9f3a-fa94b07ab45f							
14	Impression	Meat & Produce	11/3/2014 16:12	6abe49f9-79c7-462e-aa99-0a91d537b8d0							
15	Impression	Meat & Produce	11/3/2014 16:18	d60d46dc-ad83-49e0-be4d-e22b9624804c							
16	Impression	Meat & Produce	11/4/2014 10:05	5e32b8f8-21e1-4203-8285-d6d76cbc5765							
17	Impression	Meat & Produce	11/4/2014 10:05	1e7a0683-bc7d-40a9-a907-bebafe0c5bb4							
18	Impression	Meat & Produce	11/4/2014 10:05	ec68c1c7-507d-4fed-9fea-2af24a03af5a							
19	Impression	Meat & Produce	11/4/2014 10:05	bacebe4a-747a-45b2-99e9-bdc373e6c250							
20	Impression	Meat & Produce	11/4/2014 10:05	1a808bdd-255c-49f2-85f9-0bb6116c797c							
21	Purchase	Meat & Produce	11/4/2014 10:05	69b0ccf8-3ec5-482b-8d7b-a4dba2b0f905							
22	Purchase	Meat & Produce	11/4/2014 10:05	71361577-b7d2-400a-9be3-f8d53e7eec94							
23	Purchase	Meat & Produce	11/4/2014 10:05	08cdfb5b-ecce-45af-958b-fa4ddb4bf024							
24	Purchase	Meat & Produce	11/4/2014 10:05	15044a05-eaf7-4142-90dc-302c4e7e79f1							
25	Purchase	Meat & Produce	11/4/2014 10:05	24970959-de65-446d-b475-6f0fae9c3ad6							
26	Impression	Meat & Produce	11/5/2014 16:56	1eb83a2d-364c-44df-9b7f-b69474438b1e							
27	Impression	Meat & Produce	11/5/2014 16:56	effdb89c-2304-4586-927b-94f682290523							
28	Impression	Meat & Produce	11/5/2014 17:49	509cfe09-8fd6-430d-b6ef-7c53af7460db							
29	Impression	Meat & Produce	11/5/2014 17:50	8d3f898c-37ab-4f6e-bd76-45f45dc36e69							
30											

Ready



What's left to do?

- Visual polish
- Project video
- Final project plan