

MICHIGAN STATE

U N I V E R S I T Y

Alpha Presentation

Visualizing Brand Loyalty

The Capstone Experience

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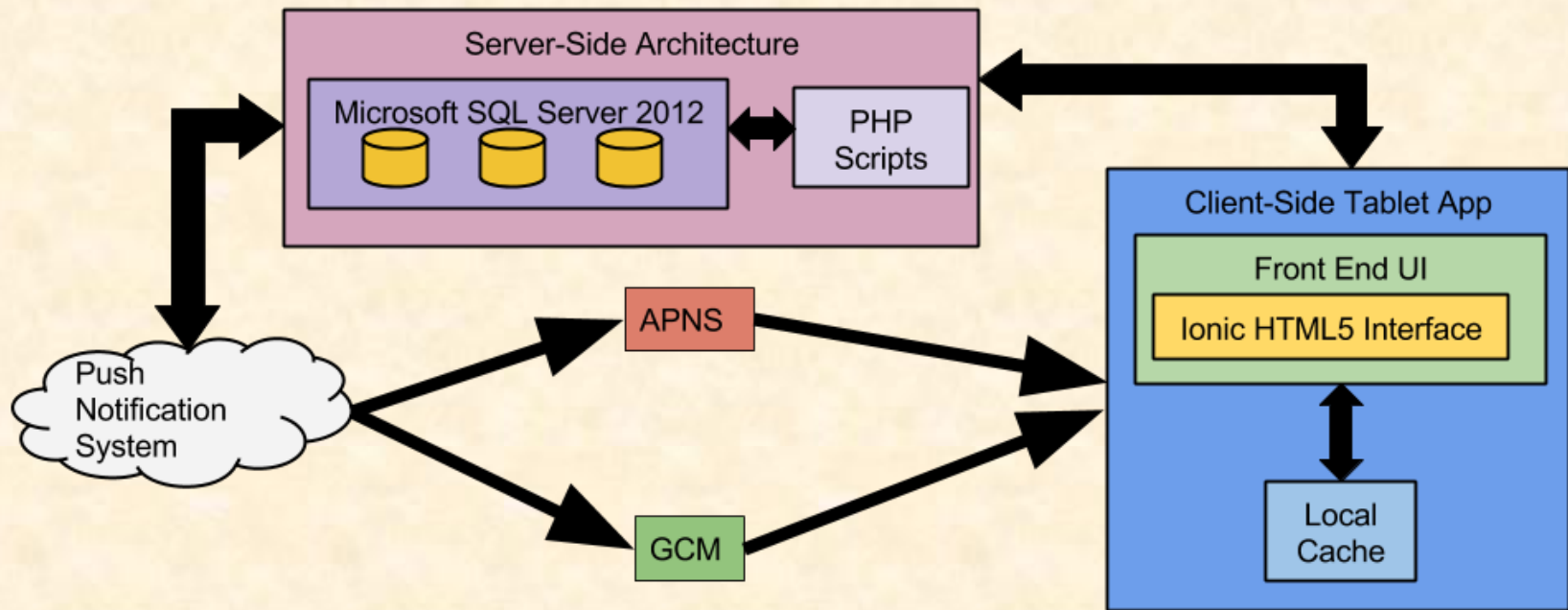
*From Students...
...to Professionals*

Project Overview

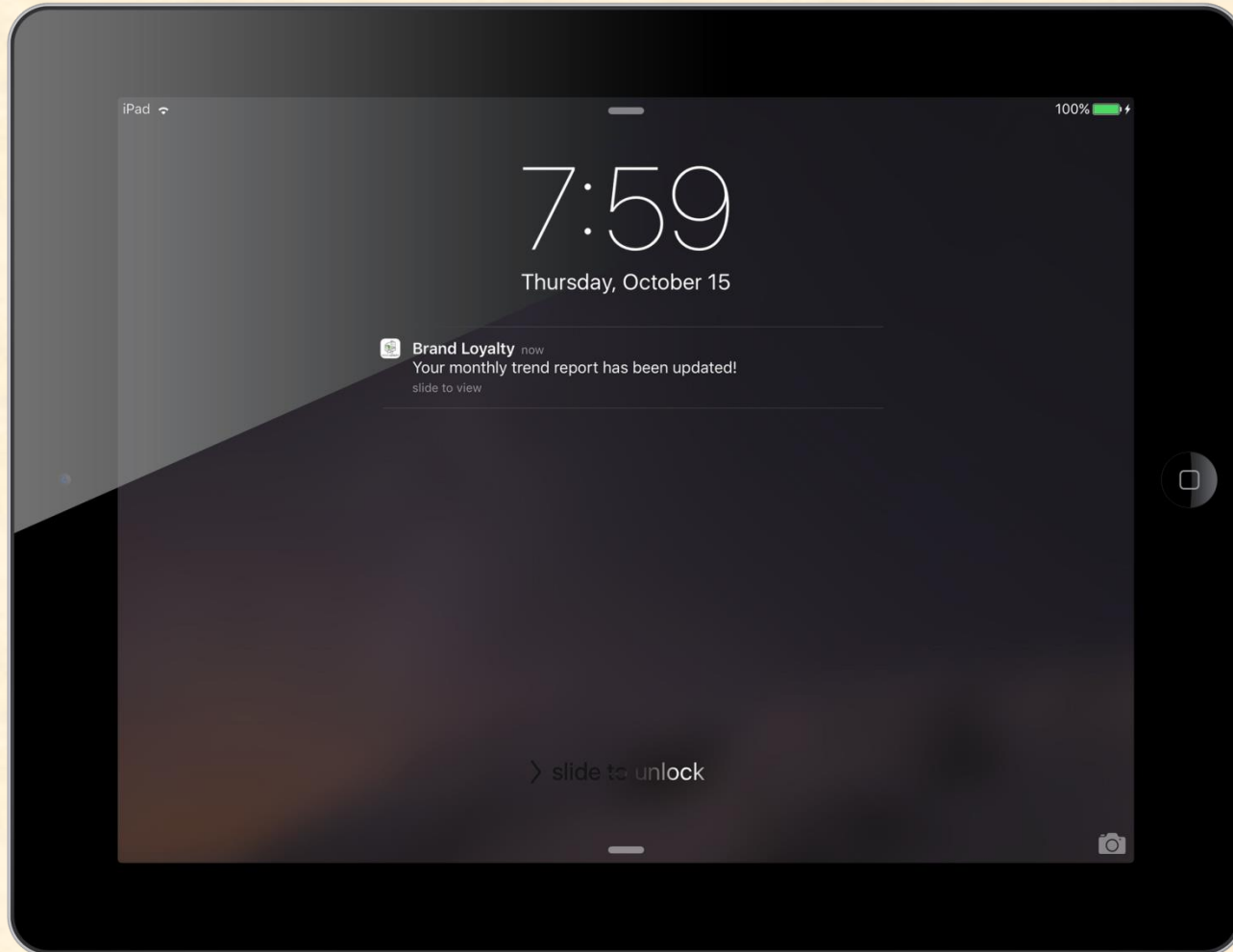
- Allow OEM Loyalty Managers to explore loyalty data on a tablet
 - Illustrate loyalty/conquest/defector data in a meaningful way
 - Show KPIs for specific geographic regions
 - View loyalty information for previous months
 - Provide a cross-platform app for both Android and iOS devices
 - Send monthly alerts



System Architecture



Push Notifications



Geography Hierarchy Menu



Criteria Menu



What's left to do?

- Trigger table updates when new data is acquired
- Monthly report
- Allow back-end to send push notifications
- Forget/change password
- Responsive bubble chart
- Conquest and defector brand specific information

