

MICHIGAN STATE

UNIVERSITY

Alpha Presentation

Personalized Augmented Reality Experience

The Capstone Experience

Team MSUFCU

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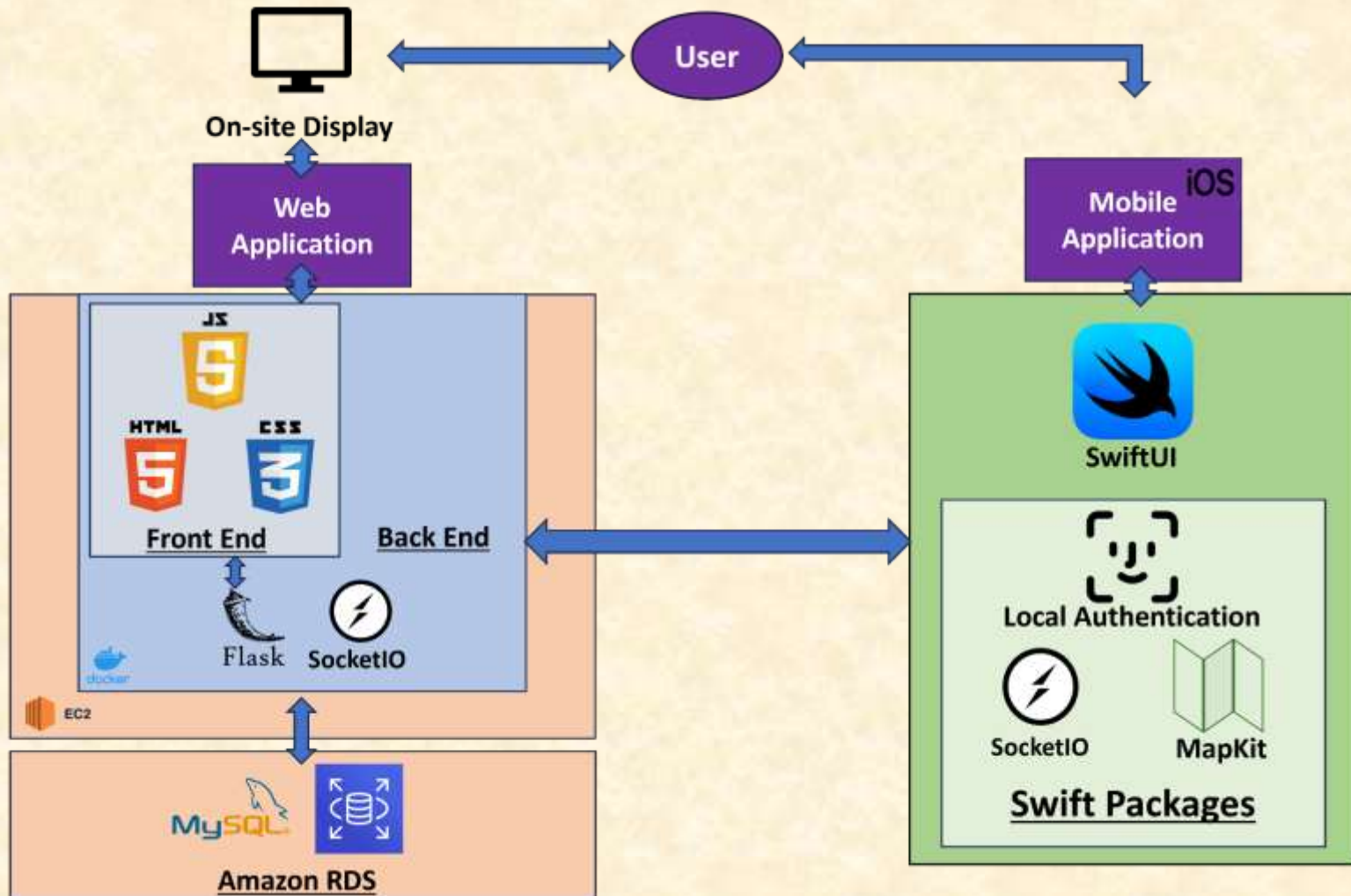
*From Students...
...to Professionals*

Project Overview

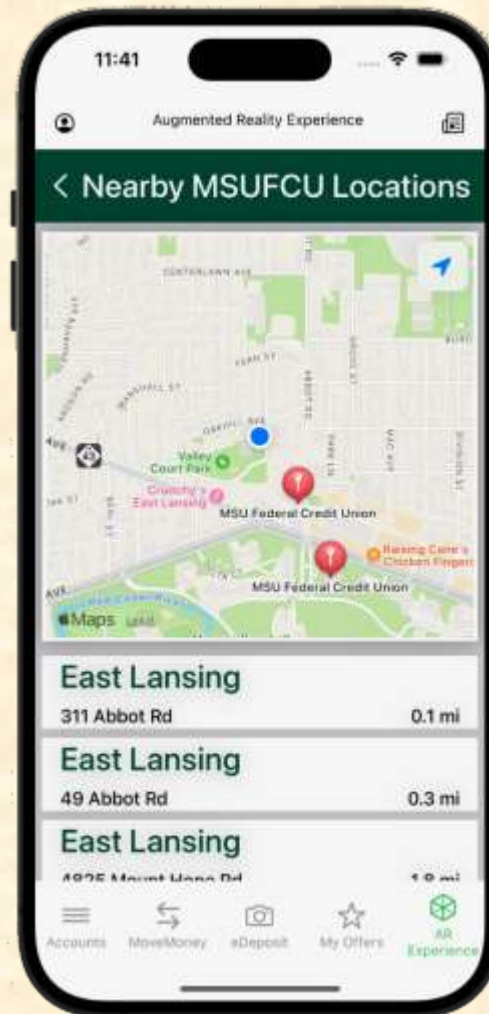
- Seamless navigation to specific branch services
- Increase efficiency of visits by streamlining process
- Personalized user on-site experience
- Encourage future branch visits



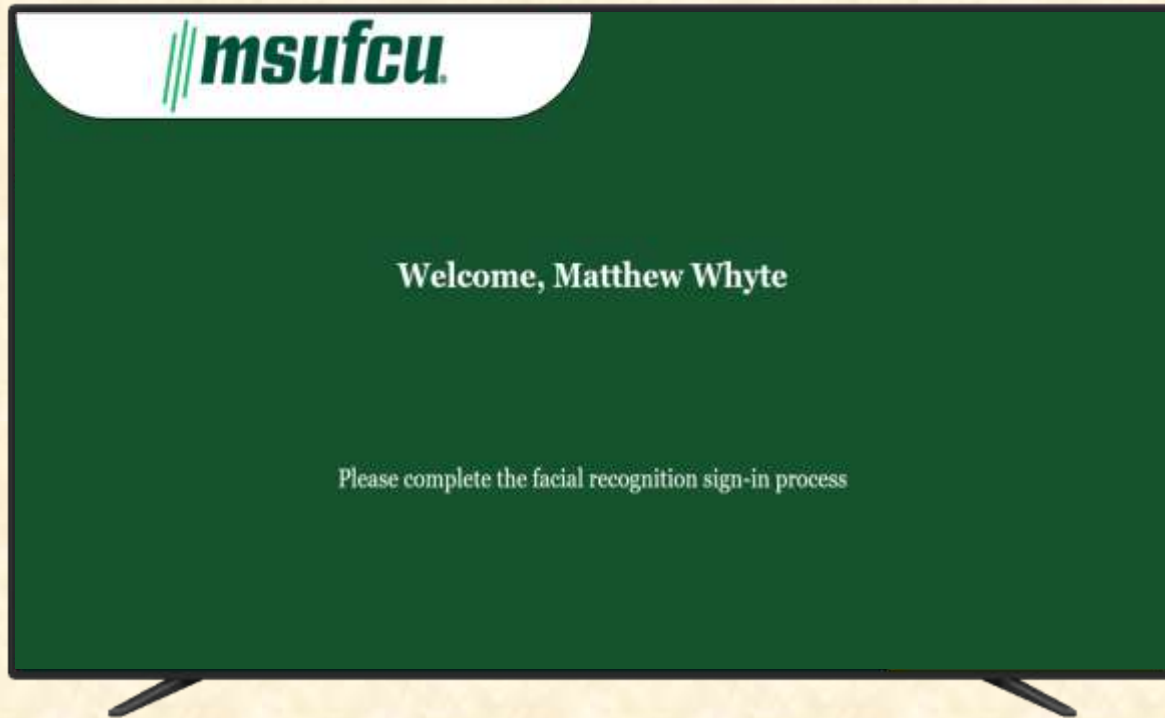
System Architecture



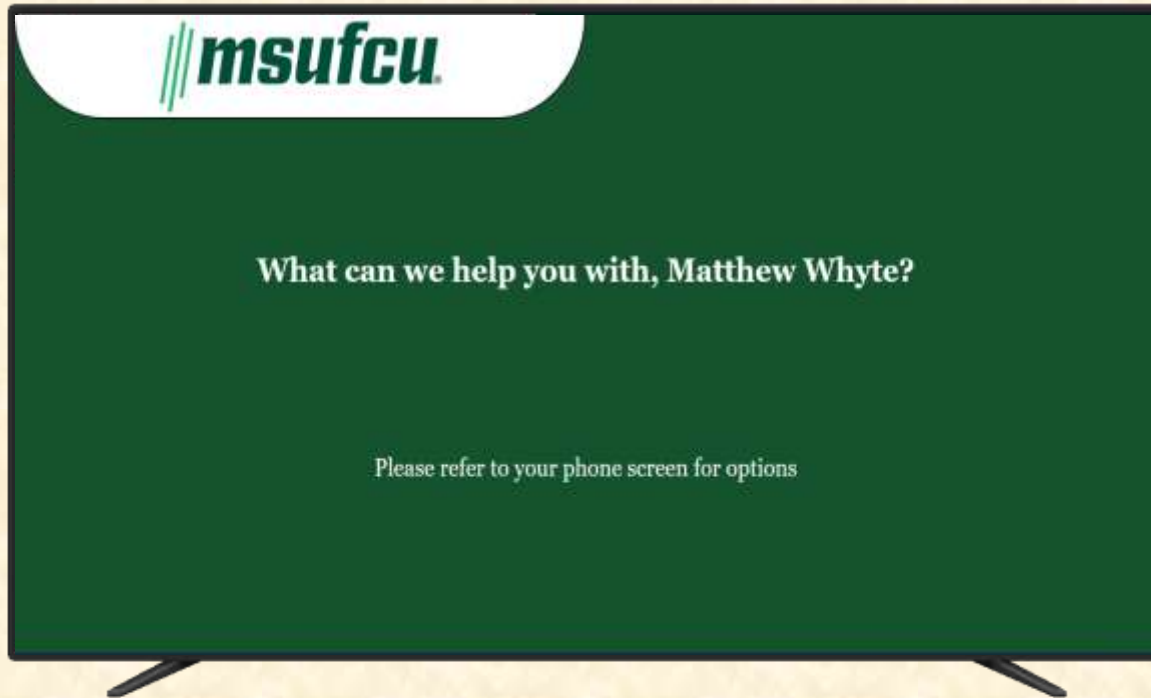
Mobile Phone – Geolocation & Branch Finder



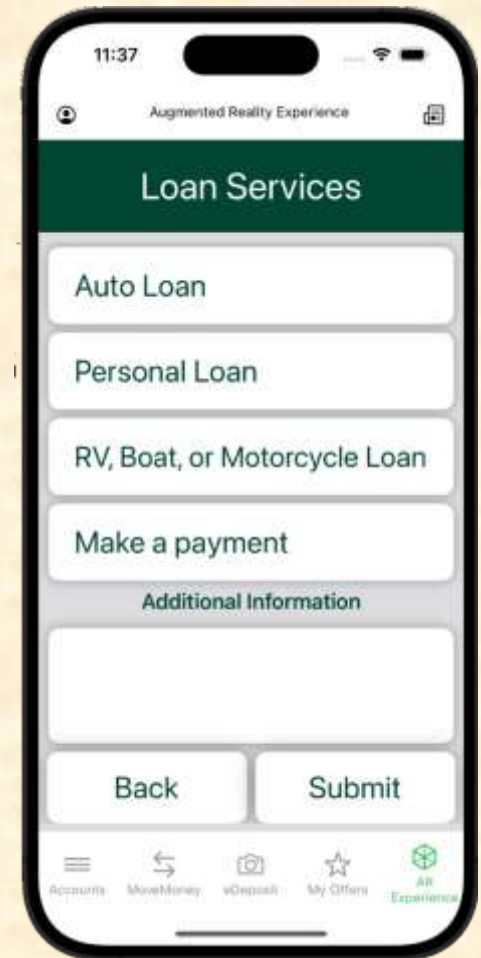
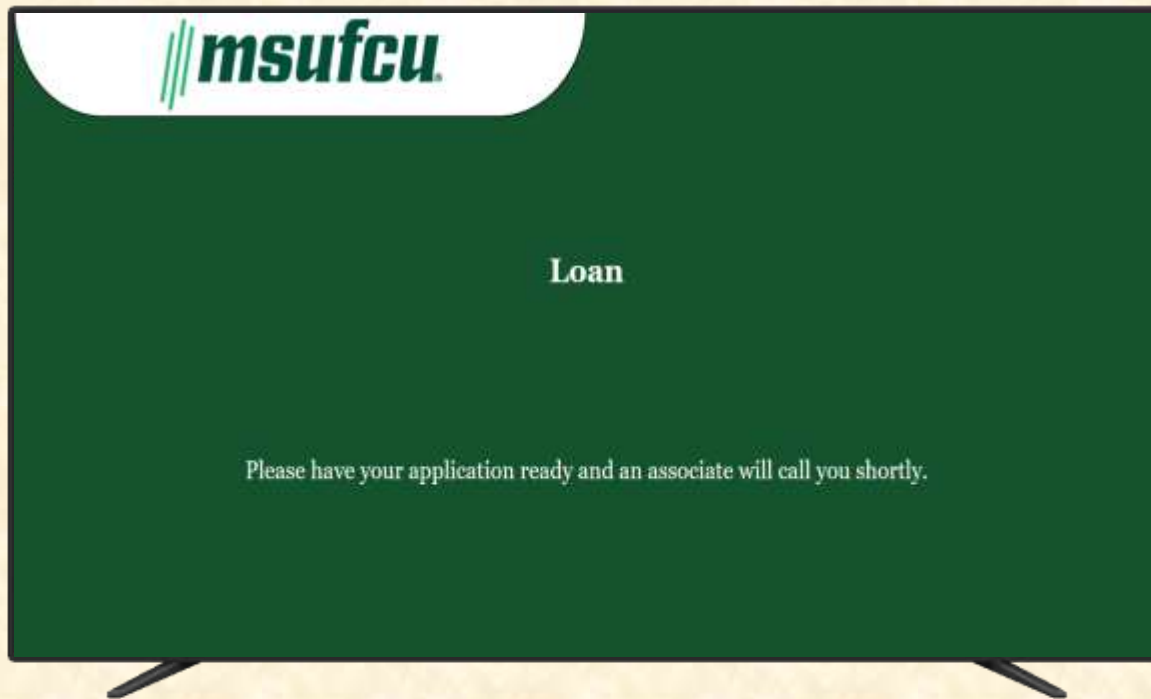
On-site Display & Mobile Phone - Welcome



On-site Display & Mobile Phone - Personalized Experience



On-site Display & Mobile Phone – Realtime Communication



What's left to do?

- User push notifications based on geolocation
- Update user interface to adhere to MSUFCU's current aesthetics
- Save state of in-app progress (Opt-in, Allow Location, etc.)
- On-site testing and user feedback



Questions?

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