

MICHIGAN STATE

UNIVERSITY

Project Plan Presentation

Increasing Awareness of Meijer Branded Products

The Capstone Experience

Team Meijer

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Fall 2024



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

Project Sponsor Overview

- Meijer was founded in 1934 in Greenville, Michigan
- 23rd largest retailer in the country
- 276 locations across 6 states
- Meijer has over 18 original brands
- Meijer donates 6% of its annual profit to nonprofit organizations through its Simply Give program



Project Functional Specifications

- 3 key functional aspects to our web application
- Products are categorized by brand so users can gain familiarity with Meijer's 5 core food brands
- Real time cart calculation will show users potential rewards, points, and promotions that can be earned from purchasing current cart
- Users can create an mPerks account to begin earning rewards
- Gamified rewards with shopping levels based on points earned through purchases in the app, badges for achieving certain shopping milestones, and shopping streaks
- Key donation promotion: buy three Meijer branded products and Meijer will donate the value of the highest item and 50% of all other items in the users cart

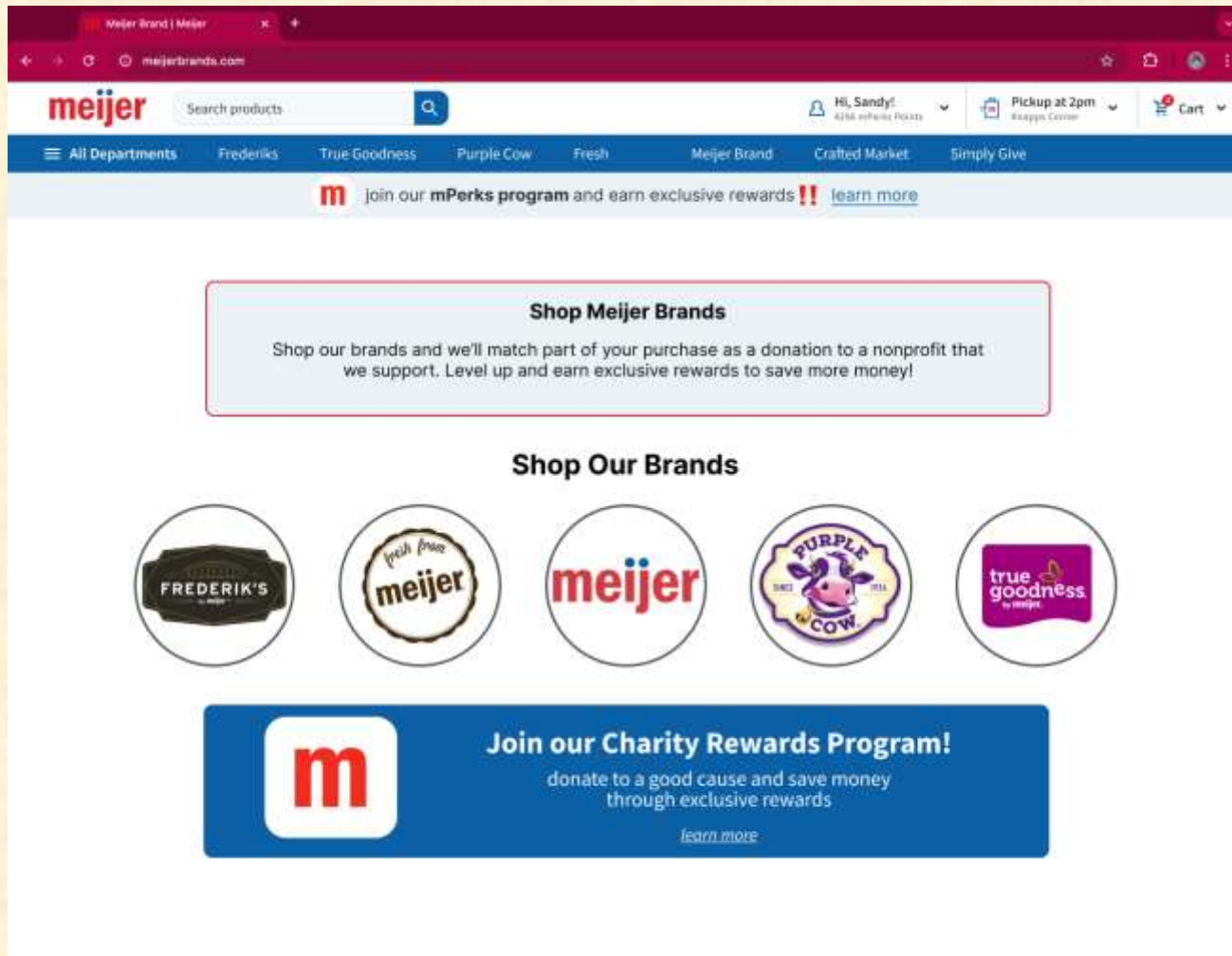


Project Design Specifications

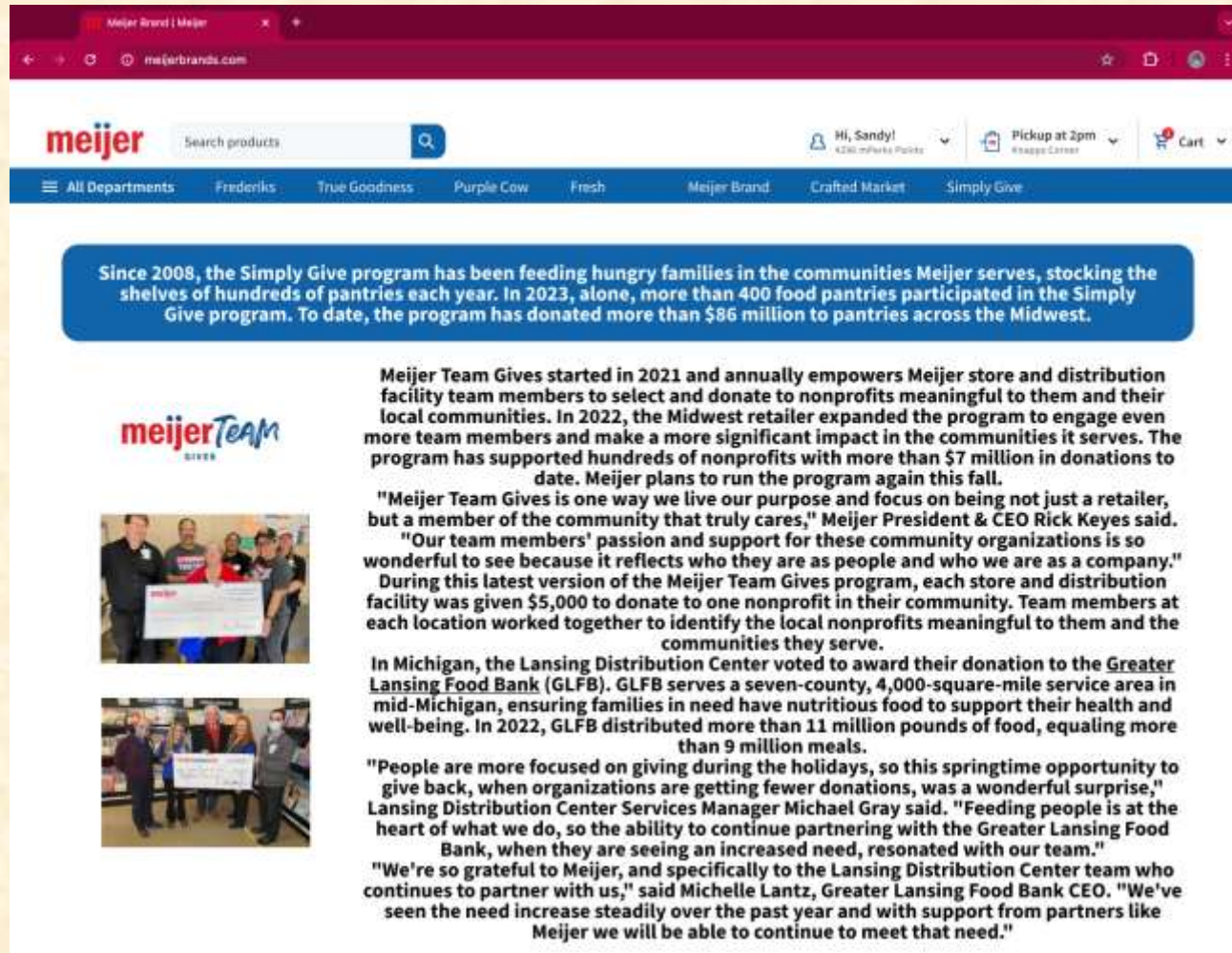
- Design will revolve around 3 functional aspects
- Focus on 5 main brands that user can navigate to through prominent blue navigation bar
- mPerks points earned through purchases, badges, and streaks will be displayed on a personalized mPerks page with user friendly UI
- Gamify the rewards program with special badges, streaks, and a user donation impact meter
- Key focus on Simply Give program by displaying instances of local impact through Meijer's charitable donations



Screen Mockup: Home Page



Screen Mockup: Simply Give Page



Since 2008, the Simply Give program has been feeding hungry families in the communities Meijer serves, stocking the shelves of hundreds of pantries each year. In 2023, alone, more than 400 food pantries participated in the Simply Give program. To date, the program has donated more than \$86 million to pantries across the Midwest.

meijerTeam GIVES

Meijer Team Gives started in 2021 and annually empowers Meijer store and distribution facility team members to select and donate to nonprofits meaningful to them and their local communities. In 2022, the Midwest retailer expanded the program to engage even more team members and make a more significant impact in the communities it serves. The program has supported hundreds of nonprofits with more than \$7 million in donations to date. Meijer plans to run the program again this fall.

"Meijer Team Gives is one way we live our purpose and focus on being not just a retailer, but a member of the community that truly cares," Meijer President & CEO Rick Keyes said. "Our team members' passion and support for these community organizations is so wonderful to see because it reflects who they are as people and who we are as a company."

During this latest version of the Meijer Team Gives program, each store and distribution facility was given \$5,000 to donate to one nonprofit in their community. Team members at each location worked together to identify the local nonprofits meaningful to them and the communities they serve.

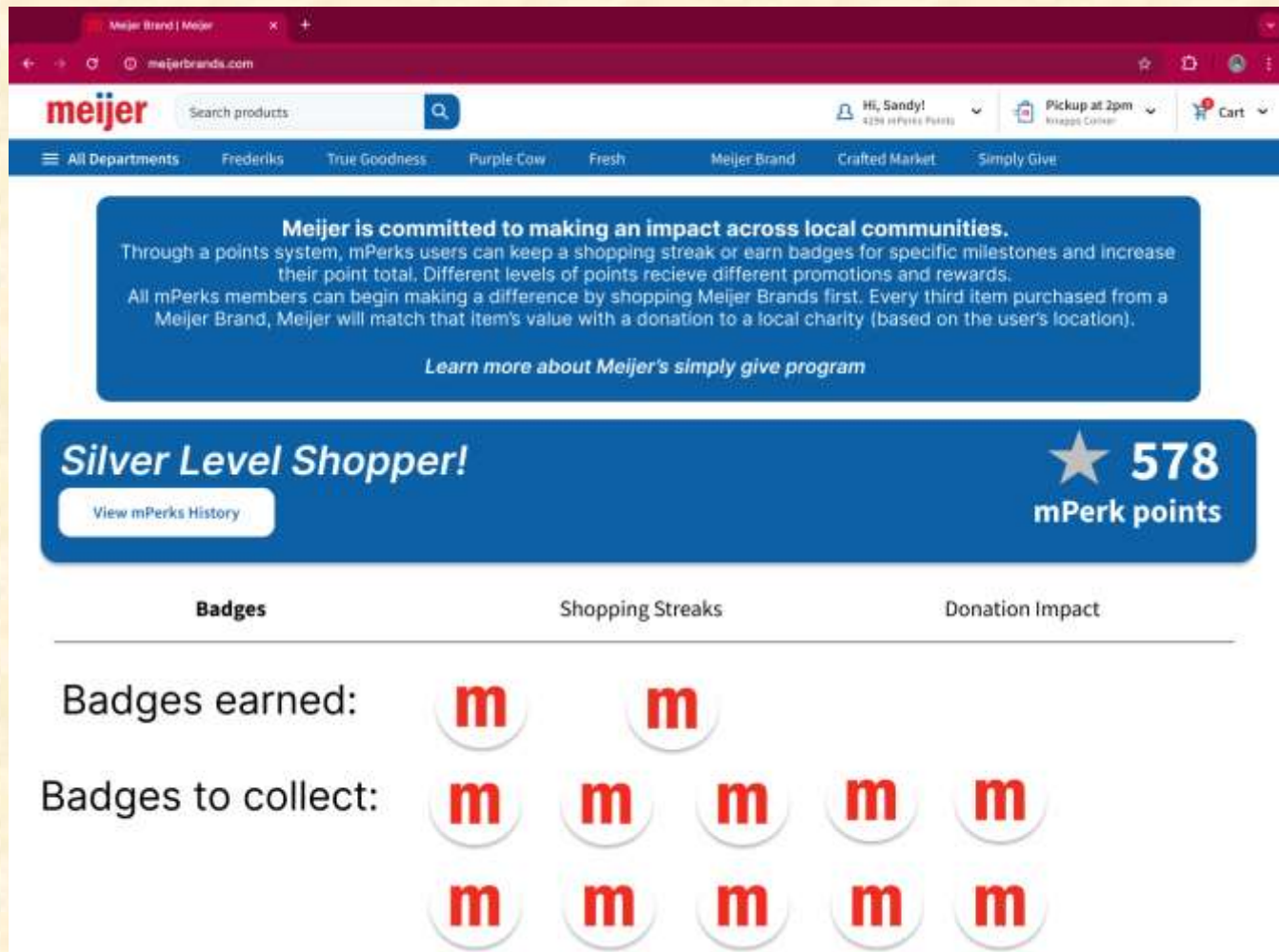
In Michigan, the Lansing Distribution Center voted to award their donation to the **Greater Lansing Food Bank (GLFB)**. GLFB serves a seven-county, 4,000-square-mile service area in mid-Michigan, ensuring families in need have nutritious food to support their health and well-being. In 2022, GLFB distributed more than 11 million pounds of food, equaling more than 9 million meals.

"People are more focused on giving during the holidays, so this springtime opportunity to give back, when organizations are getting fewer donations, was a wonderful surprise," Lansing Distribution Center Services Manager Michael Gray said. "Feeding people is at the heart of what we do, so the ability to continue partnering with the Greater Lansing Food Bank, when they are seeing an increased need, resonated with our team."

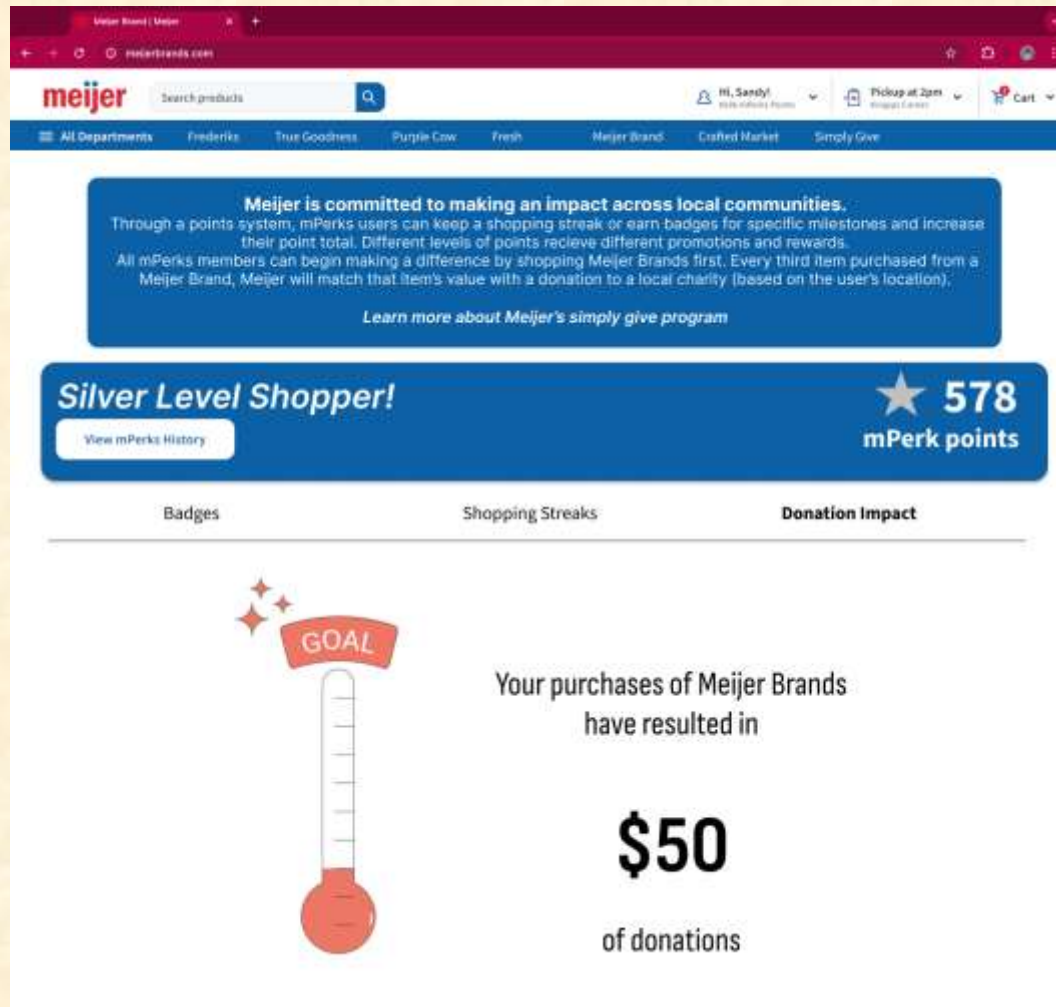
"We're so grateful to Meijer, and specifically to the Lansing Distribution Center team who continues to partner with us," said Michelle Lantz, Greater Lansing Food Bank CEO. "We've seen the need increase steadily over the past year and with support from partners like Meijer we will be able to continue to meet that need."



Screen Mockup: mPerks Page - Badges



Screen Mockup: mPerks Page - Donations



Screen Mockup: Order History

meijerbrands.com

meijer Search products

Hi, Sandy! Pickup at 2pm Cart

All Departments FreshMeats True Goodness Purple Cuts Fresh Meijer Brand Crafted Market Simply Give

Meijer is committed to... communities.
Through a points system, mPerks... their point total...
All mPerks members can begin... Meijer Brand, Meijer will match...

Silver Level Shopper
View mPerks History

Badges earned:
Badges to collect:

578 mPerks points

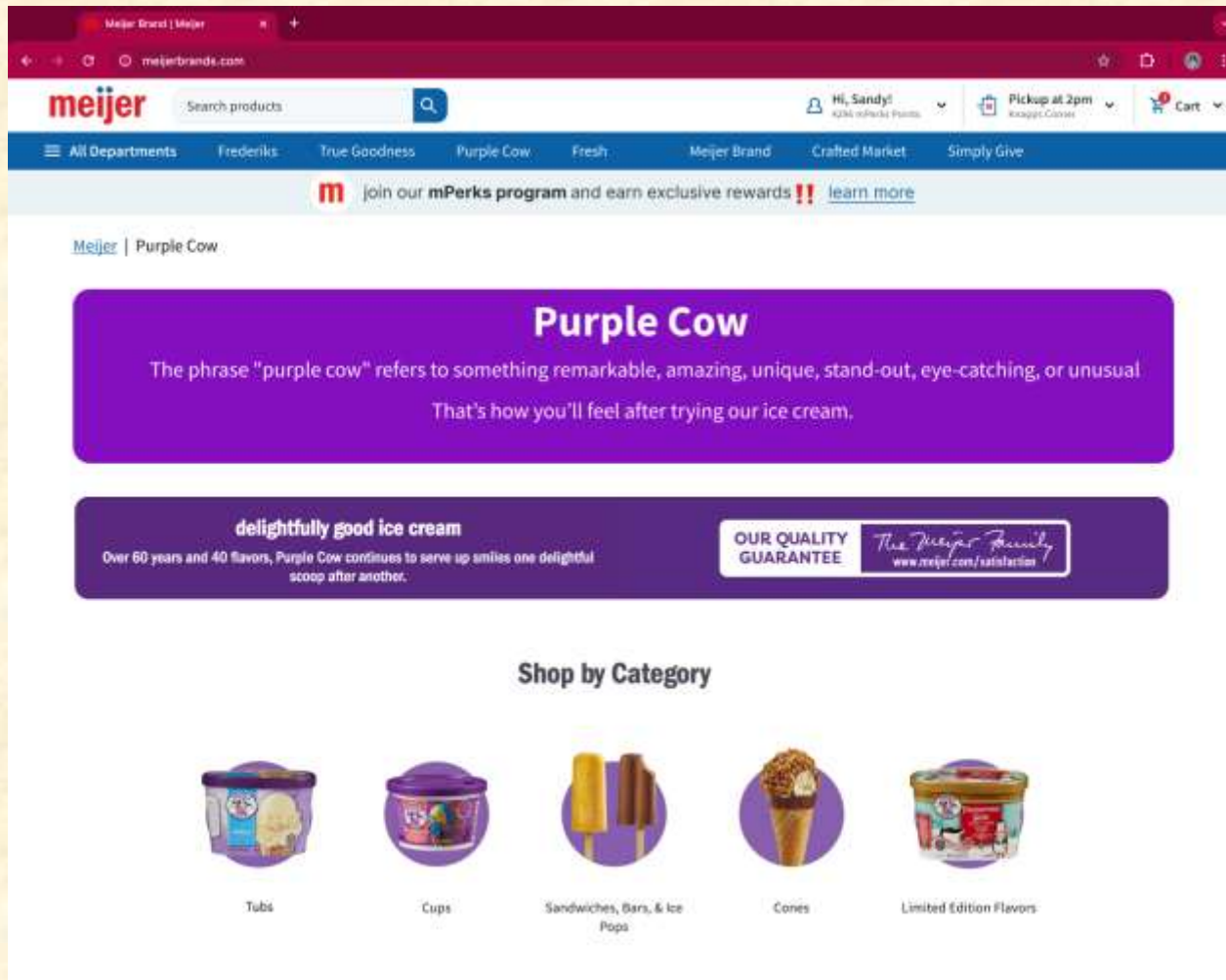
Your mPerks Points
Order History

Date	Total	Points
November 12th, 2023	\$124	+20
December 1st, 2023	\$78	+7
December 15th, 2023	\$300	+34
January 2nd, 2024	\$167	+22
February 6th, 2024	\$250	+25

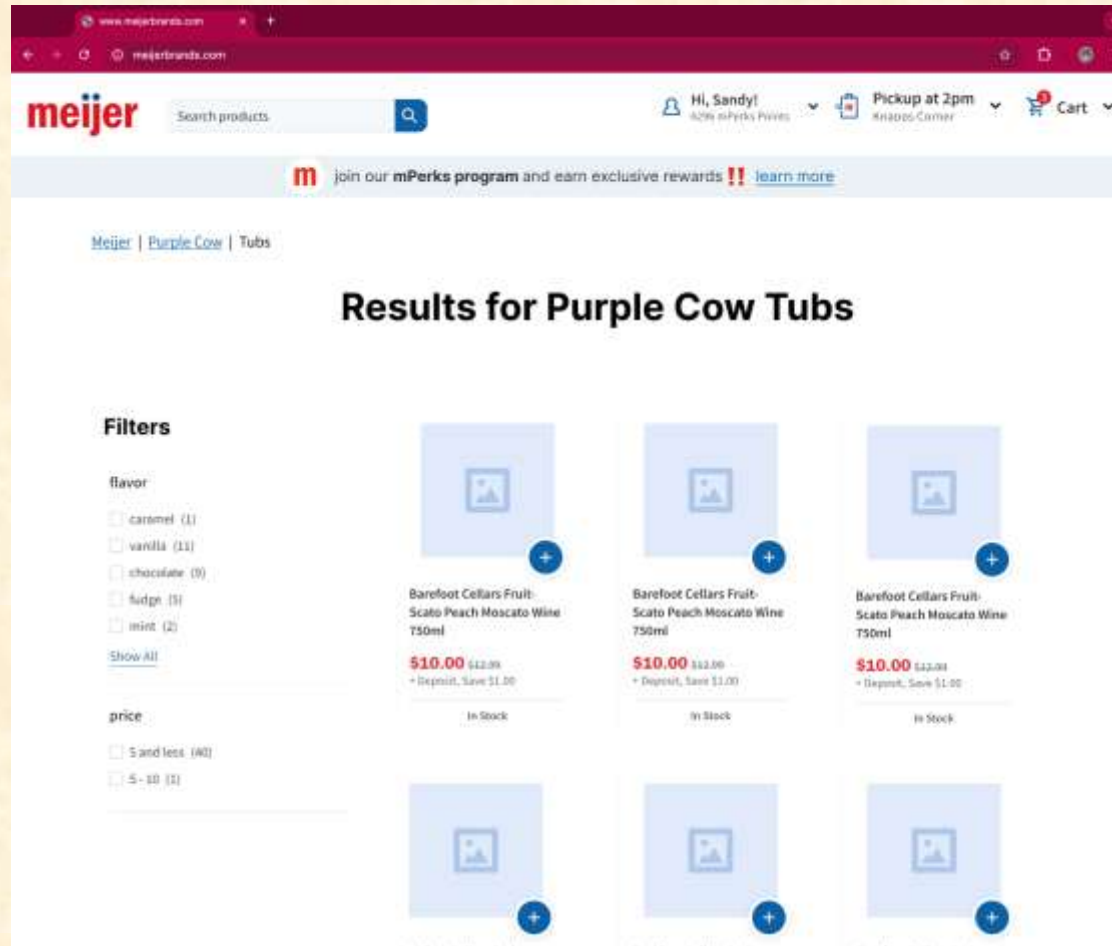
Donation Impact



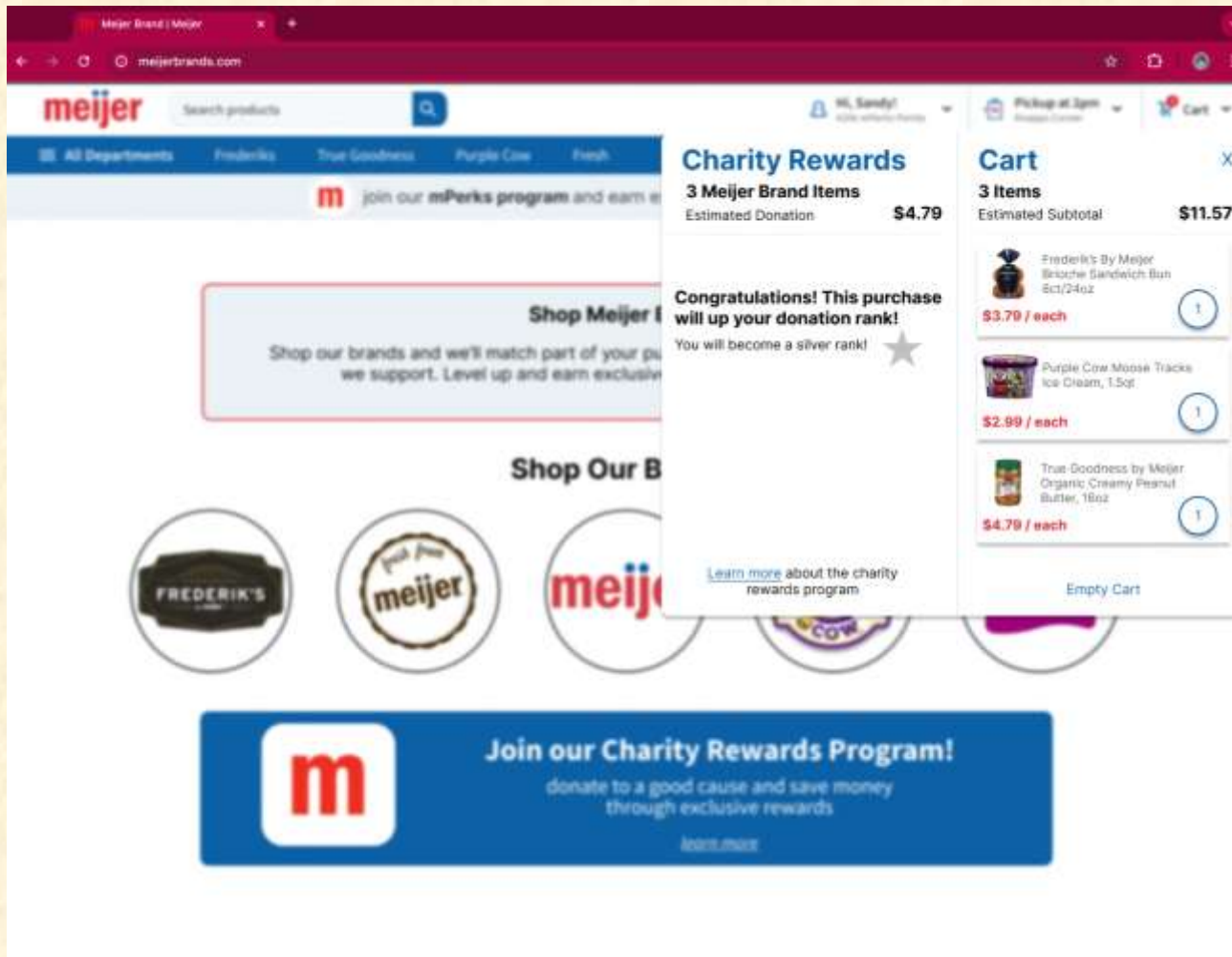
Screen Mockup: Purple Cow Brand Page



Screen Mockup: Purple Cow Products Page



Screen Mockup: Cart Overlay

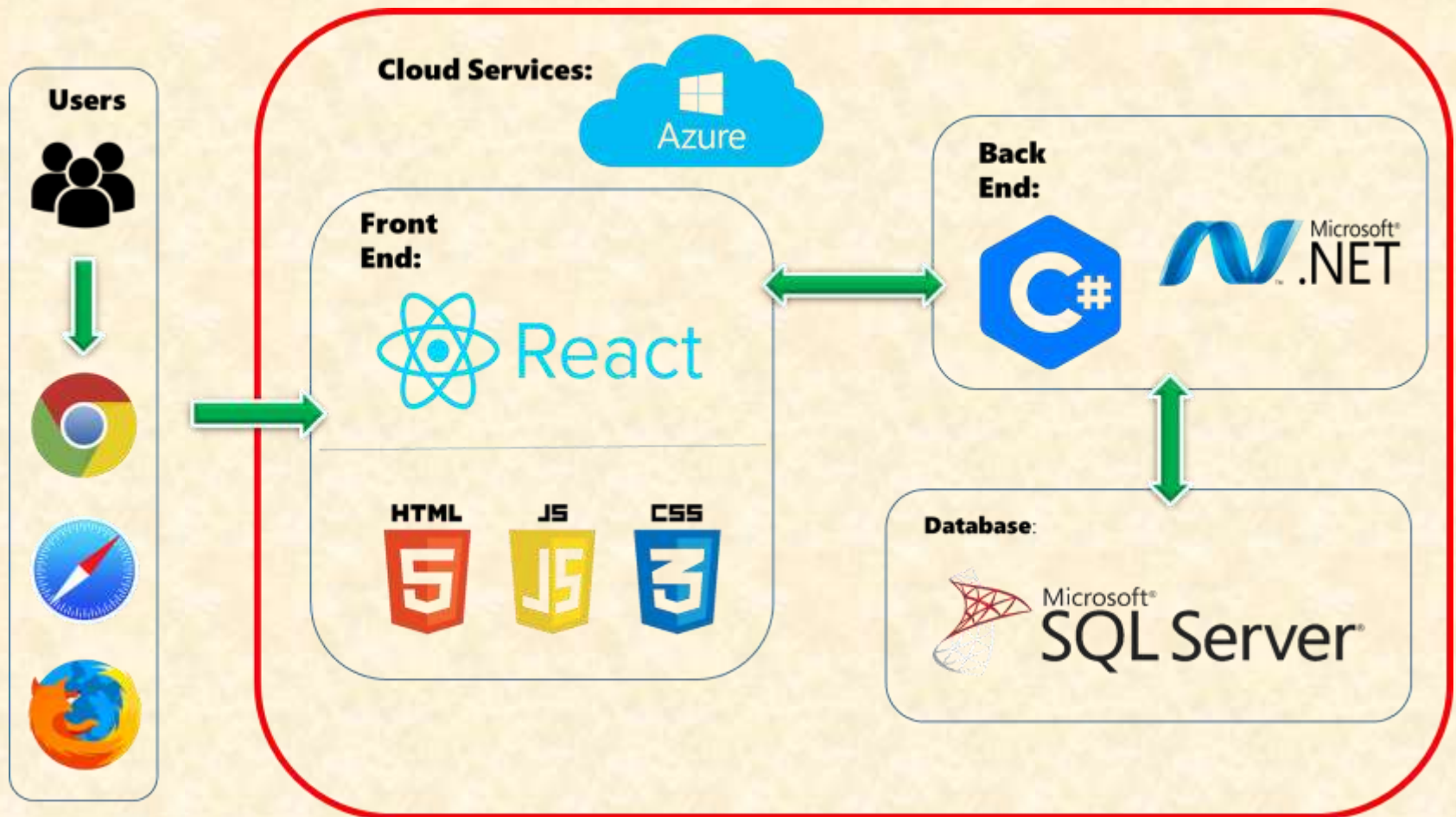


Project Technical Specifications

- Our website will utilize modern web technologies and digital marketing strategies
- Customer facing will be handled by ReactJS-based UI with HTML, CSS, and JavaScript for a smooth, interactive user experience.
- Backend: C#/.NET handles core functionality, promotional logic, and secure communication with Microsoft Azure
- Personalized mPerks page updated after every purchase through API call with stored procedures handling points calculations and rewards thresholds
- Procedures are stored in MSSQL database
- The entire application will be hosted on Azure; Power BI for real-time tracking and customer insights.



Project System Architecture



Project System Components

Software Platforms / Technologies

- Backend:
 - Microsoft Azure
 - Microsoft SQL Server
 - Visual Studio & VS Code
 - C#, Microsoft .Net
- Front end:
 - React
 - Html
 - JavaScript
 - Css (Cascading Style sheets)



Project Risks

• Risk 1

- Ensuring that we are displaying the correct item data, from our back end, in the correct item cards in our front end.
- Mitigation: We are going to build small scale prototypes of our web application.

• Risk 2

- We don't want bottlenecks to occur when loading data from our database.
- Mitigation: We are going to implement lazy loading and follow our database schema.

• Risk 3

- We have to make sure the web app has enough incentives so the user continues to shop Meijer brands.
- Mitigation: We plan on doing some digital marketing research while in the development phase so we can align with the website goals.



Questions?

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