

MICHIGAN STATE

UNIVERSITY

Beta Presentation

Increasing Awareness of Meijer Branded Products

The Capstone Experience

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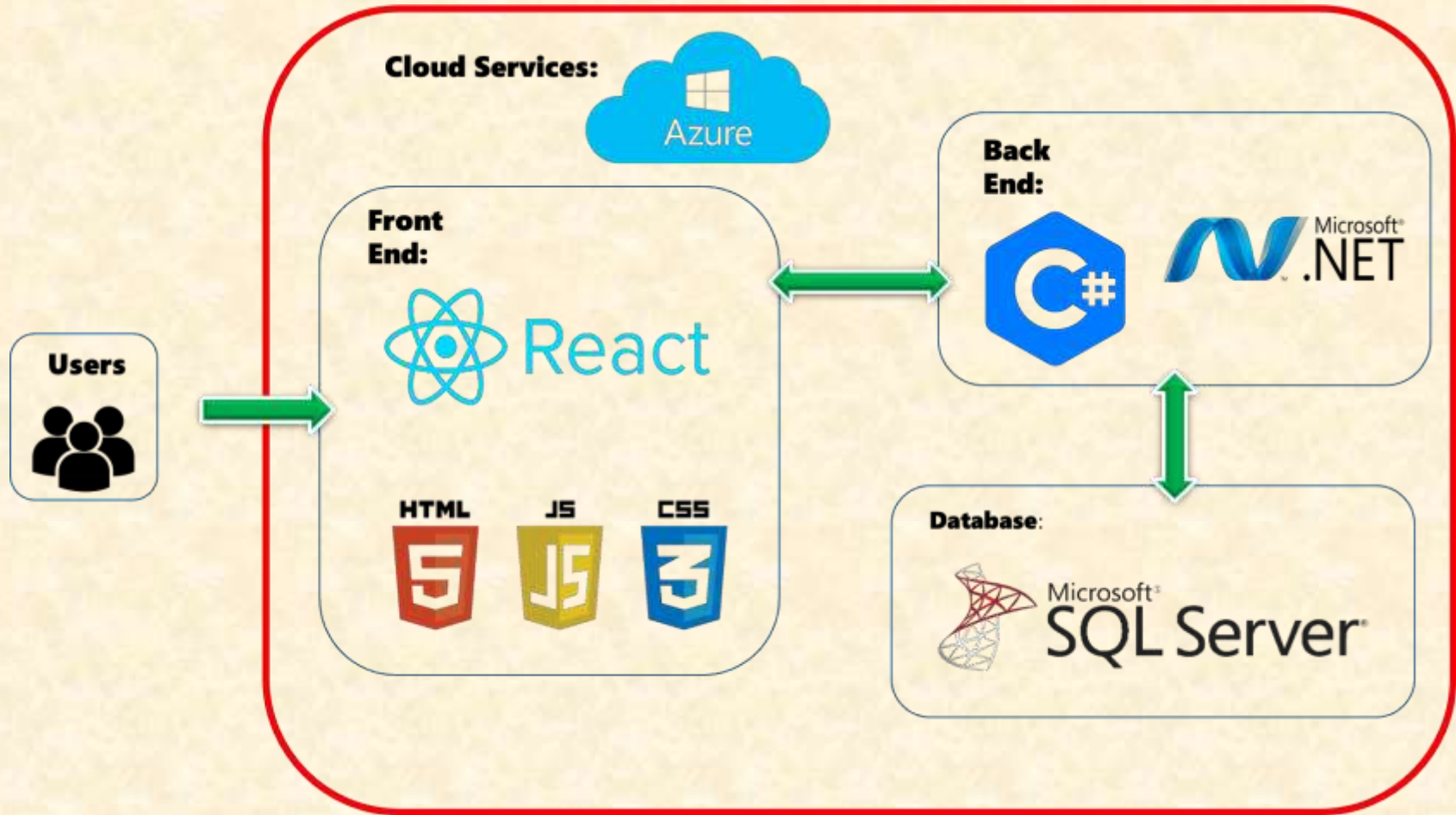
*From Students...
...to Professionals*

Project Overview

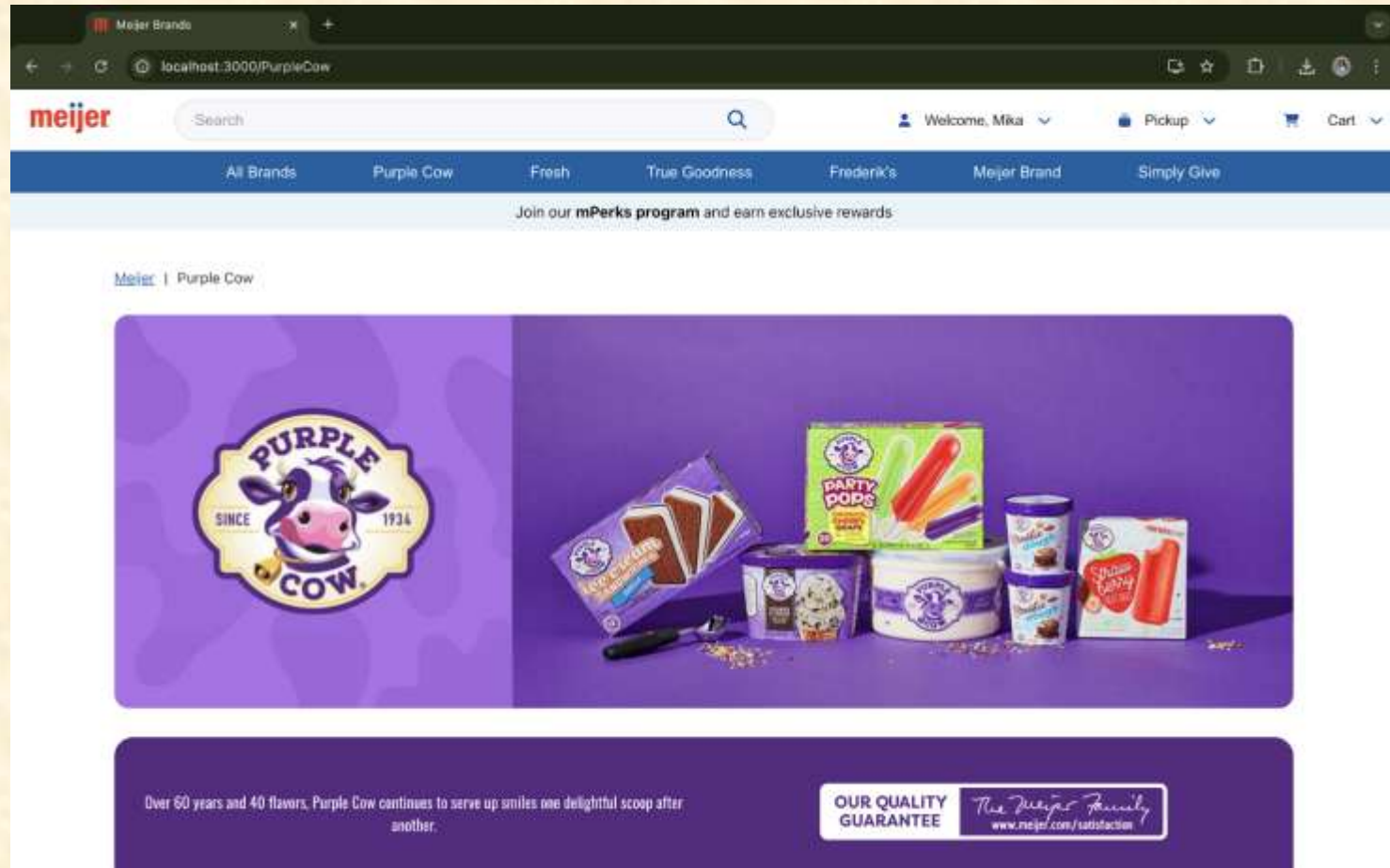
- Meijer has over 18 original brands that are created, manufactures, and sold exclusively at Meijer
- Our project seeks to increase awareness of Meijer's in-house brands through our web application
- Increase awareness of Meijer's Simply Give program
- Rebrand mPerks with gamified rewards



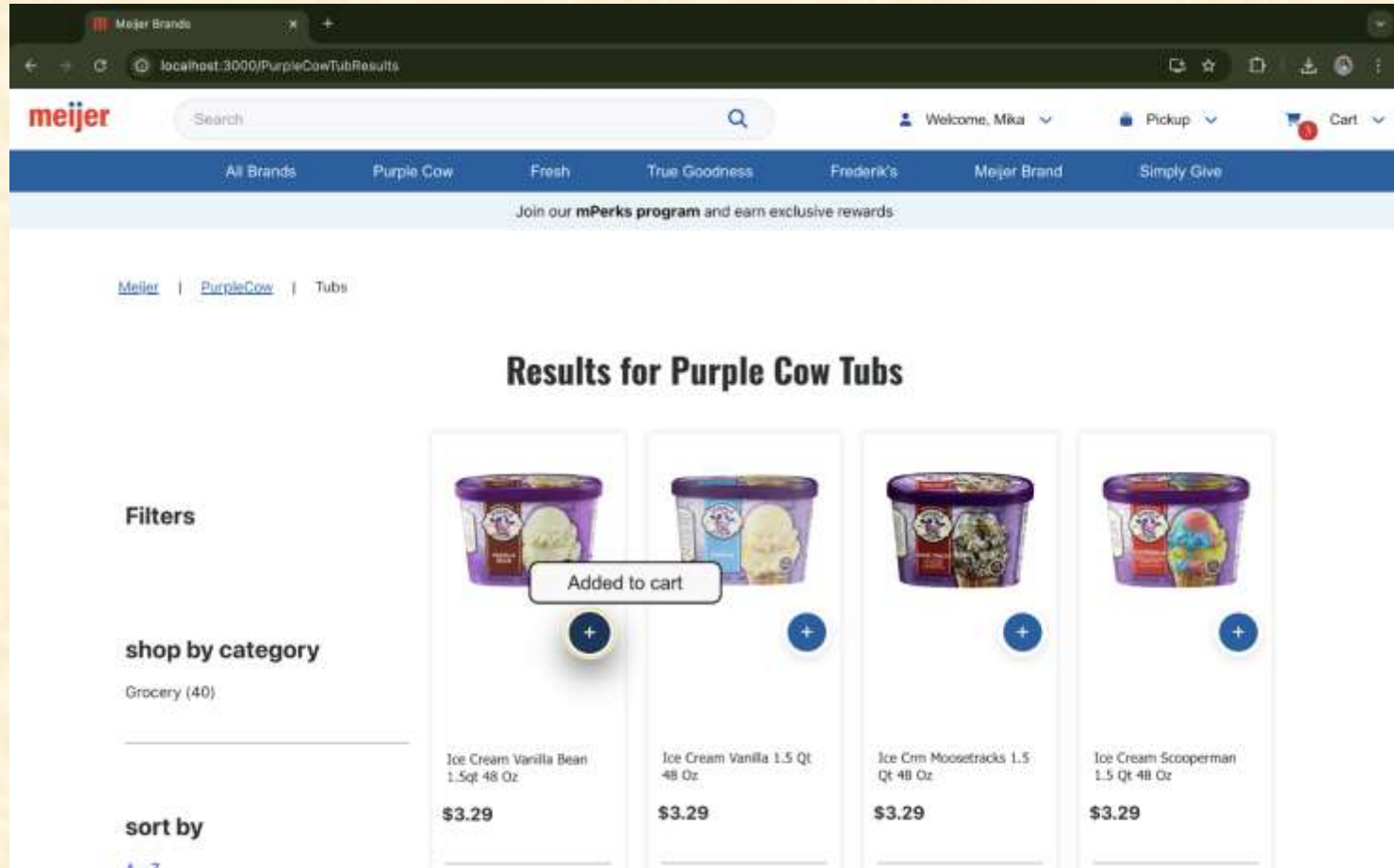
System Architecture



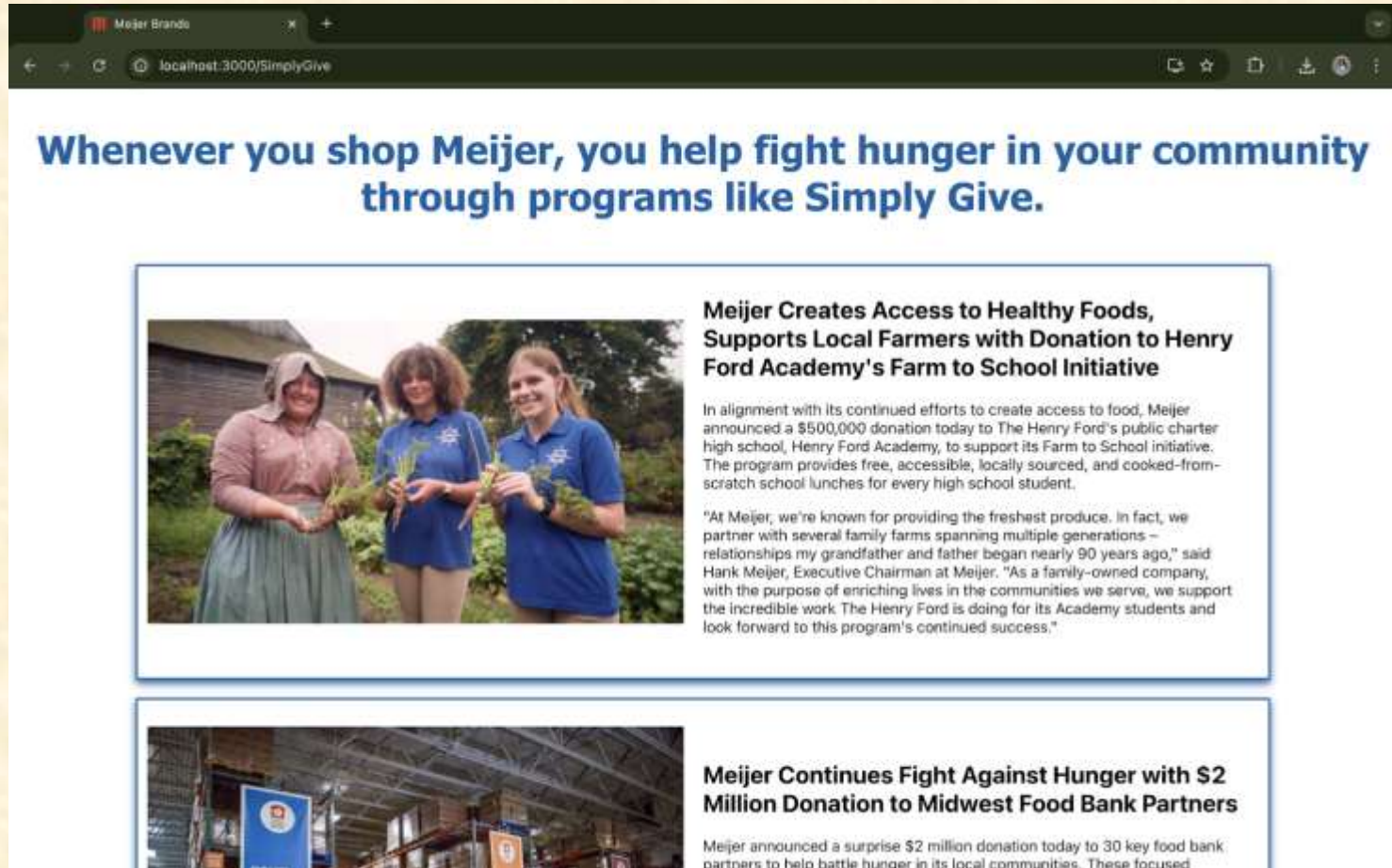
Purple Cow Brand Page



Purple Cow Tubs Results Page



Simply Give Page



Whenever you shop Meijer, you help fight hunger in your community through programs like Simply Give.

Meijer Creates Access to Healthy Foods, Supports Local Farmers with Donation to Henry Ford Academy's Farm to School Initiative

In alignment with its continued efforts to create access to food, Meijer announced a \$500,000 donation today to The Henry Ford's public charter high school, Henry Ford Academy, to support its Farm to School initiative. The program provides free, accessible, locally sourced, and cooked-from-scratch school lunches for every high school student.

"At Meijer, we're known for providing the freshest produce. In fact, we partner with several family farms spanning multiple generations – relationships my grandfather and father began nearly 90 years ago," said Hank Meijer, Executive Chairman at Meijer. "As a family-owned company, with the purpose of enriching lives in the communities we serve, we support the incredible work The Henry Ford is doing for its Academy students and look forward to this program's continued success."

Meijer Continues Fight Against Hunger with \$2 Million Donation to Midwest Food Bank Partners

Meijer announced a surprise \$2 million donation today to 30 key food bank partners to help battle hunger in its local communities. These focused



Cart Page

The screenshot displays the Meijer website's cart page. The browser address bar shows 'localhost:3000/CartPage'. The Meijer logo is in the top left, and a search bar is in the top center. The top right shows a user profile 'Welcome, Mka', a 'Pickup' dropdown, and a 'Cart' icon with a red notification badge showing '10'. Below the navigation bar, a banner reads 'Join our mPerks program and earn exclusive rewards'. The main content is divided into three columns: 'Your Cart', 'Rewards', and 'Order Summary'. 'Your Cart' lists three items: 'Organic Rice Cakes 4.9 Oz' (\$2.19), 'Multigrain Rice Crackers Gf 3.5 Oz' (\$2.99), and 'Organic Rice Cakes No Salt 4.9 Oz' (\$2.19). 'Rewards' shows 'mPerks Points: 460' and a donation of '\$16.05' to 'Simply Give', with a 'Meijer's Contribution Match' of '\$2.41'. 'Order Summary' shows 'Item Total: \$31.1', 'Tax: \$1.87', 'Subtotal \$32.97', and 'Total Savings: -\$0.00'. An 'Apply Coupons' button is at the bottom right.

Section	Item / Detail	Value
Your Cart	Organic Rice Cakes 4.9 Oz	\$2.19
	Multigrain Rice Crackers Gf 3.5 Oz	\$2.99
	Organic Rice Cakes No Salt 4.9 Oz	\$2.19
Rewards	mPerks Points	460
	Meijer's Contribution Match	\$2.41
Order Summary	Item Total	\$31.1
	Tax	\$1.87
	Subtotal	\$32.97
	Total Savings	-\$0.00

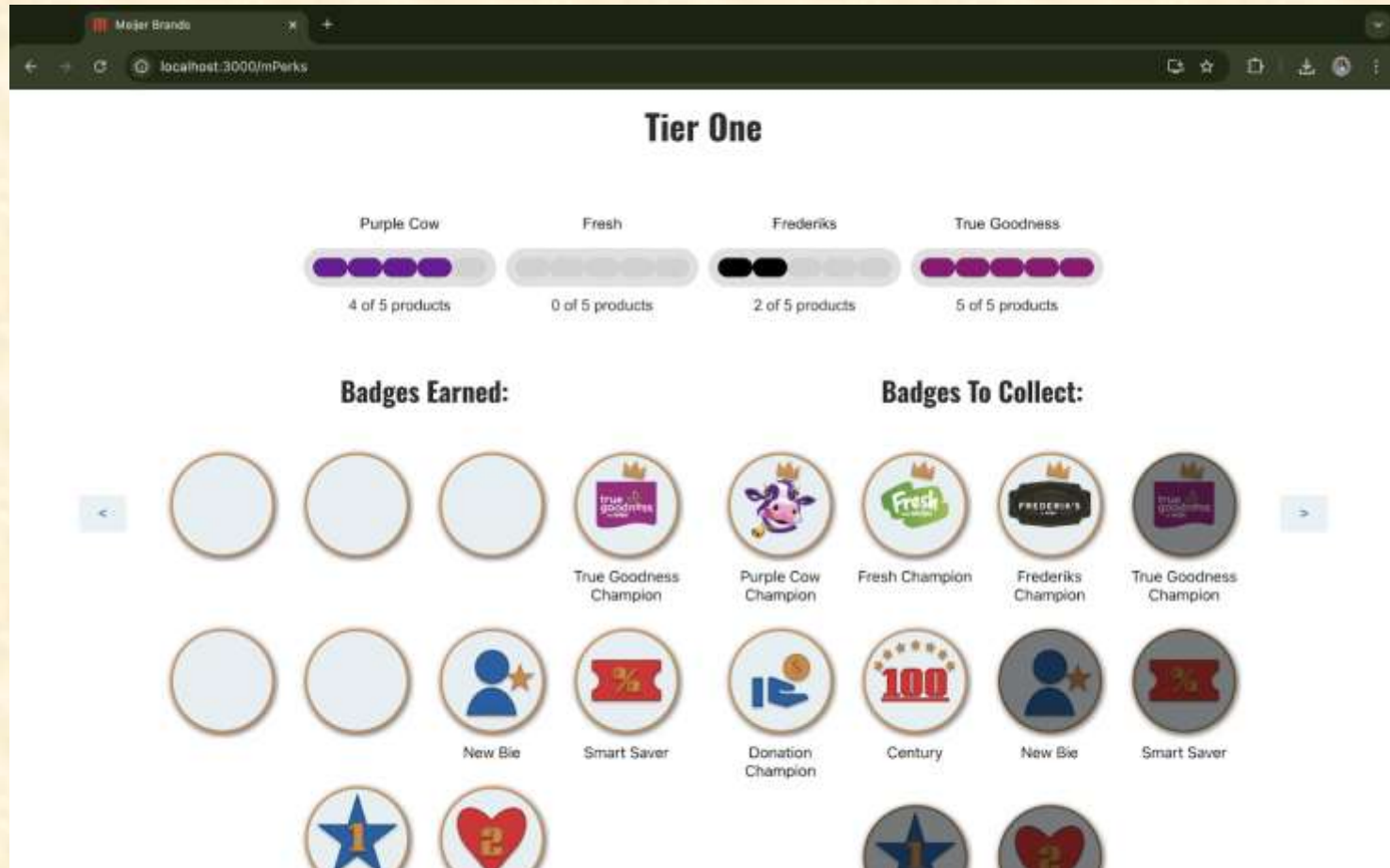


mPerks Dashboard

The screenshot displays the Meijer mPerks dashboard. At the top, there is a navigation bar with the Meijer logo, a search bar, and user information including 'Welcome, Mka', 'Pickup', and 'Cart'. Below this is a category menu with options like 'All Brands', 'Purple Cow', 'Fresh', 'True Goodness', 'Frederik's', 'Meijer Brand', and 'Simply Give'. A central banner encourages joining the mPerks program. Below the banner, a large blue box highlights the 'Simply Give' program. The main section shows the user's status as a 'Bronze Level Shopper' with 570 mPerks Points and a gold star icon. There are buttons for 'View mPerks History' and 'View Rewards'. Below this, there are sections for 'Badges', 'Streaks', and 'Donations'. The 'Tier One' section shows progress bars for four brands: Purple Cow (1 of 5 products), Fresh (0 of 5 products), Frederik's (0 of 5 products), and True Goodness (4 of 5 products).



Badges Tab on mPerks Dashboard

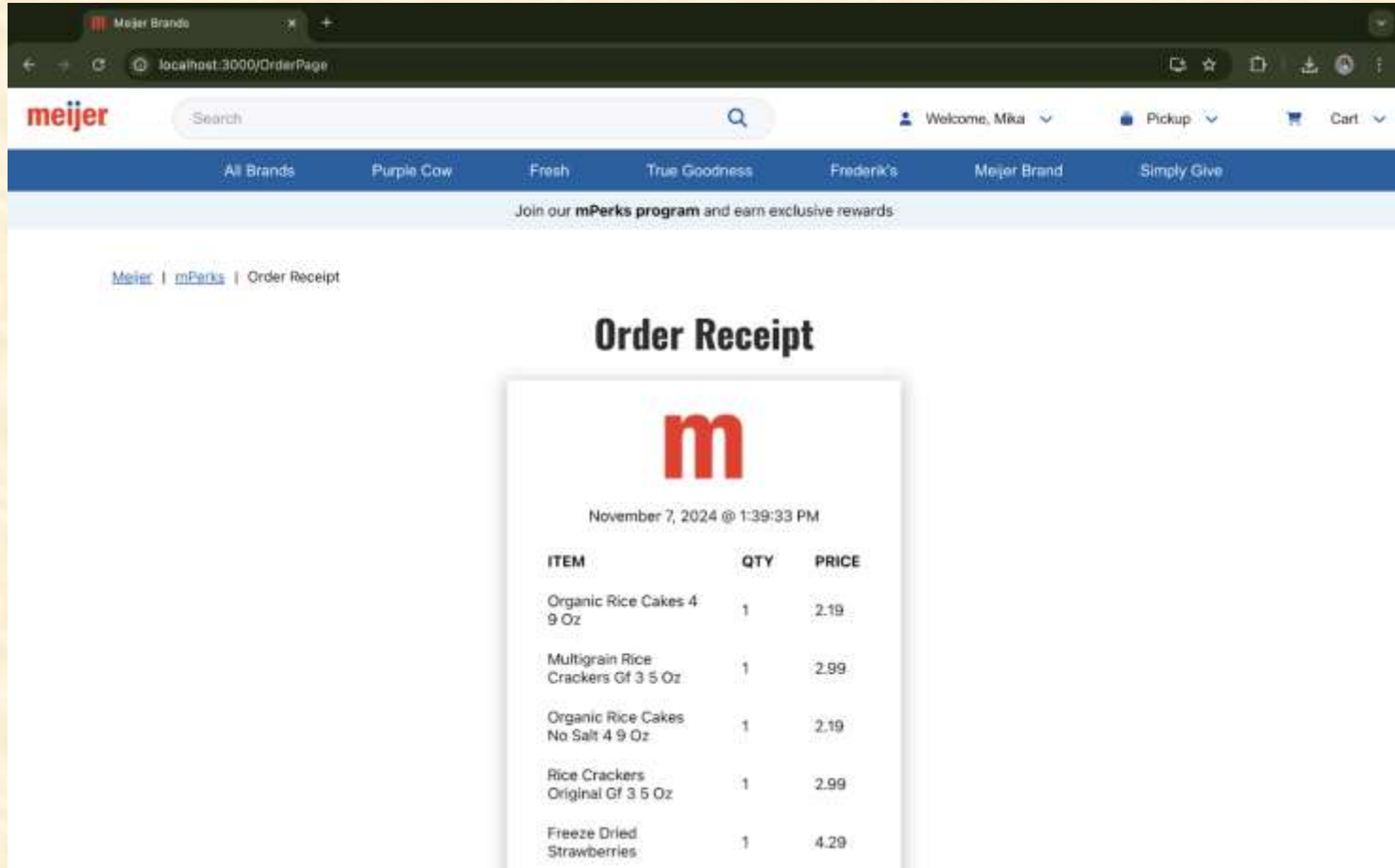


Donation Meter on mPerks Dashboard

The screenshot shows a web browser window with the URL `localhost:3000/mPerks`. The page features a blue header with the text: "Meijer is committed to making an impact across local communities. mPerks users can begin making a difference by supporting our Simply Give program by shopping Meijer brands first. Learn more about Meijer's Simply Give program". Below this is a "Bronze Level Shopper" badge with a star icon and "3490 mPerks Points". There are two buttons: "View mPerks History" and "View Rewards". A navigation bar includes "Badges", "Streaks", and "Donations". The "Donations" section is titled "Donation Tracker" and displays: "Thanks to you, **\$96.93**, has been donated through Simply Give to those in need." Below the text is a progress bar with a blue segment on the left and a grey segment on the right, with the text "\$96.93 donated" centered below it.



Order Receipt Page



meijer

Search

Welcome, Mika

Pickup


Cart

All Brands Purple Cow Fresh True Goodness Frederik's Meijer Brand Simply Give

Join our **mPerks program** and earn exclusive rewards.

[Meijer](#) | [mPerks](#) | Order Receipt

Order Receipt



November 7, 2024 @ 1:39:33 PM

ITEM	QTY	PRICE
Organic Rice Cakes 4 9 Oz	1	2.19
Multigrain Rice Crackers Gf 3 5 Oz	1	2.99
Organic Rice Cakes No Salt 4 9 Oz	1	2.19
Rice Crackers Original Gf 3 5 Oz	1	2.99
Freeze Dried Strawberries	1	4.29



What's left to do?

- Features
- Stretch Goals
- Other Tasks
 - Cleaning up our code for future use: refining the codebase and ensuring consistent style and readability
 - Reviewing code and following security best practices: strengthen security by password hashing and securing API endpoints



Questions?

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