



Project Plan Presentation

Kohl's Cash Hero

The Capstone Experience

Team Kohl's

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

Fall 2025

Project Sponsor Overview

- Founded in Brookfield, Wisconsin in 1962
- Fortune 500, 31st on Top 100 Retailers 2025
- Well known for Kohl's Cash

The logo for Kohl's, featuring the word "KOHL'S" in a bold, red, sans-serif font. The letters have a slightly distressed or hand-painted appearance. A small registered trademark symbol (®) is located at the top right of the letter "S".

Project Functional Specifications

- Gamified reward system
- Target younger audience
- Drive sales and engagement
- Improve online shopping experience

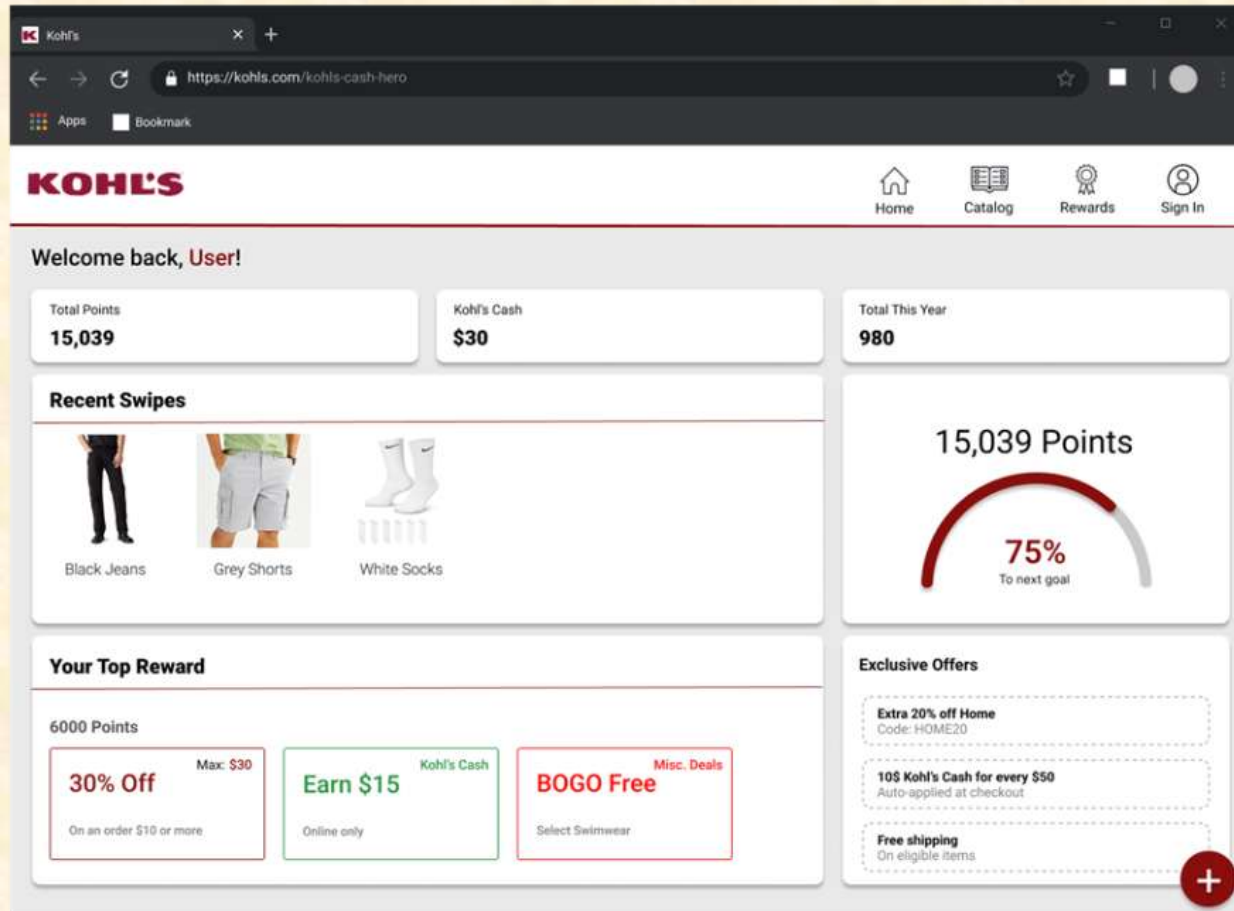


Project Design Specifications

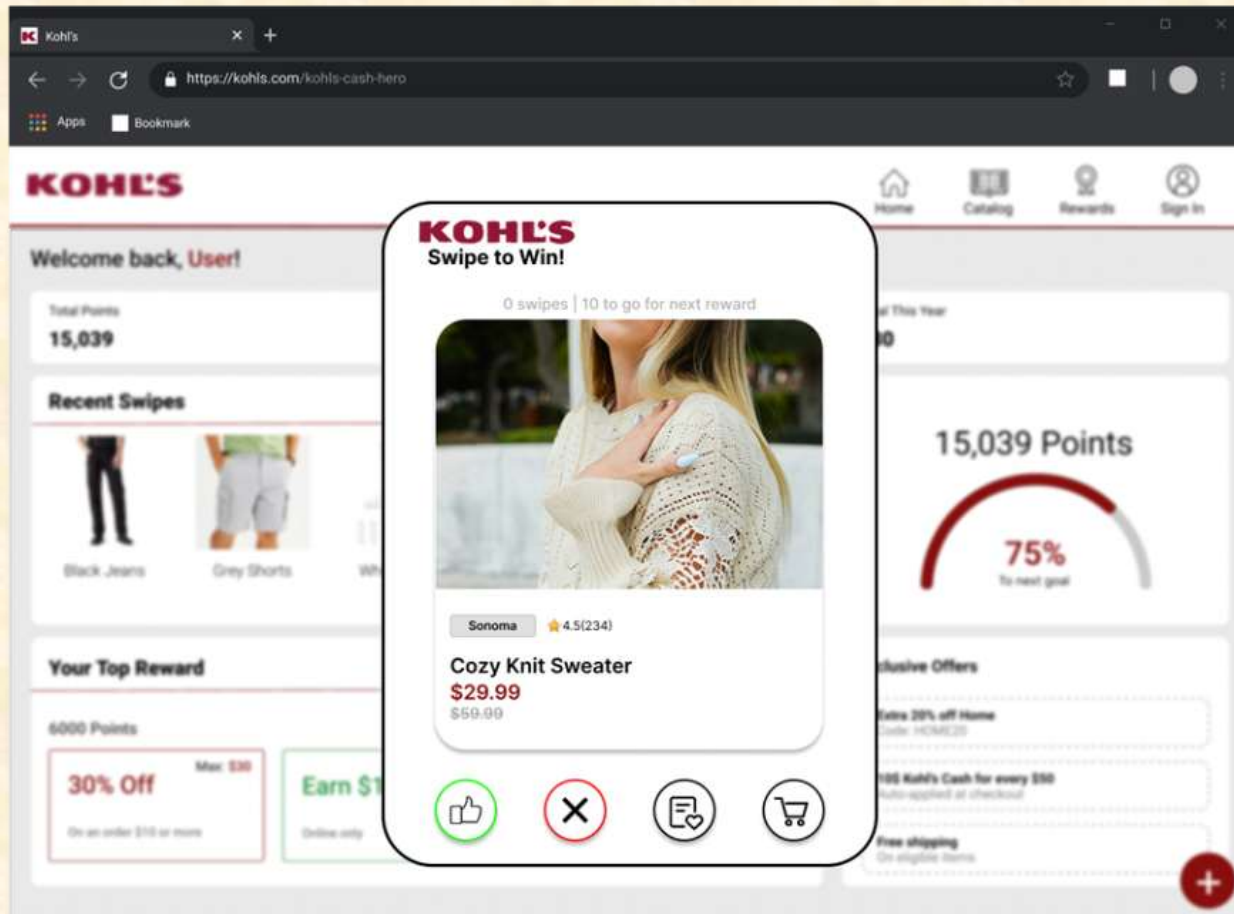
- Personal dashboard
- Gamified swiping interface
- Points/Reward tracking
- Rewards page
- Personalized catalog



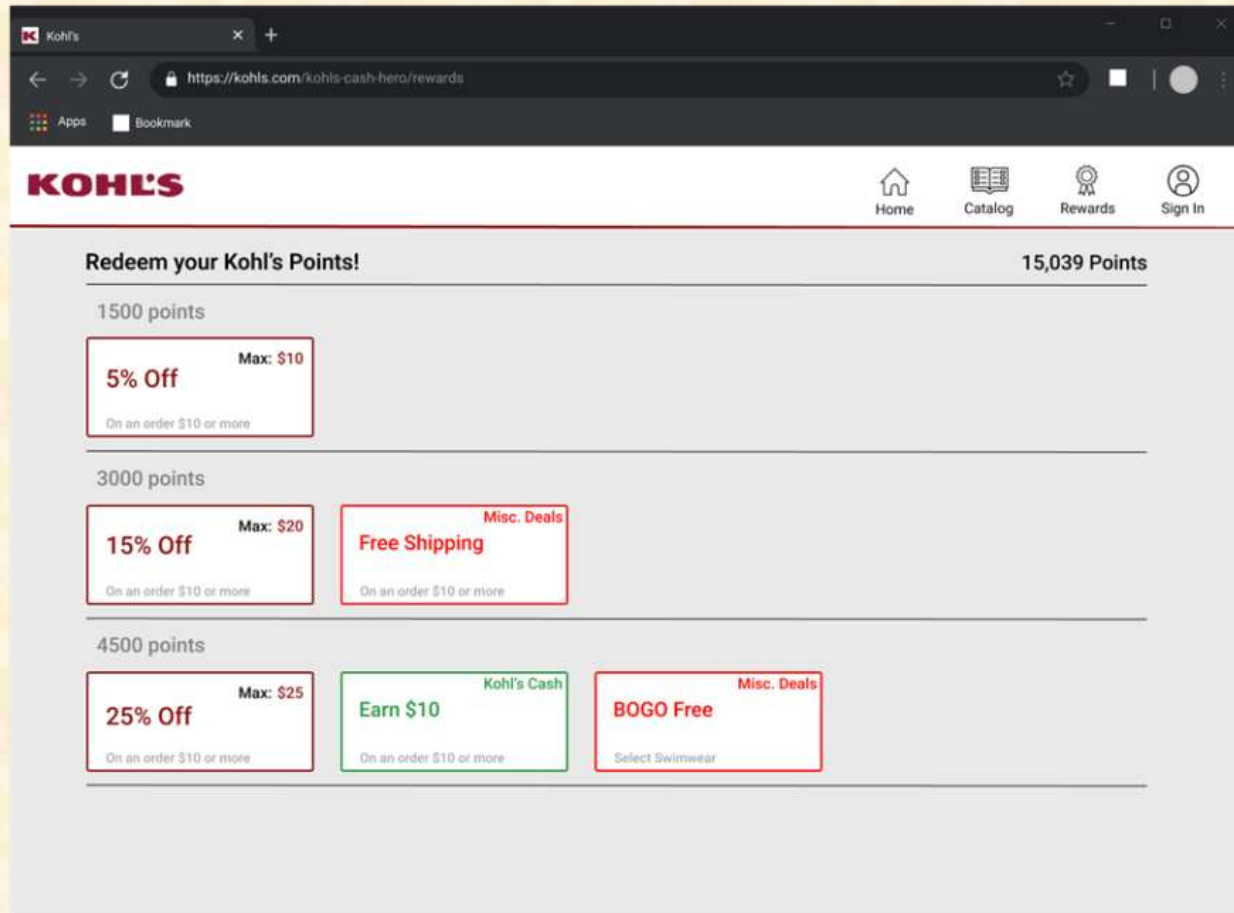
Screen Mockup: Dashboard



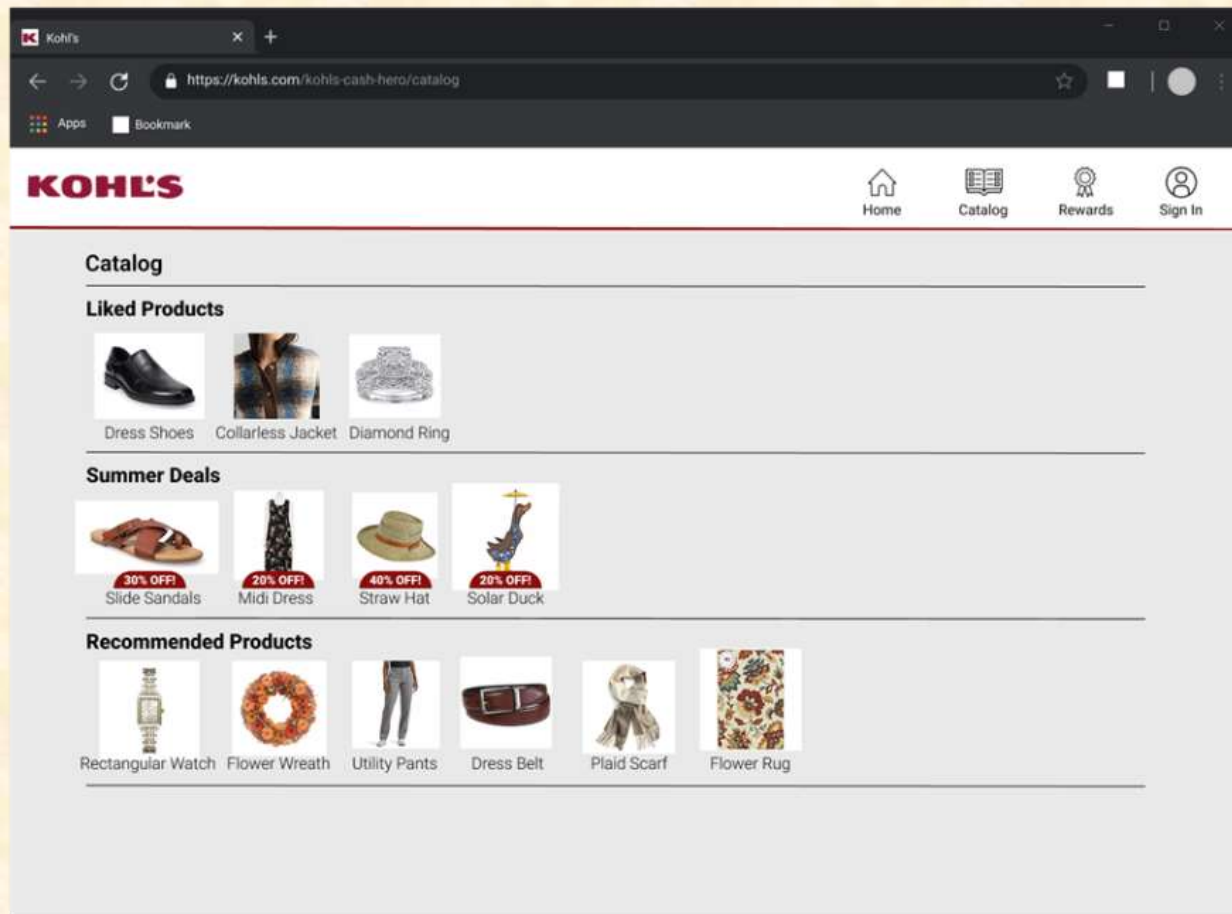
Screen Mockup: Swiping Game



Screen Mockup: Rewards Page



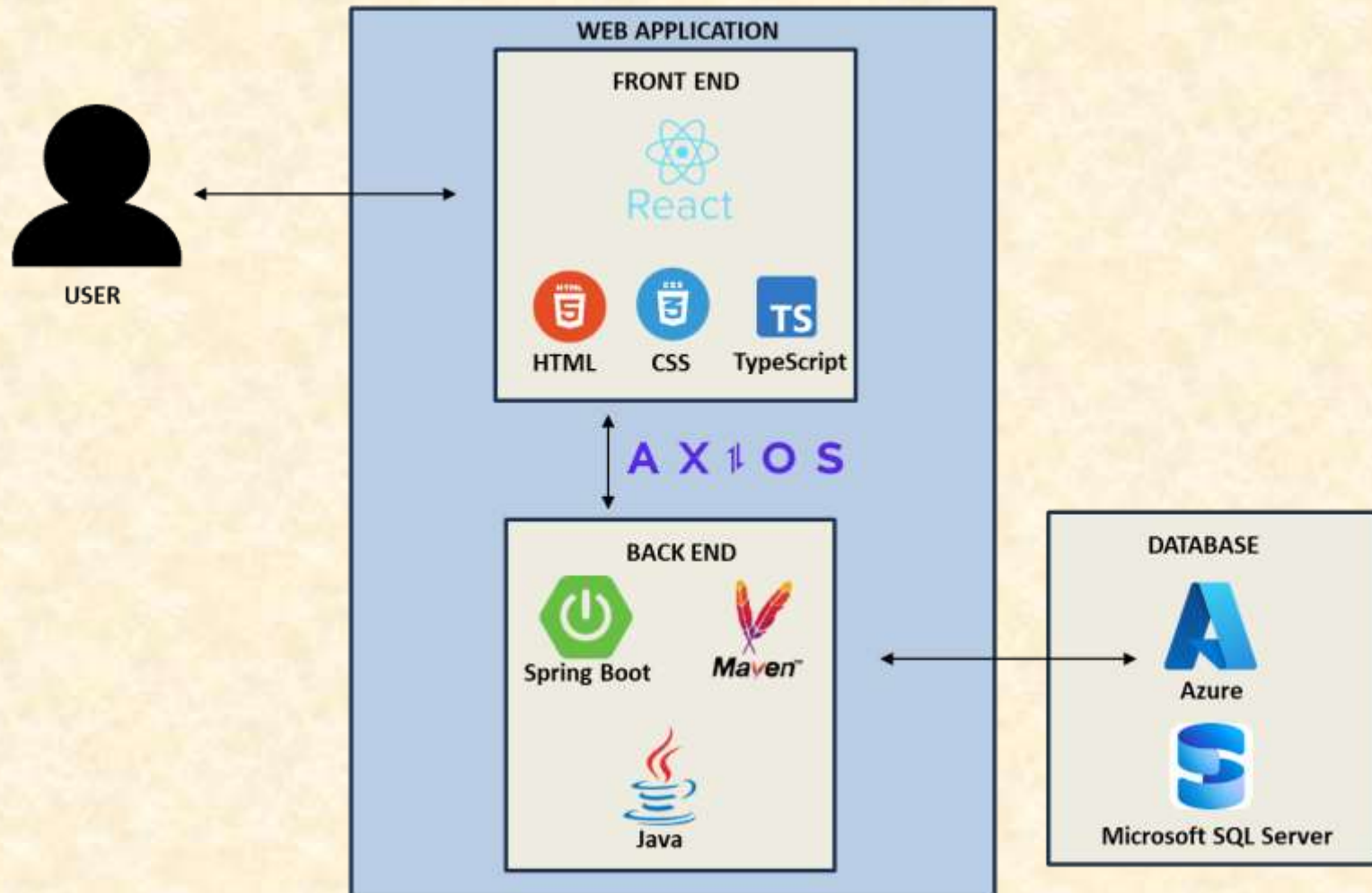
Screen Mockup: Catalog



Project Technical Specifications

- Oracle OpenJDK 21
- Maven 3.9
- Spring boot 3.5.5
- React v19

Project System Architecture



Project System Components

- Hardware Platforms
 - N/A
- Software Platforms / Technologies
 - Maven
 - Spring boot
 - Axios
 - MSSQL
 - Azure
 - React



Project Risks

- Exploit Prevention
 - Prevent users from cheating/automating/exploiting system
 - Handle logic in the back-end with a server-centric architecture
- Data Quality
 - Filter and sort out inaccurate and noisy data
 - Apply weights based on certain actions (i.e. wish list, add to cart)
- Algorithm Generalization
 - Kohl's will not provide real-world data such as user behavior data
 - Build personalized preference profile for each consumer
- Filter Bubble Effect
 - The algorithm can become too personalized and output monotonous results
 - Implement elements of randomness and output popular items to encourage exploring new items



Questions?

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