Alpha Presentation
Location-Based Personalized Shopping

The Capstone Experience
Team Meijer

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Project Overview

• Enhance the mPerks mobile application
• Leverage the customer’s in-store location and past purchases
  ▪ Where the customer is in the store
  ▪ Their past purchases
• Goal is to drive additional sales
System Architecture

- SQL Database
- .NET Backend
- Notification Hubs
- Admin Dashboard
- Mobile Apps
- iOS
- Android
- MIST Access Points

Azure

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aislePerks iOS Application
aislePerks Android Application
Mist Android Prototype

Location
x: 3.9397, y: 2.5540
zones-events: Aisle 1

Location
x: 11.3560, y: 4.5069
zones-events: Aisle 4
aislePerks Admin Dashboard
What’s left to do?

• Merge Mist prototype and mobile apps.
• Implement deal recommender.
• Connect admin dashboard to backend service.
• Implement preferences and login page.
• Develop saved deals page.
Questions?