Beta Presentation
aislePerks: Location-Based Personalized Shopping
The Capstone Experience
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Project Overview

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

Azure

- SQL Database
- .NET Backend
- Admin Dashboard
- Mobile Apps
- iOS
- Android
- Mist Access Points
aislePerks iOS Application

Welcome
Jacob

Your Store
East Lansing

Recommended for You

Lay's Classic Potato Chips
Buy 2 for $4.00

Cheez-It Extra Toasty
$2.99 /ea

Ritz Cracker Stack Pack
$2.00 /ea

See More Recommended Items

PROFILE
Username: jacob
First Name: Jacob
Last Name: Kait
Password: ********

MEIJER STORE
Grand Rapids #1115
East Lansing #052

PREFERENCES
mPerks Location Rewards
Receive push notifications with in-store offers. Connect to Meijer Wi-Fi to enable.

Max Offers: 5

Account

Deals
ONE WET CAT FOOD TENDER BEEF RE...
99.80, Aisle 5

MJR ADJ COLLAR CROWN HEART LG...
65.50, Aisle 2

MEIJER MC CHICKEN DOG JERKY 6 OZ...
27.45, Aisle 1

NUTRISH WET DOG FOOD VARIETY PA...
39.76, Aisle 3

BEYOND DOG FOOD SUPERFOOD SALMO...
826.99, Aisle 99

You are in Pets

Saved Deals
ONE WET CAT FOOD TENDER BEEF RE...
99.80, Aisle 5

MEIJER MC CHICKEN DOG JERKY 6 OZ...
27.45, Aisle 1

NUTRISH WET DOG FOOD VARIETY PA...
39.76, Aisle 3

MEIJER BX10 EXP SINGLE IMAGE PRINT ...
85.00, Aisle 93

MAMMA MIA! HERE WE GO AGAIN D-1
819.99, Aisle 1
aislePerks Android Application
aislePerks Admin Dashboard

Data Filters

- **Start Date:** 03/03/2019
- **Start Time:** 12:00 AM
- **End Date:** 03/26/2019
- **End Time:** 11:59 PM

- **Store(s):**
  - Check All
  - 158

- **Department(s):**
  - Check All
  - Frozen Goods
  - Pharmacy
  - Toys
  - Bakery
  - Garden Center
  - Produce
  - Wine, Beer & Spirits
  - Electronics
  - Pets
  - Seasonal

Submit
aislePerks Admin Dashboard
What’s left to do?

- Finalize the UIs of the mobile applications
- Refine Entrance Notifications
- Improve Deal Recommender
Questions?