Graduation Project proposal

Company:

Supervisor(s) at company (name + e-mail addresses):
Supervisor to be determined, contact person for now Ivo Schutz (i.schutz@brightcape.nl)

University

Supervisor(s) at university (name + e-mail addresses; TU/e will look for suitable supervisors if left blank):

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Project title (or topic):

Next generation customers profiling system (codename ‘VIPO’), using advanced AI to improve the customers buying experience

Short project description:

VIPO is a smart system that automatically creates customer profiling by using cutting-edge technology on artificial intelligence and neuromarketing. The solution is going to be implemented into the omnichannel marketing, the sales approach that provides the customer with an integrated shopping experience. Moreover, this solution integrates knowledge from an interdisciplinary team - experts from neuromarketing, Neuro-Linguistic Programming, and AI fields.

Technical assignment:

Working in the team within Bright Cape to develop a user interface, the API and/or perform data analytics for the solution:
• review and define the scope of the current VIPO system, evaluate its performance,
• set the work environment and test protocol based on neuromarketing and customer journey
• set the platform to process data acquisition and user interface
• set the minimum specifications on hardware and connection to perform the test protocol on the selected customer locations
• implement the test protocol on the selected locations
• recollect and analyze the data from the above locations
• update the system and test protocol to repeat the test protocol on the same 3 locations
• evaluate the result and set a first commercial version of the system

Business assignment*:

*This part is only relevant for graduation projects carried out by students of the EIT ICT Labs (www.ictlabs.eu) variant of the Embedded Systems program. In addition to the MSc thesis about the technical aspects of their graduation project, these students need to write a short additional report discussing the business-related aspects of their graduation project. Please fill in this part if you wish your project proposal to be considered for this option.