

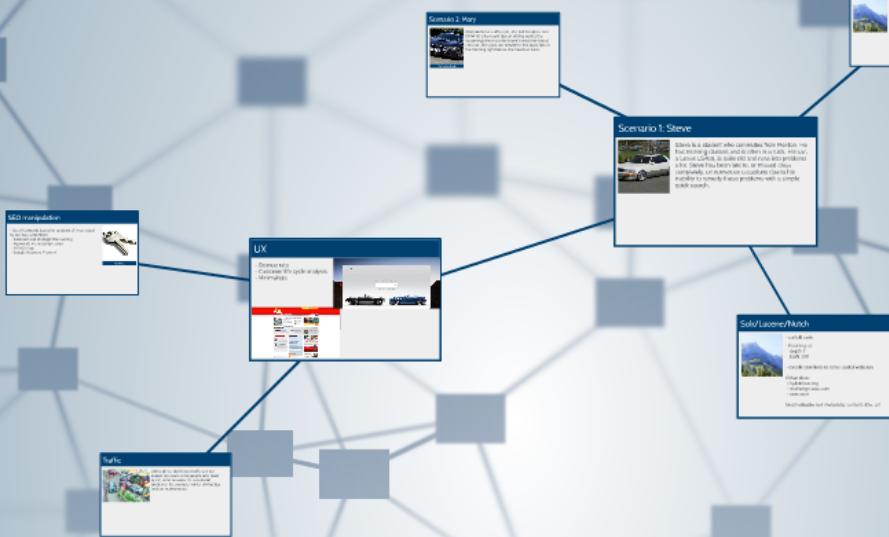
Drive

Interim Results



Drive

Interim Results



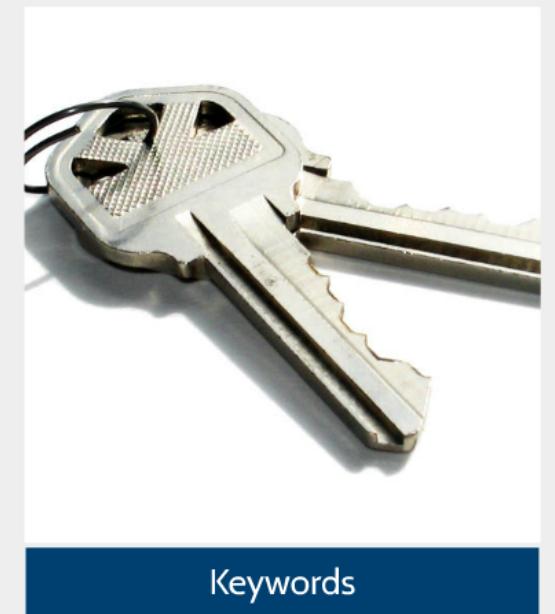
Traffic



Although we don't have traffic yet, we expect our users to be people who need quick, short answers for car-related problems; for example, winter driving tips and car maintenance.

SEO manipulation

- Used keywords based on analysis of those used by our top competitors
- Relevant and strategic title naming
- Keywords in the content area
- HTML5 tags
- Google Keyword Planner



Keywords

UX

- Bounce rate
- Customer life cycle analysis
- Minimalistic

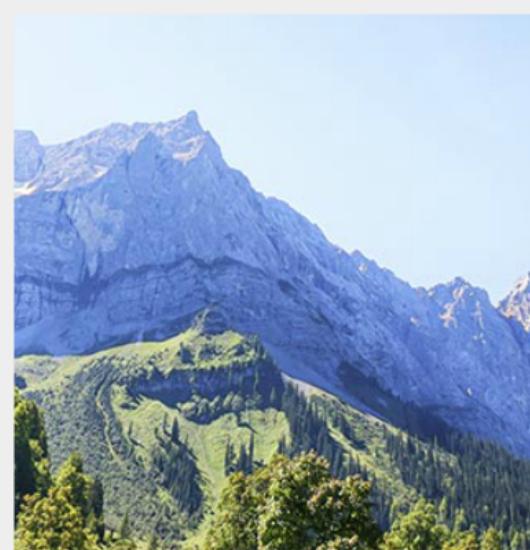
The screenshot shows the homepage of the Car Talk website. At the top, there's a red header with the "Car Talk" logo and a "Support for Car Talk is provided by" message. Below the header, there's a main content area featuring a cartoon illustration of two men (the hosts) at a table. To the right of the illustration, there's a section titled "This Week on Car Talk #1440: STOP AND SMELL THE ANTIFREEZE". Further down, there are sections for "EDITOR'S TOP PICKS" and "LATEST ON CAR TALK", each with a list of articles and small thumbnail images. At the bottom of the page, there are links for "MOST VIEWED", "MOST SHARED", and "MOST COMMENTED".

The screenshot shows the homepage of the DRIVE website. The top navigation bar includes links for "ADVERTISING", "BUSINESS", and "ABOUT". Below the navigation, there's a search bar with a placeholder "Best search for car tips" and a magnifying glass icon. A text input field below the search bar contains the placeholder "Ex: change filter, change oil, etc...". The main visual features two classic cars side-by-side: a dark-colored BMW 507 Roadster on the left and a light blue BMW 6 Series Cabrio on the right, both shown from a three-quarter rear perspective.



Prezi

Solr/Lucene/Nutch



- cartalk.com
- Running at:
depth 7
topN 100
- cartalk.com links to other useful websites

Other sites:

- hybrid-car.org
- exchange.aaa.com
- cars.com

Most valuable solr metadata: content, title, url

Scenario 1: Steve



Steve is a student who commutes from Renton. He has morning classes and is often in a rush. His car, a Lexus LS400, is quite old and runs into problems a lot. Steve has been late to, or missed class completely, on numerous occasions due to his inability to remedy these problems with a simple quick search.

Scenario 2: Mary



(Mary not pictured)

Mary works at a office job, she just bought a new BMW i8! She needs tips on driving during the upcoming winter so she doesn't wreck her brand new car. She uses our service to find quick tips in the morning right before she heads to work.

Drive

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