

Interação Pessoa-Máquina

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Engine4u

Stage 1: Project Proposal



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Problem Description

The main problem the group found, is the amount of time wasted when seeking valuable information about cars and the difficulty in comparing specifications between models.

This search for information is especially important to someone who is looking forward to acquiring one but does not possess enough knowledge to understand what's the best option that will suit their needs and want to stay on budget. Besides the referred amount of time wasted by key information being dispersed and organized in a confusing way across the internet, which can lead to misinformation or misunderstanding of the data.

Concerning the enthusiasts, whenever a new model comes along, it can become difficult to keep up with its new specifications and improvements from previous generations of that same model.

Target users

The target user population of our platform includes people of all ages and backgrounds, who drive, have driven or are interested in cars. In the case of the enthusiasts themselves, they may have never driven a vehicle, but are interested in knowing more about models' specifications.

However, most of the target group, is expected to be male between the ages of 18 and 75 years old.

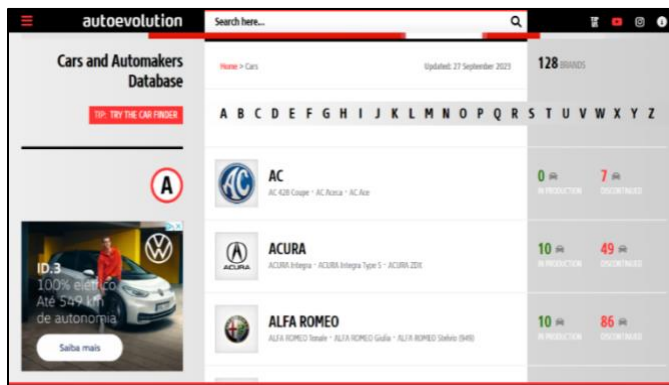
Project Goal

Our main goal is to make information about any car easily accessible and understandable. This is meant to be achieved by using simple and intuitive design choices in the interface to improve the user's experience, such as:

- Carousel cards that contain images and basic information about the shown models. To identify the brand, its logo will be present in each of these cards, same as a link to the page containing a more detailed description of the model.
- Whenever the user feels like buying the chosen model, we'll provide a link to the brand's official page, with a simple click.
- To make the search of information about the user's desired model, a search bar will be placed.

- In case the user is not sure about which model to go for or does not know how to pick a car, an advanced search option will be available with the possibility of filling out a form so that the platform presents the best option based on the user's needs.
- The platform will be capable of showing comparisons between 3 up to 4 models, so it can be very easy to understand the common and different specifications amongst the chosen ones.

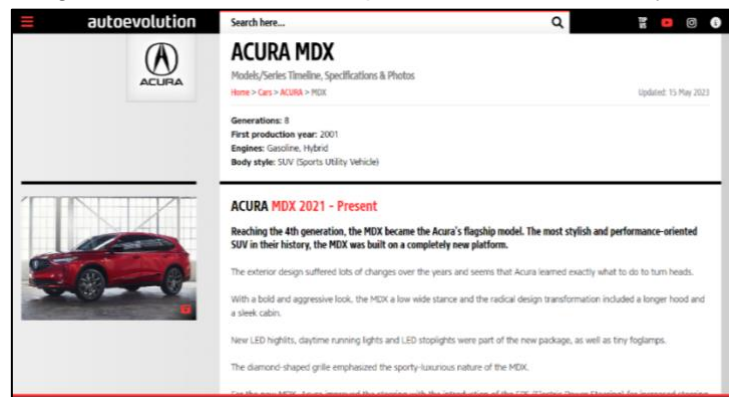
Applications already available



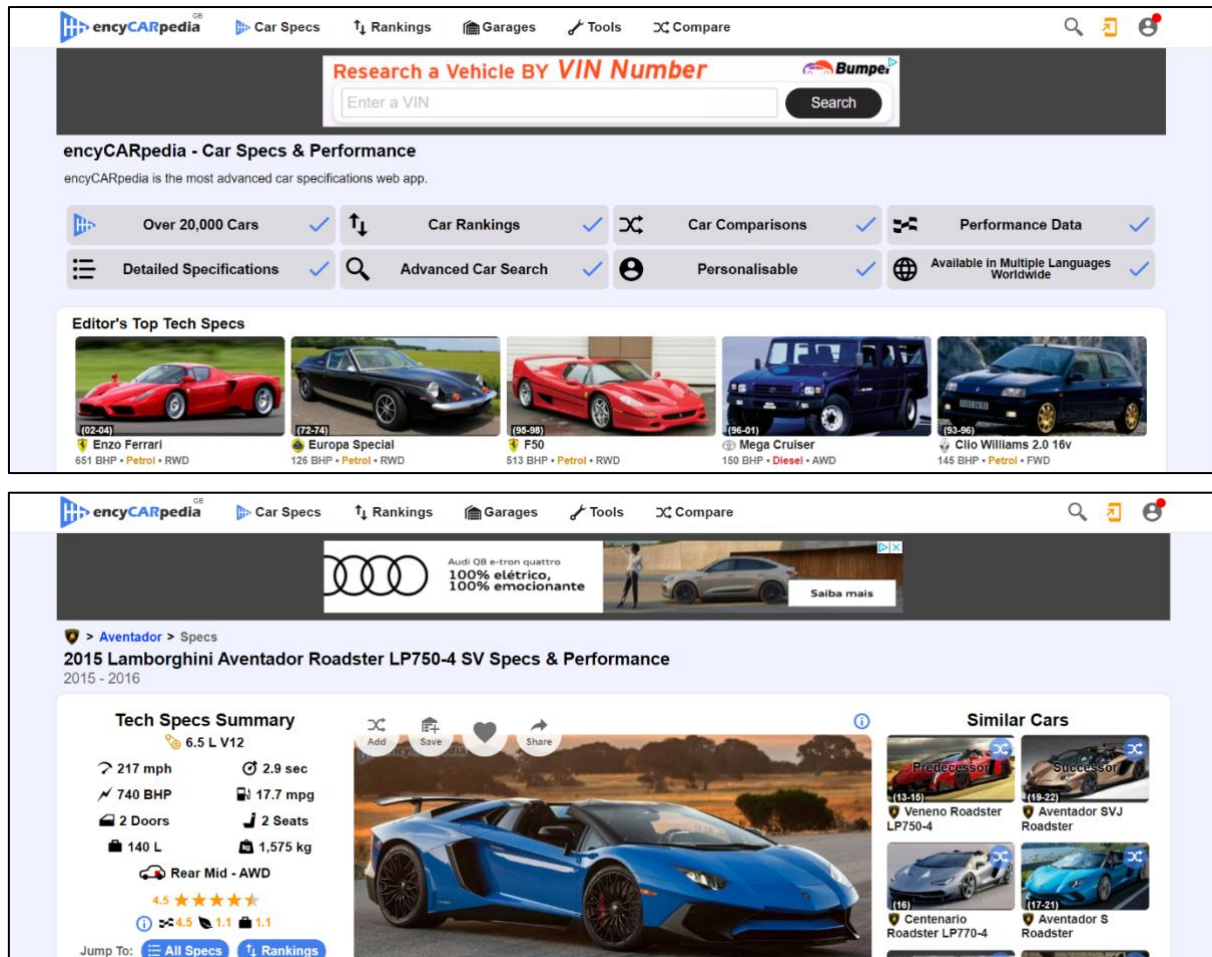
As an example of an existing web platform, we found *AutoEvolution*, which performs as a car encyclopedia, responsible for describing the historical evolution of car models and their modifications since their creation. As such the design excels on the simplicity of the search parameters, apparent in

the landing page, allowing the user to search the car brands alphabetically and then search for the models inside of the respective page.

The problem found with this design is the lack of search parameters, which may be a nuisance to new users of the website. We propose a more complex search engine using, besides the brands, the characteristics of the models that the user will be searching for and the presentation of some “discovery” models that will present novelty to every visit.



Link to [Cars & Automakers Database - autoevolution](#)



Another example of a similar website is the *encyCARpedia* platform which presents a more robust and readable catalog of each model's information, besides that the search engine and presentation of the models is a bit lackluster for the new user, being completely dependent on the previous knowledge of the models to be searched or the curiosity surrounding the models show at the landing page.

Link to <https://www.encycarpedia.com/>