

4. PROJECT DESIGN

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Project Name: Automated Car Catalog System

Objective: Create an interactive digital platform for car showrooms that enhances the customer experience, supports the sales process, and improves operational efficiency.

System Goals

Provide self-service interactive vehicle exploration

Support comparison, 360° views, and test drive bookings

Enable CRM integration for lead capture

Offer multilingual, intuitive, and visually immersive design

4.1 Problem Solution Fit

Modern car showrooms face multiple challenges:

Information Overload

Customers are overwhelmed by brochures, specs, and salesperson pitches.

Lack of Personalization

Visitors receive generic sales talk, not tailored to their preferences.

Limited Exploration Time







Customers often feel rushed or distracted, unable to explore freely.

4.2 Proposed Solution

The Proposed Solution

Automated Car Catalog System for Enhanced Showroom

A self-service digital platform that empowers customers to:

-  Browse vehicles by budget, body type, features
-  Compare models side-by-side
-  Explore cars via 360° views and AR
-  Book test drives directly
-  Share or save preferences to mobile/email
-  Push leads directly into CRM systems