

Topic

The main goal of the website would be to make a car sale website that would finally integrate all the search results of various car sales websites such as CarGurus, Edmunds, Cars.com, and AutoTrader. Often times when I use these sites, I am returned very different results partly due to sponsorship, “premium” dealers, advertisements and special offerings. Consequently, I personally would love a website that could take all their results and neatly file them in a list, sorting the results as needed.

Score / Depth

Ideally, the website would really only have two pages with a third page as the landing page for the site where a background would be seen with a simple search bar to begin searching for cars. The two main pages would be the search results and the actual clicked on search result with details about the car, the dealer, the price and pictures. The search results page would be a simple list with a set of filters such as car make, car model, zip code, radius, maximum and minimum price, maximum and minimum mileage, color, transmission, etc. In the list, each result would show the car’s first image, make and model name, price, location, and mileage. However, I might also add a page to allow users to do some research on the desired cars through the use of Edmunds API.

Target Audience

The target audience would be those searching for a simple website to find used and new cars nearby without having to search through multiple websites for the wide variety of cars nearby available for purchase. Ideally it would combine the great aspects of websites such as CarGurus, Edmunds, Cars.com and AutoTrader allowing used and even new car buyers to quickly do research on the cars they’d like as well.

Design

In terms of design, it would be very similar to CarGurus, Edmunds, Cars.com, and AutoTrader in that the websites mostly are the design I mentioned earlier, a landing page, search results list page, and individual result page. In order to differentiate myself, I’d likely have to employ a different possibly more colorful design scheme, since the competition mostly uses the colors purple and blue. I think using colors.co I could create a good palette that would brighten up the page while preventing it from being too obnoxious, making the search experience more fun and less tedious in general.

Interactive

I think including tool tips as well as a quick view on search results would be a bonus that I don’t believe I’ve seen on any of the aforementioned websites. In addition being able to sort through the images of the car available without having to click into the individual search result would also be a way to provide important interactivity to ease the user’s experience.

Javascript API

There are several APIs I'd like to use in order to make this website a reality. Probably the most important API would be the Edmunds API which would allow me to provide vehicle information, dealer information, and information for the user to see vehicle details such as their TrueCarValue info (providing information about maintenance cost, insurance cost, etc.). Another API I'd like to use would be the 3Taps API which would allow me to pull search results from Cars.com and Ebay Motors. These two APIs will provide me with at least search results from three different websites to show users nearby cars for sale. In terms of getting search results from CarGurus and other related websites, I have still not determined whether I should use LemonFree API which has quite a few of the same results as those other websites.