

# 19CSE314

## SOFTWARE ENGINEERING

### LAB ASSIGNMENT - 4

Submitted by

S.No	Name	Reg.No
1	Yelipe Gowtham	BL.EN.U4CSE222163
2	G.Telesh Chowdary	BL.EN.U4CSE222114
3	P.Sriharsha	BL.EN.U4CSE222141

## 1. Introduction

- **Selected Application:** CarWale
- **Domain:** Automotive / Vehicle Marketplace
- **Primary Features:** Car buying and selling platform, expert reviews, price comparison, used/new car listings, EMI calculator, car valuation, user ratings, dealer contact
- **Target Audience:** Car buyers and sellers, automotive enthusiasts, dealers

CarWale stands as one of India's major automotive platforms serving millions of vehicle seekers who are either interested in purchase or research or sales. Users obtain complete functionality from the app to discover multiple vehicle models with price and feature comparison through an EMI calculator that generates cost estimates based on financial plans. CarWale maintains reliable product transparency by showing precise on-road price rates per city along with variant and delivering buyer-oriented reviews from both users and professionals. Users can browse official listings of new and pre-owned vehicles then reach out to accredited dealers for live stock checks and benefit from resale value estimation features. Automobile enthusiasts along with first-time buyers both find CarWale to be their go-to resource because of its interface which combines simplicity with an easy navigation system.

## 2. Rubric Evaluation

Rubrics taken and evaluated are presented in the table below

**Table 1** Rubric evaluation of carwale

Metric	Description	Value	Source
Likes	Average user rating	4.1/5	Google playstore
Downloads	Number of installations	10 Million +	Google playstore
Daily visitors	Estimated daily usage	332k	Easycounter
App size	Total size of the android application	20 MB	Google playstore
Review sentiment	Rating of the application ranging from 1 to 5	Mostly positive	Google playstore
Top country (traffic)	From which country where most user are engaged	India(92.2%) USA(1.8%)	Easycounter

### 3. Competitor Comparison

#### Competitor - Cardekho



**Table 2** Metric comparison with competitor application

<b>Metric</b>	<b>Carwale</b>	<b>Cardekho</b>
Likes	4.1/5	4.6/5
Downloads	10 Million +	10Million +
Daily visitors	332k	190k
App size	20 MB	14MB
Review sentiment	Mostly positive	Positive
Top country (traffic)	India(92.2%) USA(1.8%)	India(92.5%) USA(1%)

#### Observaation summary

- User satisfaction levels are higher at CarDekho because its platform receives a 4.6 out of 5 average rating from users while CarWale only receives 4.1 out of 5.
- The number of daily visitors at CarWale exceeds those of CarDekho with 332k daily users compared to 190k despite matching download statistics. This indicates CarWale maintains more active user participation.
- CarDekho presents itself as the preferred option because its app takes up only 14 MB while CarWale requires 20 MB making it ideal for users who need to conserve storage space.
- User feedback about the platforms is positive but CarDekho maintains a better level of review consistency.
- Since most users of these platforms reside in India they receive more than 92 percent of their total traffic but the US users represent less than 8 percent.

### 4. Agile based improvement suggestions

Even though the application has meaningful purposes and better user engagement and positive reviews, there are some essential features that were missing in this application. In this section, we discussed about the features or user stories that is to be incorporated in this application to enhance user experience and satisfaction

**Table 3** Agile improvements

<b>Problem identified</b>	<b>Agile improvement</b>	<b>Agile practice</b>
No integrated EV support	Add EV discovery section	Sprint 1 + Userstory refinement
Limited personalization	AI based car suggestions based on previous searches	Sprint 2 + product backlog
No rewards based ad blocking	Introduce reward system based on quize or engagement	Sprint 3 + product increment
No direct dealer communication	Add instant chat feature for faster communication and clarity	Sprint 4 + implement prioritized features for chat application.

## 5. Conclusion

The evaluation together with the comparative analysis demonstrates that CarDekho leads CarWale as the better choice for users regarding satisfaction and feature range. But CarWale excels in daily active usage because its core services especially on-road price accuracy and expert reviews have strong user retention. The first priority should involve immediate implementation of EV-related tools and personalization features which target the evolving automotive market. The user experience and loyalty will grow substantially by adding dealer contact options and reward systems based on gamer motivation.

Small updates are implemented using Agile methodologies through its sprint approach. The project should start with dealer communication in Sprint 4 followed by EV feature discovery in Sprint 1 and personalization in Sprint 2 because these features directly impact satisfaction and usability and commitment among users.

## References

- [1] [https://play.google.com/store/search?q=carwale&c=apps&hl=en\\_IN](https://play.google.com/store/search?q=carwale&c=apps&hl=en_IN)
- [2] [https://play.google.com/store/apps/details?id=com.gimnarsoft.cardekho&hl=en\\_IN](https://play.google.com/store/apps/details?id=com.gimnarsoft.cardekho&hl=en_IN)
- [3] <https://compare.easycounter.com/compare/cardekho.com/carwale.com>