

(Ebu) Intro explaining website

First of all, we want to welcome you guys to our presentation. Finally, since the first presentation, I have learned how to pronounce our group name. We are the group Ach-To. My name is Ebubekir, this is Adam, Tor and Cristoffer. Well, our main idea with this project was to develop a web page where we give the users an opportunity to sort and filter cars driven by electricity and that's in order to encourage them to choose an environmentally friendly car .

Customer Perspective

(Tor) A potential customers behavior

The customer's main focus is the list of vehicles.

The website is designed to cater to customers who are environmentally aware and who are searching for vehicle options that limit their impact on the environment. For this reason the list is, by default, sorted by co2 emission.

The customer may browse the list at their leisure, or if they already have some specific needs in mind about the properties of their ideal vehicle they may try to filter the list to customize the list.

The variables that are filtered for are then added and highlighted for each vehicle.

(Adam)

If a vehicle peaks their interest they can use the buttons on the right to find more information. The first button links to a google search of the specified vehicle to let the customer obtain more information. The second button opens a list of all the data we have access to for users to peruse.

If a user would like to gain more of an understanding about the impacts of vehicles on the environment they can access the about page.

Here we bring up why the user should choose us
why environmentally friendly cars are important
information about the production of electric vehicles
about the electricity required to fuel an electric car

Developer Perspective

(Christoffer)

Design decisions made to increase customer ease of use

The structure of the website was made to be familiar to anyone that has browsed any storefront listing products. Filters and sorting mechanisms for what we believe are the most valuable variables and that may be deal breakers for a potential user are implemented to let the user hone in on their ideal vehicle.

All data available to us for each vehicle was deemed unnecessary and distracting to always display and therefore is locked either behind the button or only shown while filters pertaining to the variable are active.

The color scheme of the website is based upon our logo. Hopefully this will lead to a more recognizable and cohesive website in the users minds.

Questions