SOFTWARE ENGINEERING
ISOE

NATURE OF THE CUSTOMERS

HOT-WHEELZ

CAR DEALING/RENTAL WEBSITE

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NATURE OF THE CUSTOMER

Nature of the customers:

The website covers the general public. The public coverage of the website is very large as it can be used for all people who wish to buy a car or rent a car for some time. Websites provide a platform for the people who wish to sell their own car as a second hand car.

Another reason from which we can say that the website covers a broad customer region as the website is accessible with almost every device having proper internet connection irrespective to age , gender , profession from any part of the world.

1. Person trying to rent a car:

Features applicable for them would be to hire a car for a certain amount of time. They can choose their desired vehicle from the car listing section of the website. After choosing the car user can book a slot for the car. Users can also attach a message along with the request of booking, for additional services. They can also contact the dealership if they have any queries.

2. Person trying to buy a car:

The features of this category are similar to the previous one. They can view their desired car on the car listing section. All the details of the car and dealer are provided in the section and the customer can contact the dealer for further process regarding the purchase.

3. Dealerships:

Dealerships can bring their business and management online for better advertisement. The Admin section has many more features which can be used to manage their business. These features involve - Post a vehicle, manage bookings (for renting purpose), answer FAQs, manage subscribers, add a brand, manage registered users and update website content.