

#CarHunters

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a cool App powered by
“HuntingCars”



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2nd - 4th October 2015, 40h

Mission



*Develop a cool, transparent & user friendly
iOS App (in 40 hrs) which guides you to your
dream car by hunting just the right ones
based on who you are*

What is the main idea?

MAIN IDEA

- Searching for a car is too complex (too many fields) → we are looking for a simpler way
- Search best scoring matches based on profile
- Showing the TCO = Total Cost of Ownership to know what is the price / month (incl insurance, taxes, tires, rep, service, ...)
- Find dealership of favorite cars using MapKit
- Find car at dealership while location car using iBeacons (bluetooth enabled devices in car)

DEEP DIVE: TCO

- Total Cost of Ownership or True Cost to Own
- Most of the customer can afford the car. But can they afford the running costs?
 - Taxes+fees, insurance, maintenance, repairs, financing, depreciation, fuel, tires
- Customer experience while buying
- Less personal dept
- Potential for car-resellers to handle all

example



DEEP DIVE: iBEACONS

- ibeacon: bluetooth enabled device that can be tracked with a Smartphone (distance, direction)
 - Bsp: proximity, ... > 100 devices and producer
- Install in every car a configured ibeacon (VIN, amag-Id, ... stored in cloud)
- Automatic process to manage devices and cloud-entries
- Customer with App on Smartphone will be able to location the car, without a sales person
- amag can track who was visiting which car to optimize car locations inside / outside shop



Ca 60m



What did we do?



Main idea and base

- Based on amag API, searching via scoring (Workshop 7)
presented by Raphael, Matthias and Taha
- iOS App to use sensors (Map, Location, iBeacons)
- Asking only a few simple but personal question to find the right cars
- Search by scoring values, and sort them accordingly
- Tinder cars (like, dislike)
- Show details of car (attributes, TCO, dealer location, car location at dealership using ibeacons)

SCORES

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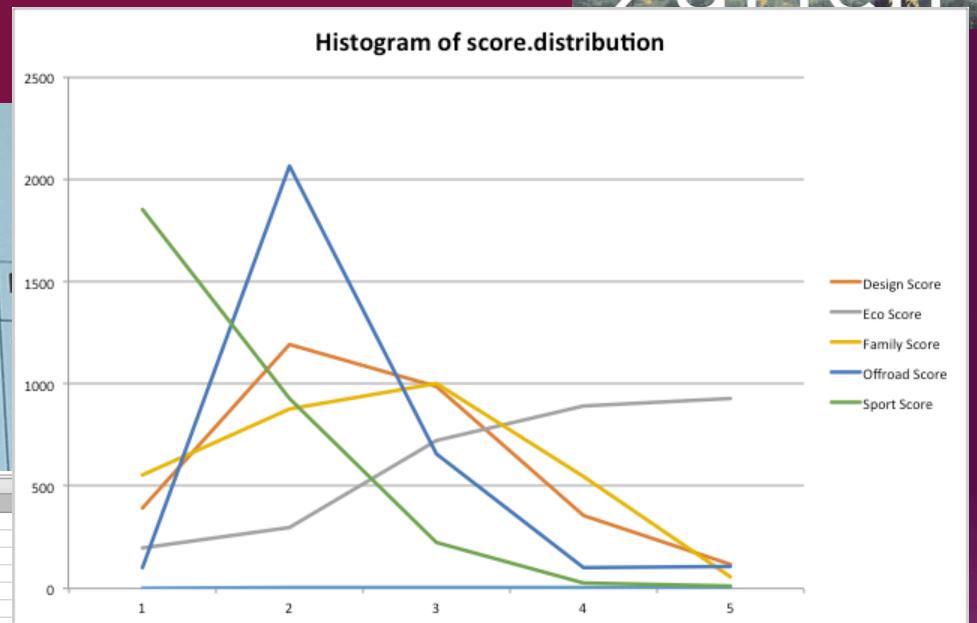


Match of 'scores' with car specifics

Sport	Family	Eco	Price	Offroad
<ul style="list-style-type: none"> Power in HP (PS) <p>(5 is strongest)</p>	<ul style="list-style-type: none"> Model (Size, load capacity) # Seats <p>(5 is best)</p>	<ul style="list-style-type: none"> CO2-Emissions 	<ul style="list-style-type: none"> Price 	<ul style="list-style-type: none"> Model (SUV, offroad capability) 4x4 (4WD)

HuntingCars - Scoring Algorithm

A	B	C	D	E
		> 46		sport
segmented controls	family status	alone partner family		
slider	horse power			
4 autos		1	=1	
superhelden		2	=2	
- kind		3	=3	
- erwachsen		4	=4	
- bodybuilder				
- superman	design			
		1 sportscar	sport = 5	
		2 familycar	family = 4-5	
		3 4x4 drive	4-5	
		4 SUV	3-4	
		5 env.friendly car		
		6 classic car	eco = 5	
		7 simple car	1-2	
	price to buy			design = 1-2
			price=1	
			=1	



SEARCH-FIELDS

→SCORES

The image shows a smartphone screen displaying a mobile application interface. At the top, there is a status bar with signal strength, the time (02:28), battery level (100%), and a Swisscom logo. Below the status bar is a white header bar with the word "Search". The main content area is divided into several sections:

- Personal information**:
 - Gender: male | female
 - Age: <25 | 26-35 | 36-45 | > 46
 - Family status: single | partner | family
- Car preferences**:
 - Horse power: A slider with a circular track and a dot.
 - Design: sports | family | simple | classic
 - eco | SUV | 4x4
- Price preferences**:
 - Price to buy: A slider with a circular track and a dot.
 - Total price/month: tax, insurance, gas incl.

At the bottom center is a pink button labeled ">> Hunt cars".





Major Activities that were implemented:

- Figure out which attributes are important to filter
- Field study at hackZurich (> 15 people)
- Make research of the API
- Wire framing & navigation actions on high level
- Determine which page is dynamic which is static
- Design & code for all the details of every page
- Implement a static clickable App
- Make every page dynamic, bugfixing



What we achieved? Demo

AMONG THE BEST 25 IDEAS

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Search

Personal information

Gender	male	female
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Age	<25	26-35	36-45	> 46
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Family status	single	partner	family
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Car preferences

Horse power

Design

sports	family	simple	classic
--------	--------	--------	---------

eco	SUV	4x4
-----	-----	-----

Price preferences

Price to buy

Total price/month

tax, insurance, gas incl.

>> Hunt cars

Search

Personal information

Gender	male	female
--------	------	--------

Age	<25	26-35	36-45	> 46
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Family status	single	partner	family
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Car preferences

Horse power

Design

sports	family	simple	classic
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eco	SUV	4x4
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Price preferences

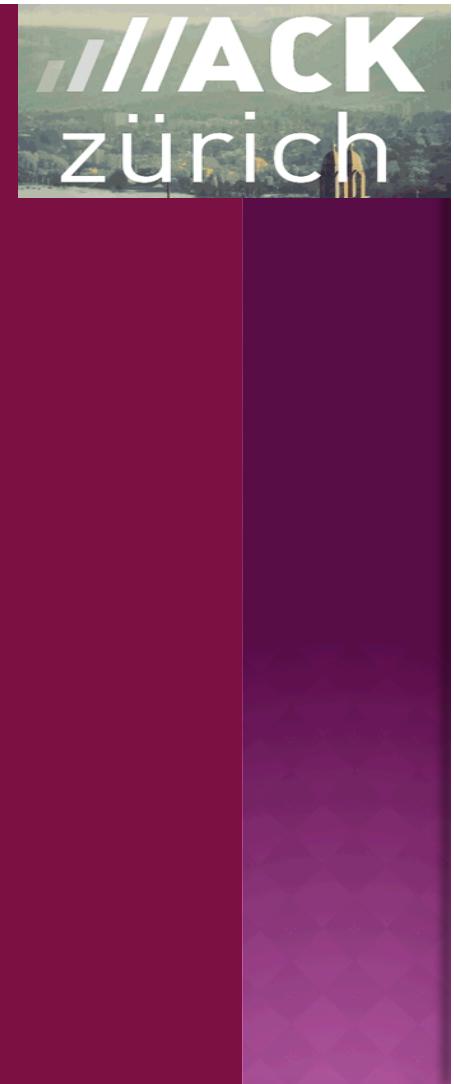
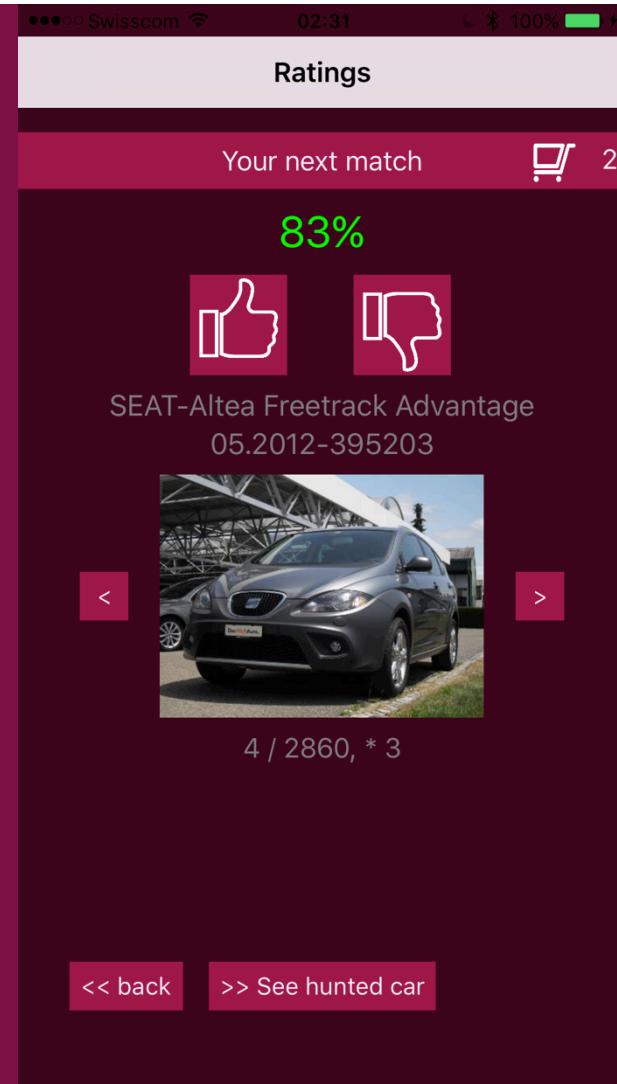
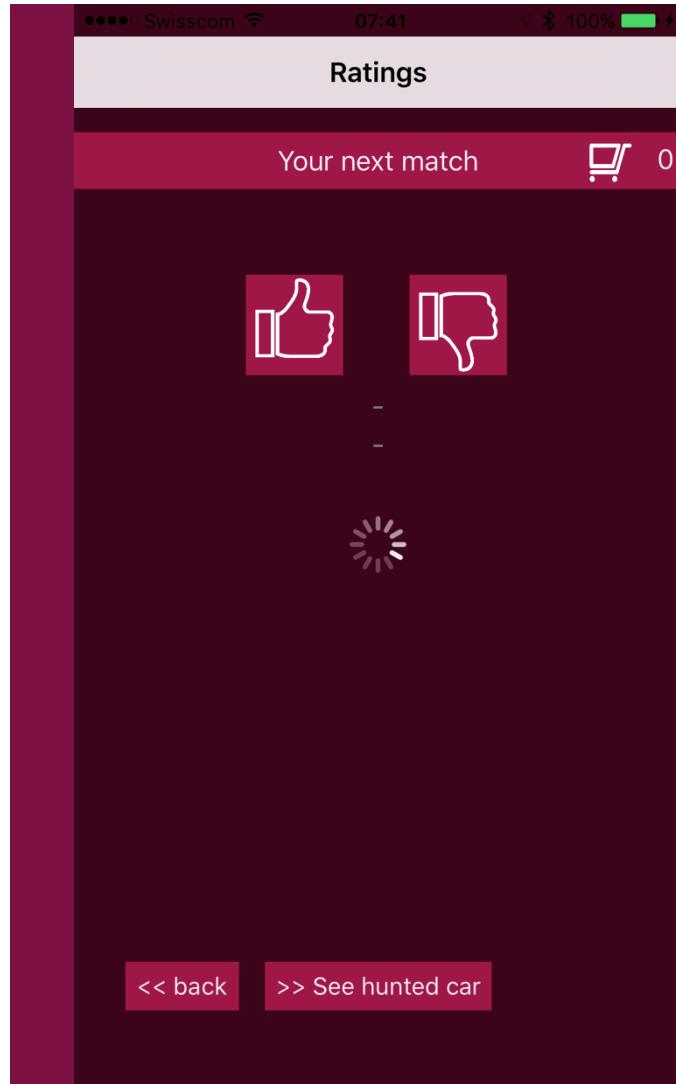
Price to buy

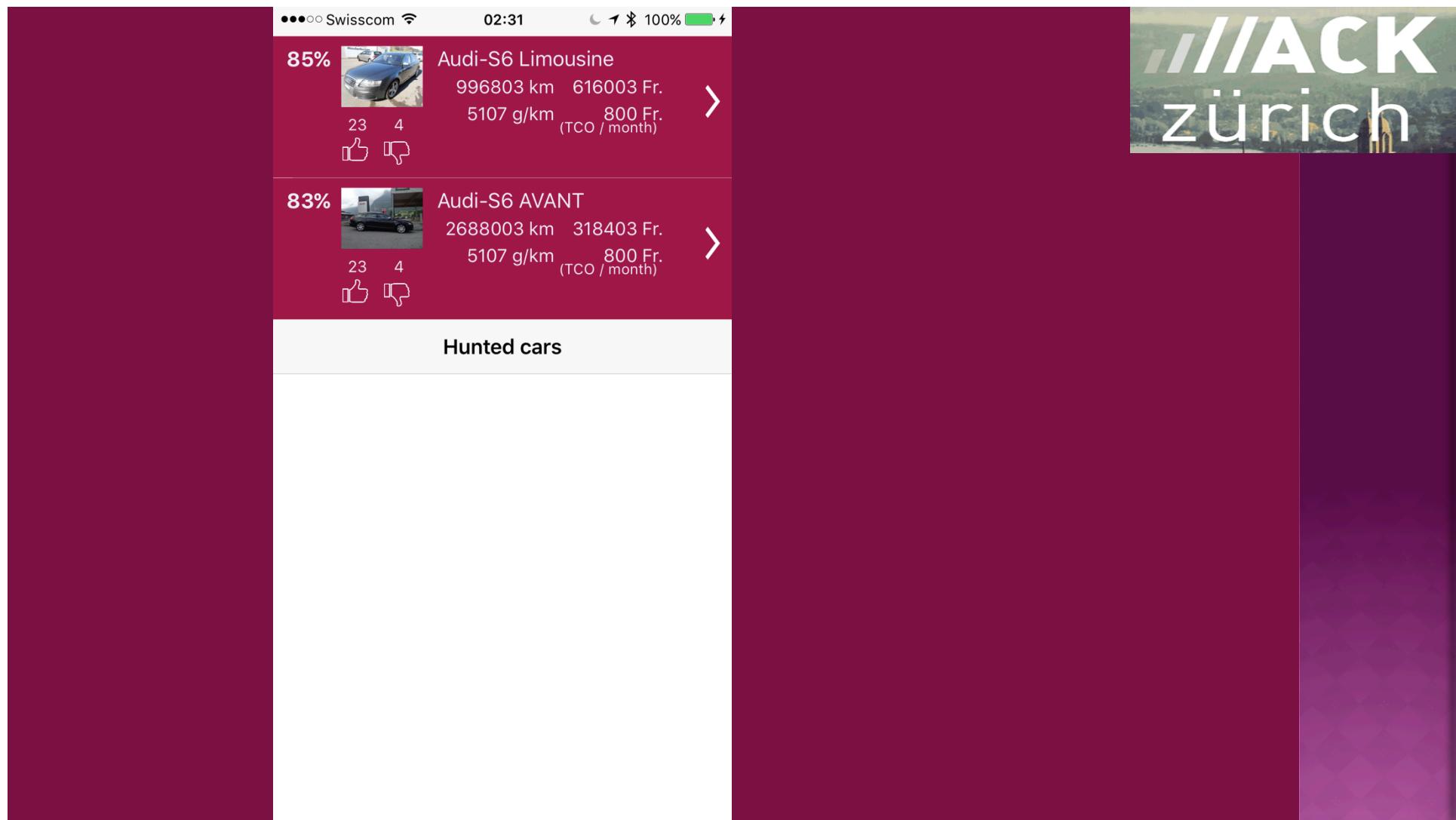
Total price/month

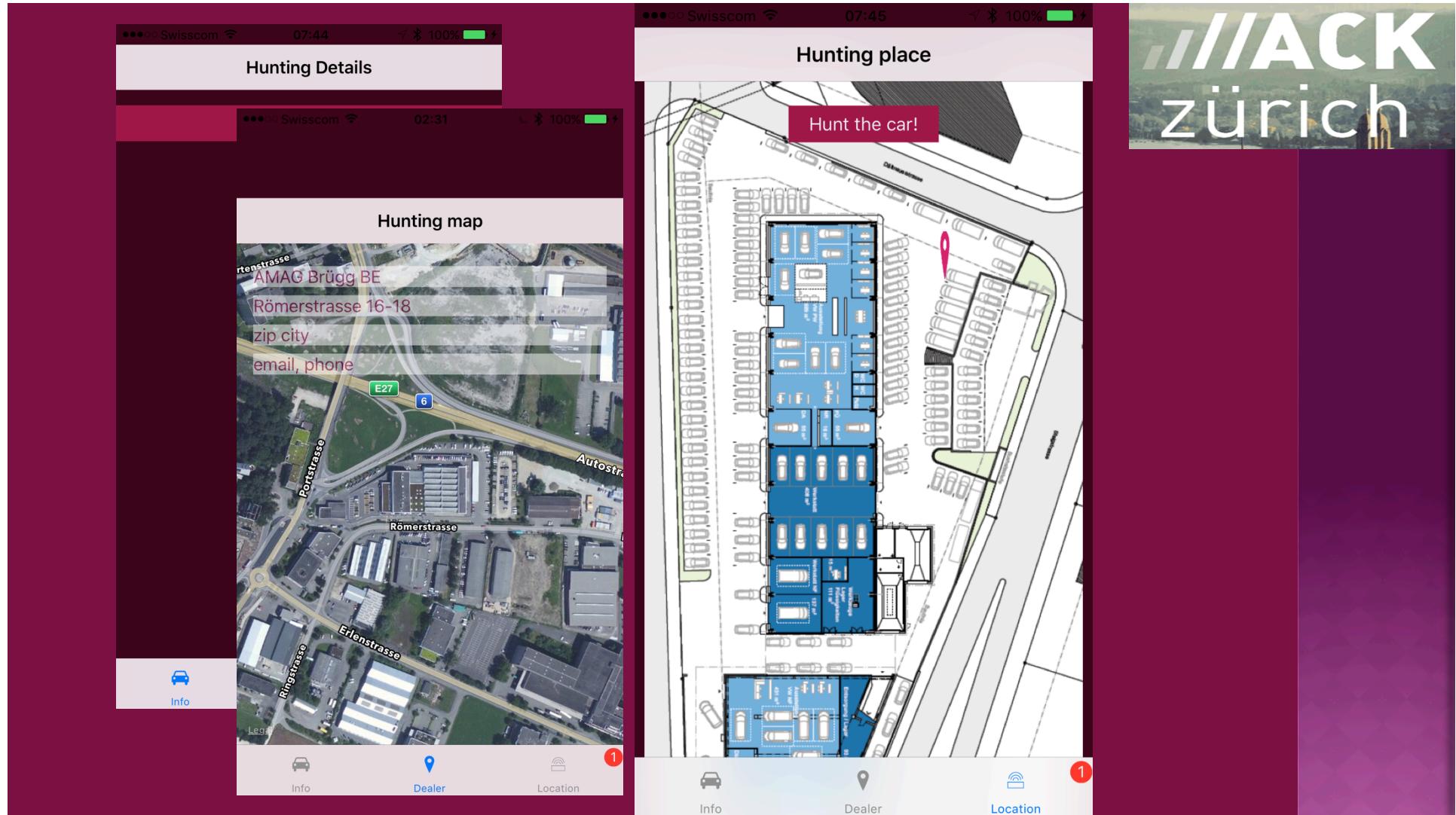
900

>> Hunt cars











Thank you