



INVESTIGATION AND ANALYSIS OF CARGUIDE.COM.AU

SIT725 Assignment 1 – Group 23

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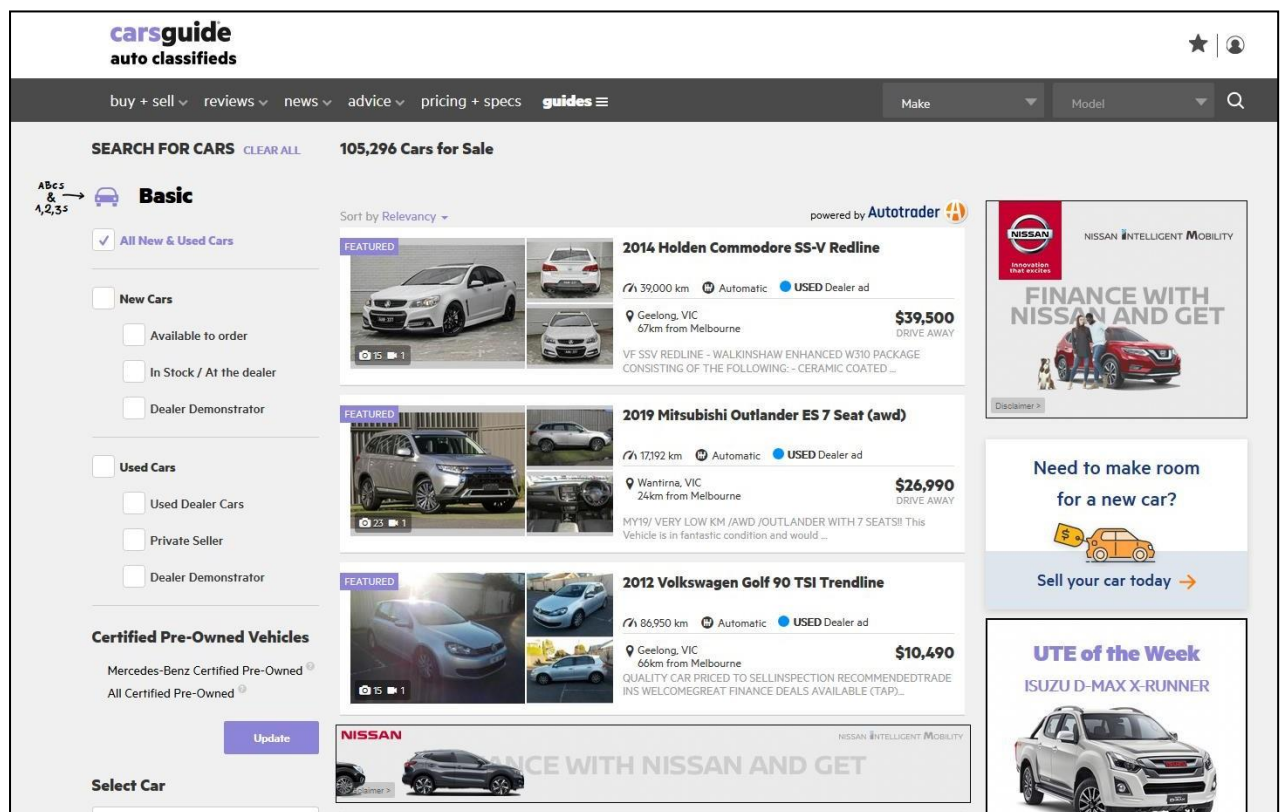
1. Envisioning

1A. Ideation

Introduction

CarsGuide is a vehicle buying and selling portal where buyers can search for vehicles, they are interested in buying and car sellers can list their cars up for sale and connect with interested parties. Additionally, CarsGuide also allows vehicle owners to find spare parts for their vehicles, find cars servicers for repairs and file for insurance with the assistance of their customer support team.

CarsGuide can be accessed via <https://www.carsguide.com.au>



(carsguide.com.au, 2019)

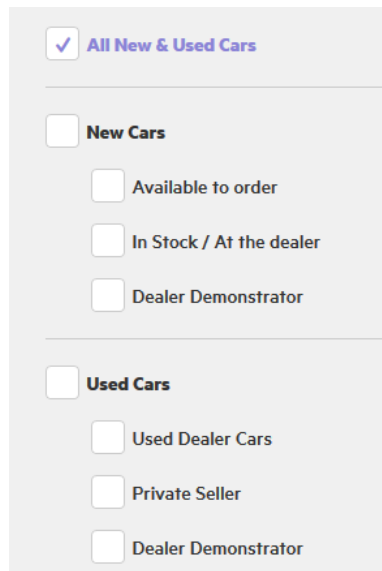
Background

CarsGuide was introduced as means of allowing vehicle owners to access a portal comprised of every service a vehicle owner would need from selling their car, trading, finding repair locations and filing for insurance. The purpose of the website was to reduce the overhead and time consumption of using multiple service providers as a customer and centralise all vehicle related services in one portal.

Major existing services by CarsGuide

While there's room for improvement, which will be further discussed in the sections to come, CarsGuide has existing services that are being conducted well and fulfils the objectives. Some of them are as follows:

- Filter system that allows customers to find vehicles by the model, make, year, etc. This simplifies discovery for the customer.



The image shows a filter system with a light gray background. At the top, there is a checked checkbox labeled "All New & Used Cars" in purple. Below this, there are two main sections: "New Cars" and "Used Cars". The "New Cars" section has three unchecked checkboxes: "Available to order", "In Stock / At the dealer", and "Dealer Demonstrator". The "Used Cars" section has three unchecked checkboxes: "Used Dealer Cars", "Private Seller", and "Dealer Demonstrator".

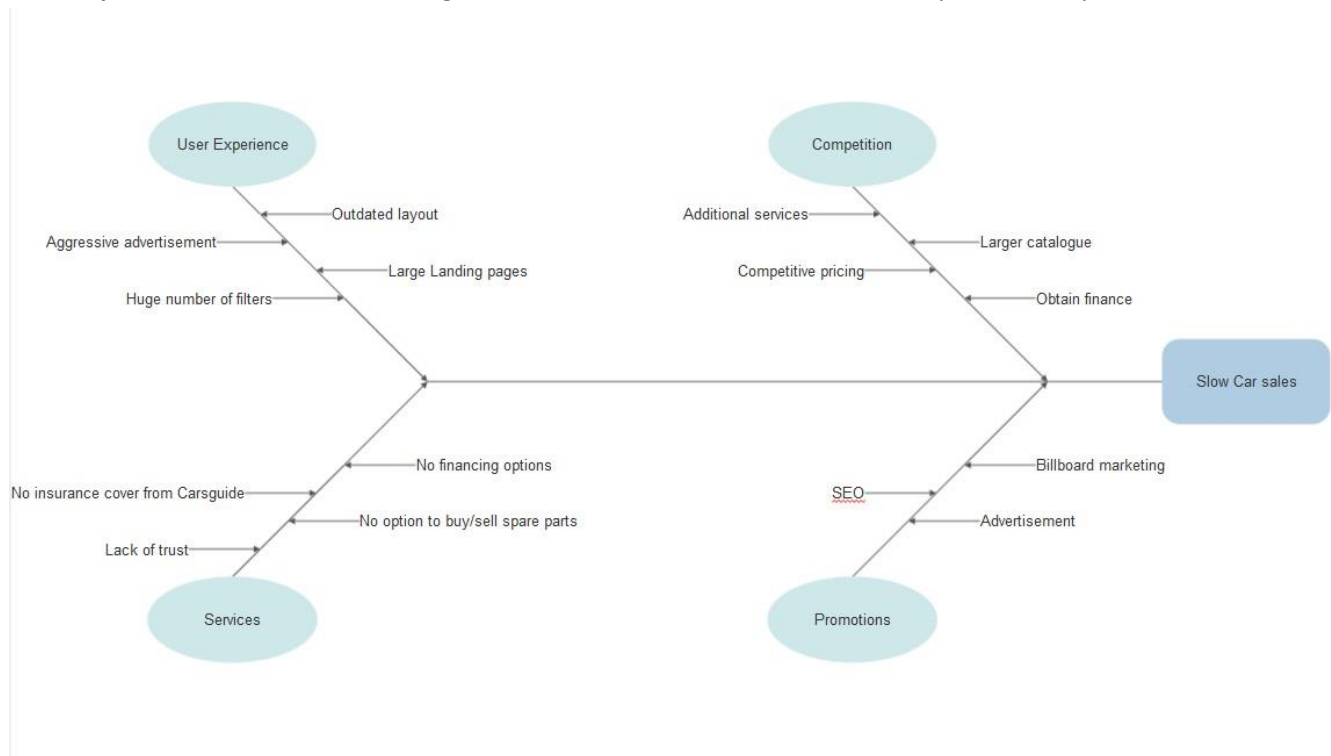
- Detailed descriptions of the vehicles which are up for sale. This gives the buyer a proper idea on what they are purchasing and every technical detail about the vehicle before deciding.

More Details.

Price	\$39,500
	Calculate my repayments
Vehicle	2014 Holden Commodore SS-V Redline VF
Seller type	USED Dealer ad
Body type	Sedan, 4 Doors, 5 Seats
Transmission	Automatic
Engine	8 cyl, 6 L
Drive type	Rear
Fuel type	Premium
Fuel consumption	11.5 L / 100 km
Kilometres	39,000 km

Root cause analysis of problems

Major issue identified with Carsguide.com.au was slow car sales rate compared to its peers such as



Gumtree.com.au or Carsales.com.au, the number of additional services offered by these websites, options available for browsing and advertising done by the competitors is better compared to that of Carsguide. Also, the user experience on Carsguide is inferior than that of its competitors.

Major services that will improve CarsGuide

Considering their existing services, it would greatly benefit CarsGuide if the following three services were included in their services arsenal.

Service	Feature 1	Feature 2	Feature 3
Car Warranty	Insurance claims	Book vehicle servicing	Spare parts and labour cover
Financing	Loan through Bank	Loan through Agency	Documentation support
Spare Parts	Buy Genuine parts	Buy from 3 rd Party	Sell spare parts

A Car warranty service will allow a vehicle owner to use CarsGuide as means of receiving technical support or claim insurance for any repairs needed without going to any other 3rd party provider.

If CarsGuide provides financing options for buyers, it'll also add value to the customers in terms of time required to figure out financing methods on their own and also receive professional supporting in preparing the documents needed for the financing. CarsGuide can connect the buyers with the partnered banks or receive a loan from financing agencies along with documentation support.

Additionally, if CarsGuide opens up a spare part marketplace, customers can browse different spare parts needed for their vehicles and choose to purchase them from genuine part vendors or 3rd party sellers. Vendors can also setup profiles on CarsGuide and maintain their own seller profile where they can list items for sale and receive payments from the CarsGuide payment gateway.

Considering these additions, CarsGuide services can be immensely improved and the existing customer base can make use of these new features to centralise their vehicle requirements instead of accessing multiple service providers online for their needs.

Proposed features for the services

A) Car Warranty

Feature 1: Insurance claims

CarsGuide can provide a central portal where vehicle owners can file for insurance including evidences for the claim and view the claim status, it'll benefit the customer base since they don't have to individually manage different insurance portals. Instead, they are presented with CarsGuide insurance portal where claims from different insurance providers can be processed from one centralised page.

User stories:

- As a customer, I want to claim my insurance
- As a customer, I want to upload evidences against my claim
- As a customer, I want to view claim status

Feature 2: Book vehicle servicing

CarsGuide vehicle servicing feature can allow customers to search for the nearest car servicing location and then book an appointment with them on a date that's convenient to the customer. This can be done by entering all the vehicle related information and then selecting a date from a list of available dates.

User stories:

- As a customer, I want to book servicing for my vehicle
- As a customer, I want to book servicing near my location

Feature 3: Spare parts cover

As part of the warranty service, CarsGuide can allow customers to view the spare part coverage in their insurance and find the appropriate part from right within the CarsGuide warranty portal. This will seamlessly allow customers to complete any of the servicing needed which are covered by their insurance.

User stories:

- As a customer, I should be able to view insurance cover against the spare part I need to buy
- As a customer, I want to change spare parts of my vehicle

B) Financing

Feature 1: Loan through bank

Upon selecting the vehicle, the customer wishes to purchase, CarsGuide can link them with their partnering banks to provide a loan to complete the purchase. This will allow customers to seamlessly complete a purchase without dropping from the session.

User stories:

- As a customer, I want to buy a vehicle through loan payment
- As a customer, I want to see interest rates and financing bank options
- As a customer, I want to file for a loan

Feature 2: Loan through Agency

Similar to the previous scenario, instead of banks, CarsGuide can also allow the option of receiving a loan from a partnering financing agency. This can be added as an option during the payment stage.

User stories:

- As a customer, I want to buy a vehicle through loan payment
- As a customer, I want to see partner agencies for financing to receive the loan

Feature 3: Documentation support

Documentation is a tedious process for the customer. CarsGuide can provide documentation support to the customer to complete a purchase by assigning an agent who will complete the documents and submit on behalf of the customer and making the process very carefree.

User stories:

- As a customer, I want help with documentation
- As a customer, I don't want to go through the tedious documentation process
- As a customer, I should be able to upload required documents and be rest assured that the company will handle any other remaining work.

C) Spare parts

Feature 1: Buy genuine spare parts

The Spare parts portal will allow the customer to choose from purchasing genuine spare parts from genuine sellers or manufacturers instead of 3rd party vendors. This will come with a warranty and cover from the original manufacturer.

User stories:

- As a customer, I want to browse genuine spare parts
- As a customer, I want to pay for my purchase
- As a customer, I want spare parts from original manufacturer

Feature 2: Buy spare parts from 3rd party vendor

The customer can choose to purchase spare parts from 3rd party vendors instead of original manufacturers as means of purchasing the parts at a cheaper price. This is also presented as an option in the spare part marketplace.

User stories:

- As a customer, I want to compare spare parts from different manufacturers.
- As a customer, I want to add the spare parts from catalogue to my cart
- As a customer, I want to pay for my purchase

Feature 3: Sell spare parts

If a seller wishes to sell their spare parts, they can open up a vendor profile and list the items for sale. CarsGuide will display their listing to customers interested in 3rd party listings and connect them to complete the transaction.

User stories:

- As a vendor, I want to sell spare parts

- As a seller, I want to list my ad for sell
- As a seller, I want the payments to be transferred in my account

1B. Vision Statement, Initial product backlog and role analysis

Vision Statement of our product for Carsguide

For the customers of car sales company who need an one stop car solution the www.carsguide.com.au is online car sales system that will provide a single point access to the customers for car needs. The system will provide car purchase, car sales, car warranty, spare parts and financing services to the customers of the company. This will cover a wide range of car related business services to support the market needs. Unlike the current limited market reach and business services, our product will provide major car services in addition to existing buy and sales services in a quicker and cost-effective way through car spare parts services, online service booking and financing support to cover a wide range of customers. This will provide wider range of services to customers, increasing the car sales and revenue generated through extended services.

Initial Product backlog

Car Warranty:

As a customer, I want to use my car warranty to claims insurance against damages or possible car repairs so that I can save on costs.

As a customer I want to book car service so that I can have my car repaired

As insurance agent, I want to view customers warranty status so that I can review and act accordingly.

Finance services:

As a customer, I want to access financing services from Carsguide so that I can buy my car and repay the amount in instalments to reduce one-time payment burden.

As a finance manager for my bank, partnered with carsguide.com.au, I would need regular reports to monitor and plan.

Spare Parts:

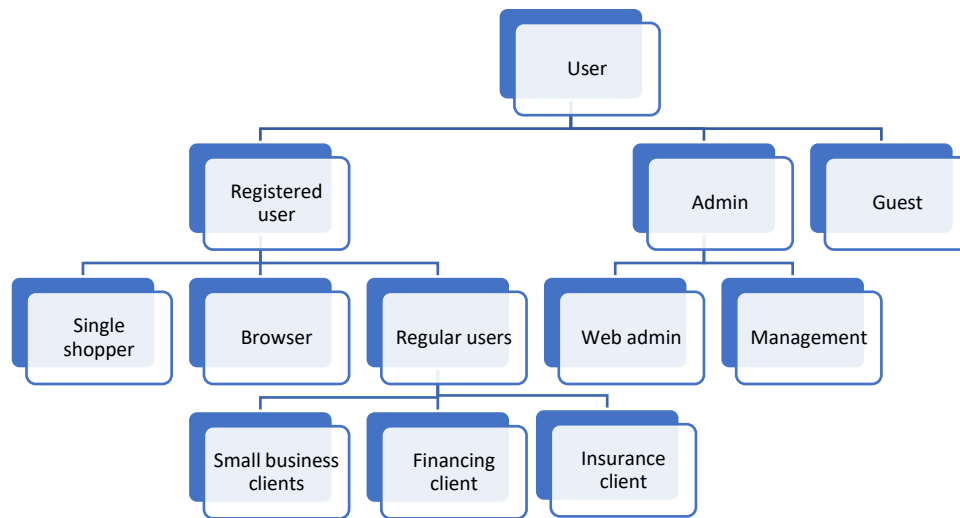
As a customer, I want to buy genuine spare parts for my car or from a 3rd party vendor so that I can purchase them and have my car repaired.

As a car service station owner, I want to purchase spare parts so that I can repair customer cars in time.

As a distributor, I want to sell spare parts so that I can increase my sales and reach new markets.

User Role Analysis

User Hierarchical diagram



(Rubin 2012; Pressman & Maxim, 2015)

User personas

- Mr. Bob Whelmer
 - Personal information
 - Age: 40
 - Car repairs business owner
 - Education: Bachelor's in automotive engineering
 - Motivation
 - Mr. Whelmer is eyeing new markets to expand his business and planning to open a new service station in further suburbs, he purchases used cars, spare parts from Carsguide company. He usually has busy schedule and due to higher demands, usually he needs to order spare parts to fulfil the demand regularly. He is looking for new supplier in order to increase the efficient and fulfil his bulk orders so that he can spend some time on his business expansion plans'.
 - Mr. Whelmer has genuine spare parts policy and he needs to see the product details before he orders. He wants to review his past and current orders to plan out his inventory.
 - Environment
 - Mr. Whelmer usually operates from his office and uses his Mac system for most of his work.
- Mrs. Carol Waugh
 - Personal information
 - Age: 35
 - Chief Manager at leading bank
 - Education: Master's in Finance
 - Motivation

- Mrs. Carol has been asked to increase customer base of the bank and she is planning to utilize car sales industry to meet her goals. She is looking for a regular customer base through Carsguide. She has a team dedicated team to support all queries and needs of customers who need a financier to buy cars.
- Environment:
 - Mrs. Carol is well-versed with IT systems and she would need regular reports from Carsguide in order to create monthly reviews and monitor customer activities.
- Ms. Monica Geller
 - Personal information
 - Age: 28
 - Chef
 - Motivation
 - Ms. Monika is planning to buy a new car and she is looking for options available in market. She would like to compare different cars before she decides to buy one. She is also looking for supplier who can provide her hassle-free support after purchase. Monica spends most of her time in hotel which does not allow her to go out and look for different cars in showroom.
 - Environment:
 - Ms. Monika can use computer with basic skills, but she prefers to browse on her mobile device.

2. Website User Interaction Analysis

A use case of a service describes the ways in which people who utilize the service can make use of existing features with different end goals in mind. For this, different types of actors (types of users) can be identified with their own specific end-goal in mind. When examining the use cases of CarsGude and how users interact with the web application, the following types of users were identified:

A. User looking to purchase a new car

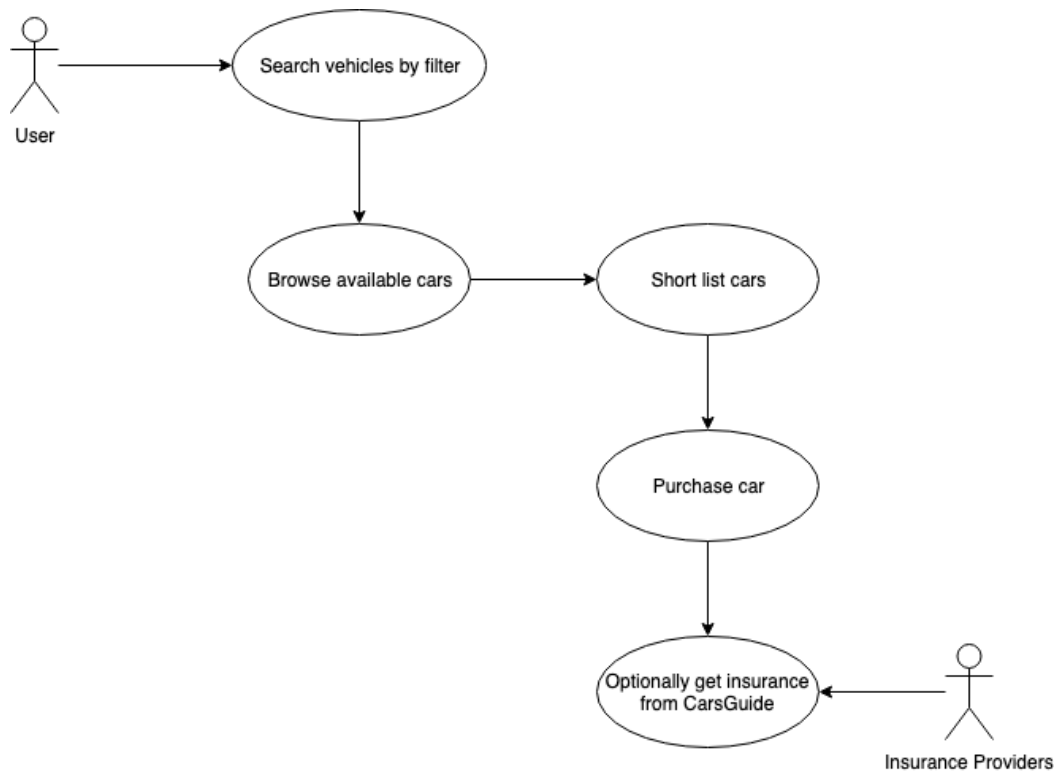
This specific user would visit CarsGuide with the intention of browsing a catalogue of vehicles that are available for sale, while understanding the features and details of the vehicle to ultimately make a decision on the vehicle they would like to purchase. This specific user would have a price range in mind while also having specific needs for their vehicle of choice. For example:

- Looking for vehicles with a specific transmission (manual/automatic/semi-automatic)
- Browsing for vehicles with a diesel engine
- Browsing for sports vehicles
- Browsing for a specific body type such as sedans or SUVs
- Looking for vehicles within a specific mileage
- Browsing for used/new vehicles

To satisfy these needs, the user would interact with the web application in the following ways:

- Use the catalogue filter to filter out vehicles that match their needs such as transmission, body type or engine.
- Use the vehicle details viewer to expand on the selected vehicle's description to find out in-depth information about the vehicle.
- Use the photo browser to view the vehicle's exterior and interior appearance.
- Use the shortlisting feature on CarsGuide to save their vehicles of choice to simplify their decision-making process later.

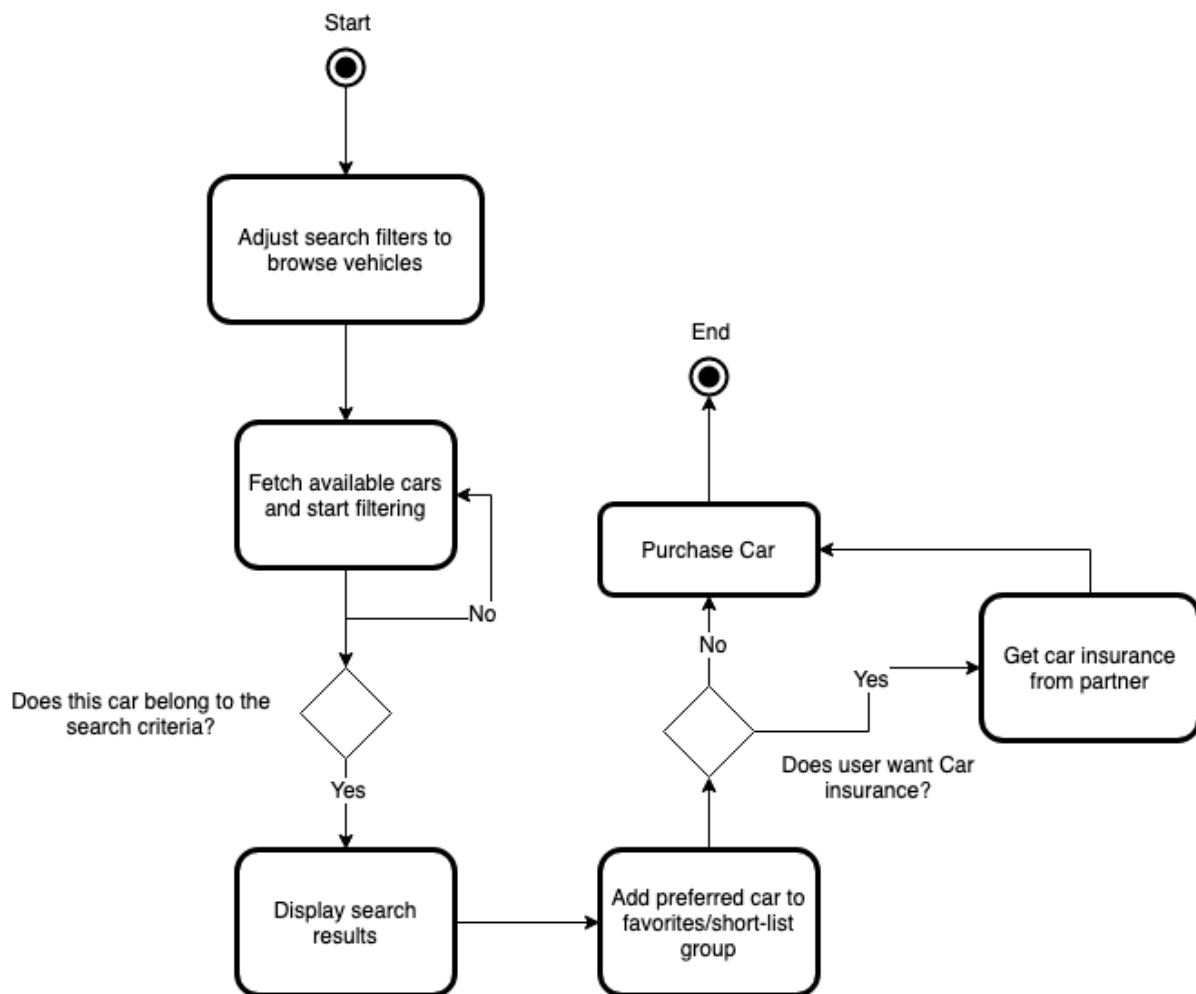
a. Use case diagram



b. Use case description

Use Case Name	Purchasing new vehicle
Pre-condition	Have specific needs in mind. Type of vehicle, body type, budget.
Basic path	<ol style="list-style-type: none"> 1. User logs on to CarsGuide 2. User changes search filters to match their requirements mentioned in pre-condition 3. User browses the search results 4. User short lists vehicles they like in to a list 5. User decides which car to purchase and proceeds to checkout 6. User optionally decides to receive insurance from CarsGuide insurance partners
Alternate path	User can choose not to receive insurance from the web service and instead choose their own external insurance provider

c. Activity diagram



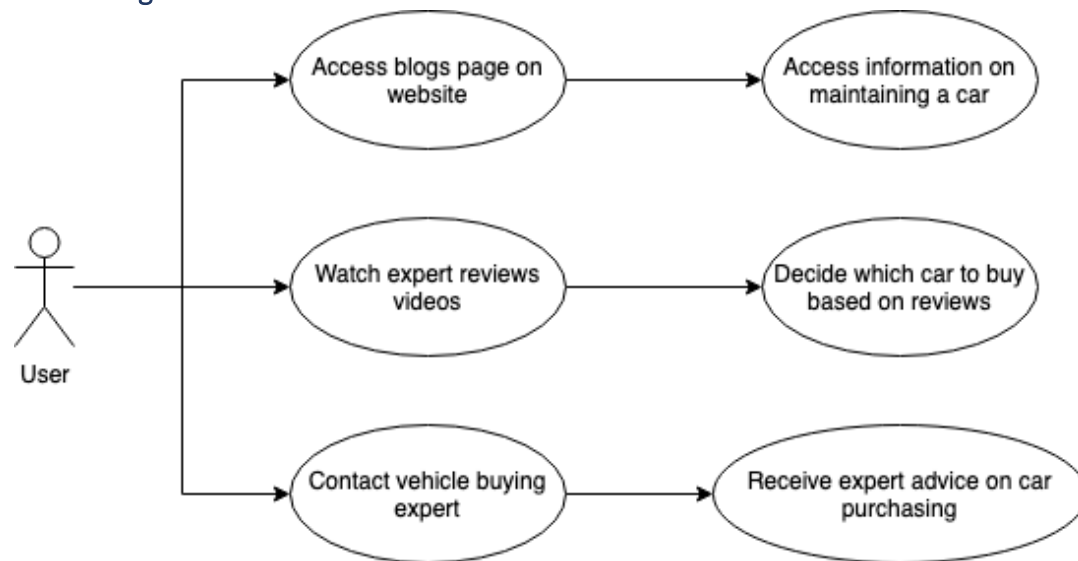
B. User looking for advice on buying a car or maintaining their existing car

This specific user would visit the web app with the intention on getting expert advice from CarsGuide trained specialists who are available for support. Additionally, CarsGuide has a section dedicated to expert blog posts and articles where different topics related to vehicle maintenance is written about. Users can browse through or search different articles on topics such as:

- Knowing when to get total vehicle servicing done
- Changing oil
- Best tire recommendations

Additionally, this user would be interested in advice for buying their next car. This would include reading through comparison articles where different vehicles from manufacturers will be compared based on their performance and usability. CarsGuide also has a section dedicated to video reviews on vehicles where experts would drive different vehicles and give them ratings and reviews on criteria such as riding comfort, engine performance, fuel efficiency and overall driver satisfaction. A user who's looking to buy their next car will find these posts useful and informative and this satisfies the needs of this specific user type.

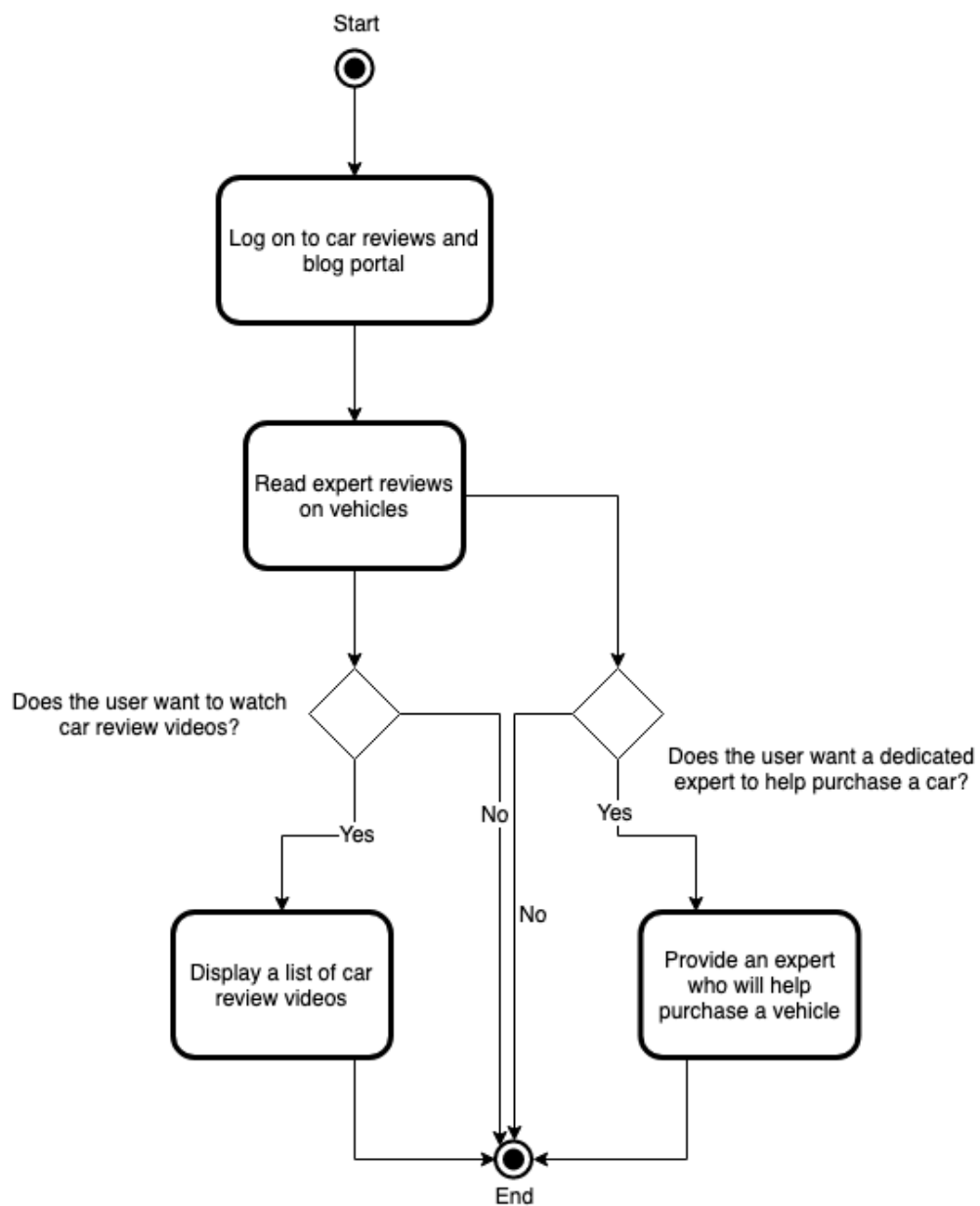
a. Use case diagram



b. Use case description

Use Case Name	Advice on maintaining or purchasing a car
Pre-condition	Have a need in mind (Buying a new car or tips on maintaining existing vehicle)
Basic path	<ol style="list-style-type: none"> 1. User logs on to CarsGuide 2. User clicks on read car reviews 3. User watches review and rating videos by CarsGuide experts on different vehicles
Alternate path #1	<ol style="list-style-type: none"> 1. User logs on to the blogs page of CarsGuide 2. User searches reads blog posts related to car maintenance
Alternate path #2	<ol style="list-style-type: none"> 1. User contacts a car buying expert on CarsGuide 2. User receives expert advice based on reviews and ratings from them

c. Activity diagram



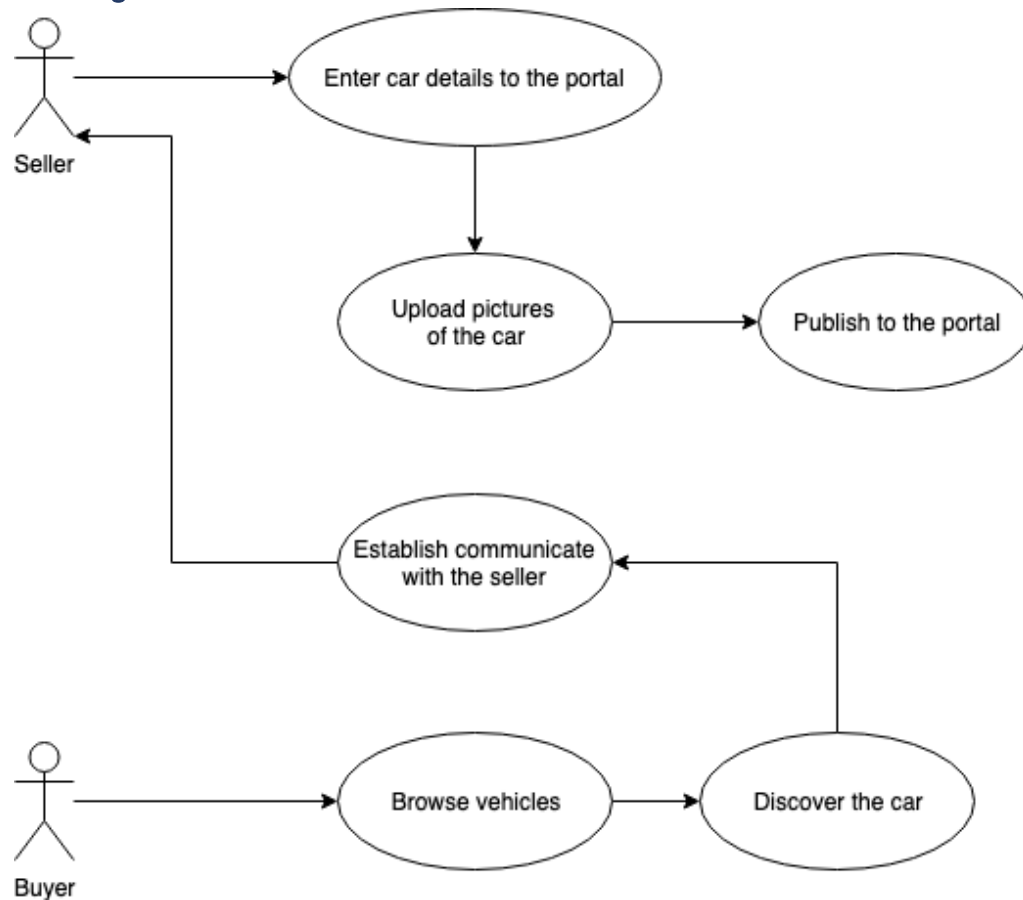
C. User looking to sell their car

This specific user visits CarsGuide with the intention of selling their existing car at a fair price. Since CarsGuide is primarily a vehicle marketplace, brand new as well as used vehicles are listed on the website with additional details and pictures attached to them. This user would start the process by entering all the information about their vehicle, including manufacture information and mileage details to help increase the transparency of the sale. Any potential buyer would want to know this information when buying a used vehicle:

- Basic information about the vehicle (Price, Manufacture date, model, etc.)
- Mileage information (How much has the previous owner used this vehicle?)
- Any damages sustained over the previous owners' usage
- Road Worthy Certification (RWC is a required certification by VicRoads Australia to ensure that the vehicle is worthy of usage in Australian roads)
- Registration information (Has the vehicle been registered and if so, for how long?)
- Pictures of the vehicle in its current condition

Upon entering these information, this user would be required to enter their personal/contact information for verification and to facilitate communication for interested buyers. When the listing goes live on the website, interested buyers who are searching criteria matching this new vehicle, will start seeing this vehicle in their results page. Interested parties will then communicate with this user to proceed with the purchasing process.

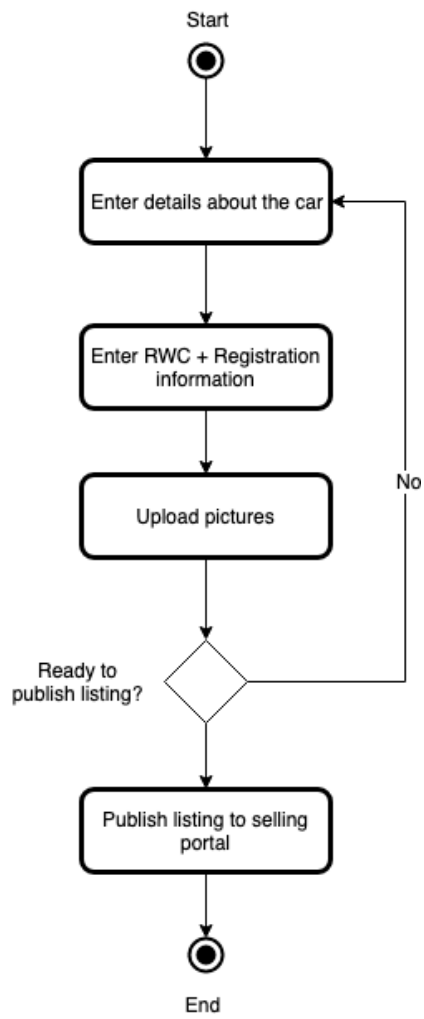
a. Use case diagram



b. Use case description

Use Case Name	Selling a car
Pre-condition	<ul style="list-style-type: none"> - Have a specific price point in mind - Prepare all details about the vehicle required to submit to portal
Basic path	<ol style="list-style-type: none"> 1. User logs on to CarsGuide selling portal 2. User enters all the details about the car 3. User uploads images of the car in its current condition 4. User enters any RWC and Registration information 5. User sets a price for the car 6. User enters contact information 7. User submits the car to the selling portal
Alternate path	None

c. Activity diagram



3. Navigational and Functional Analysis

The site as a parent offers a varied feature set for different vehicle maintenance related purposes for users who are looking to buy their next car, sell their existing car, get expert certified information on buying a car or maintaining a car. The site's navigational and functional architecture can be broken down as per Figure 3.1. The site contains functionality for contacting the company or support staff while also providing a separate functionality to view company and service related information from an 'About us' section.

The website segregates their buying/selling portal in to a separate tree of pages based on their functional purpose. Seller will have their own advertisement management page where they can post a new advertisement for their vehicle and manage it further by editing/deleting any information at a later stage if necessary. Buyers have their own page where they can search vehicles by different filters based on their requirements. The search results for these filters allow the user to click and view further details about the vehicle. The purchasing flow then takes the buyers to a checkout page which will then offer the buyer with insurance options as an additional service.

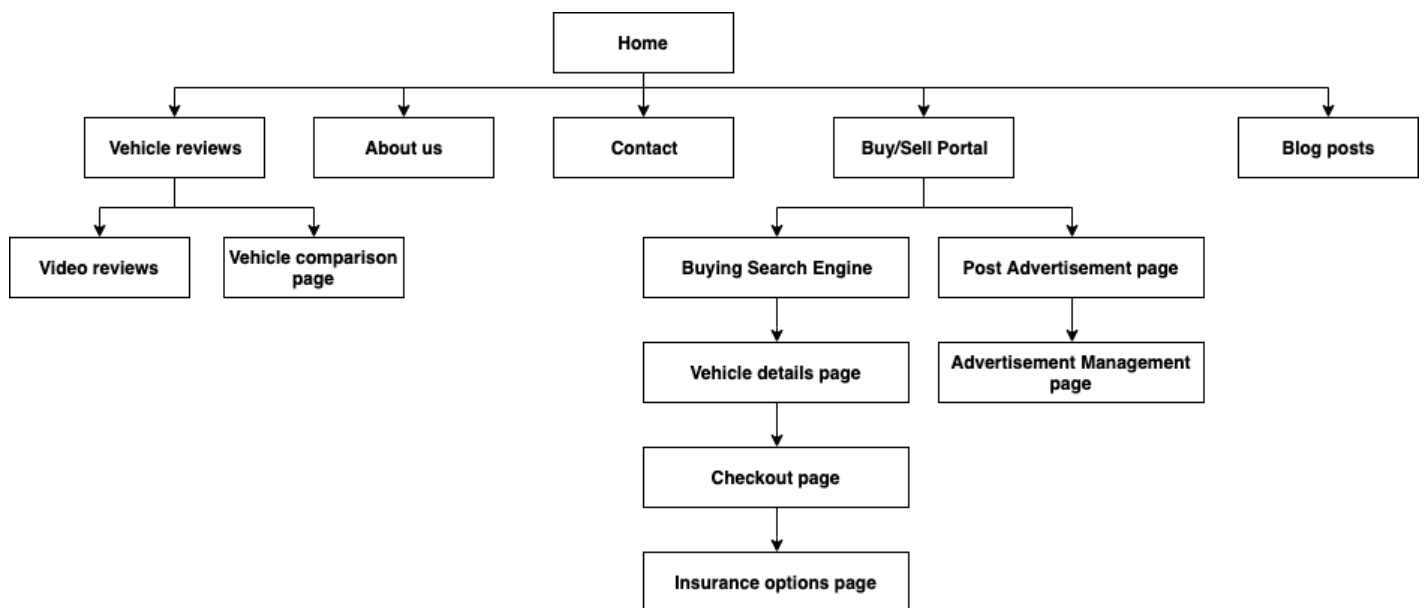


Figure 3.1

Proposed high level requirements

The following high-level requirements are proposed for CarsGuide with rationale for each with fit criterion wherever applicable.

a. Users can shop for vehicle spare parts from a spare parts marketplace within the site

With this feature, users have no reason to browse another website/service for spare parts and instead centralize their vehicle-related needs within CarsGuide. Users can browse spare parts that 3rd party vendors or genuine manufacturers post and compare prices and decide which ones to purchase. The need for this service arises when vehicle owners need spare parts to repair their existing vehicles but they are forced to use another online/offline service to find these required parts. If this is centralized within CarsGuide, it can become an all-in-one service that offers every kind of vehicle related service.

Fit Criterion for this feature would be the ability for a user to find a required part within a few minutes of browsing the marketplace, thus simplifying the process of finding and buying spare parts.

b. Users can book a vehicle servicing schedule from CarsGuide vehicle servicing portal

With this proposed functionality, users can book a servicing appointment for their vehicle by setting date and time of their liking. CarsGuide would then match them with a car servicer to perform the servicing tasks necessary on that particular schedule. The requirement for this arises when vehicle owners need to book a servicing appointment with car servicers but they are required to use another online service or vendor to perform this task. If CarsGuide can centralize this within their website, it'll make it extremely easy for vehicle owners on CarsGuide to get their servicing done from right within the website.

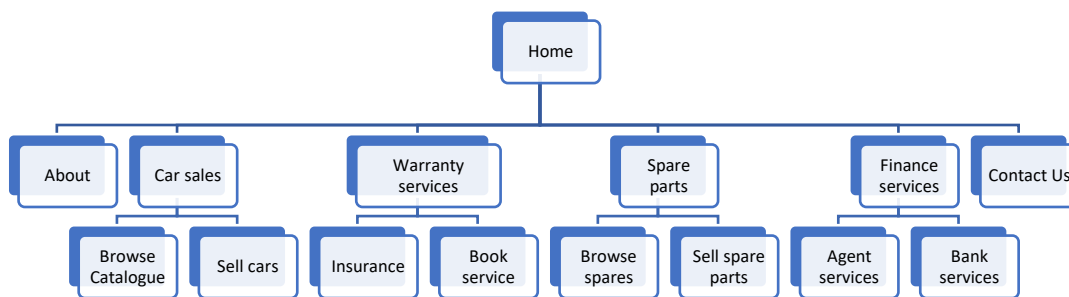
Fit criterion for this feature would be the ability for a user to book a servicing appointment with a car servicer close to them in under 10 minutes with minimal user input (Only collecting the most important information online such as the vehicle model, user contact details to reduce the steps necessary to book an appointment).

c. Users can compare and choose loan options when purchasing a vehicle

With this proposed functionality, CarsGuide will provide a vehicle purchaser with loan options from partnered loan providers and banks to facilitate the purchase process. Traditionally, users are required to do this outside of the website and then continue the purchase when the loan is approved and ready. If CarsGuide can internalize this feature within the checkout flow, users don't have to spend extra time figuring out loan options by themselves and instead take recommendations from CarsGuide loan partners to expedite the purchase process.

4. Navigational and functional analysis

Navigation Structure



(Rubin 2012; Pressman & Maxim, 2015))

User requirements

Requirement 1

- User story:
 - As a customer, I want to view finance option after selecting the car I want to buy so that I can plan out my payment options.
- Acceptance criteria
 - Finance option will appear once user has selected the car, he/she wants to buy
 - On clicking the option, it should navigate user to financial services, along with the selection.
 - The financial services pages should display the options applicable to the car, whether the finances are available form the back or other financial agency
 - The list will show different costs involved these financial services ex. Interest rates and EMI for different banks/agencies
- Priority: 1
- Effort: 8

Requirement 2

- User story

- As a customer, I want book servicing for my car so that I can get it repaired.
- Acceptance criteria
 - Option for service booking is should be available under car warranty
 - Booking option should contain available slots for booking a service from the same day of request
 - User should be able to select a slot from available dates
 - Confirmation of service should be sent to user on mobile/email.
- Priority: 1
- Effort: 5

Requirement 3

- User story
 - As a customer, I want to have a drop-down box in spare parts catalogue so that I can easily select the part I want to order
- Acceptance criteria
 - Drop down will be grey like existing structure of website
 - When clicked, the list will show the categories of the spare parts ex. Air filter, spark plugs etc
 - The items listed in drop down box should be sorted alphabetically for easy access
- Priority: 3
- Effort: 3

5. Backlog grooming and completion of proposed product backlog

Epic 1: Car Warranty

As a customer, I want to use my car warranty to claim insurance against damages or possible repairs so that I can save on costs.

Feature 1: Claiming of insurance

User story 1

CarsGuide provides a common portal for their customers in-order to eliminate any confusion and to make the insurance claim easy flowing. For a customer buying any vehicle their foremost priority is to claim the insurance as a safeguard for the future. This is when the main attraction of CarsGuide comes to use where the user can easily claim their insurance as it is a one step process for them.

Acceptance criteria

- Customer approaches the CarsGuide website
- With the registered account on the CarsGuide the customer logs in the website and approaches towards the common portal.
- The portal consists of list of options available for the customer.
- Then the customer fills in the details of their vehicle for the claim.
- The customer is then forwarded to a page where the insurance claim is displayed.

Effort: 2

Priority: 1

User story 2

For any company to provide a claim to their customers their foremost concern is the valid documentation process. As a customer, must provide a proper well justified documentation to CarsGuide in-order to claim their insurance. With the easy to access portal the customer can even see the details of the claiming process making it easier and more convenient to claim.

Acceptance criteria

- Before the claim, the website asks for the valid documents to be uploaded for the customer.
- A mandatory list of documents is listed for the claim by CarsGuide.
- Upon checking the list of documents there are also some specific criteria of size of the document to be uploaded.
- The customer can easily scan the document and upload it to the website.
- There is also a tab which shows the process of insurance claiming.
- The customer can view the status of the claim from that tab.

Effort: 5

Priority: 1

Feature 2: Booking for the vehicle service

User story 1

Another interesting feature that CarsGuide provides to their customers is their servicing feature. After buying the car and to keep up with the health and the maintenance of it the second most important thing to do is the servicing. As a customer, they can easily get it done with the CarsGuide servicing feature. The customer must upload the details for the car on the CarsGuide service feature and select a date available from the list given.

Acceptance criteria

- The customer logs in the website with the registered username and password.
- Upon entering, the customer visits the main portal of the website.
- The portal consists of list of options available for the customer.
- One of them is the servicing feature.
- Upon clicking onto the feature, a page pops out with details of the vehicle.
- The customer must fill out mandatory details for the servicing of their car.
- Upon filling the car details there comes a drop-down list where the customer can select a date for their servicing.

Effort: 3

Priority: 3

User story 2

To make the service more convenient for their customer CarsGuide provides servicing at a nearby location to their customers. Customers can easily take the advantage of these by choosing the nearest location at a date and time that is more convenient to them. With these servicing feature it makes the process with a smooth flow and more convenient to those customers who live far away.

Acceptance criteria

- After selecting the date, there is another drop-down list for the location of servicing.
- The customer selects the location among various location options and selects the nearest one to their residence to make the servicing process easier and more convenient.
- Customer selects the “complete” option and the servicing process is completed.

Effort: 2

Priority: 3

Feature 3: Provides cover to the spare parts

User story 1

Among the insurance and booking for the vehicle service, another feature that makes CarsGuide ahead in the lane is the coverage of the spare parts. CarsGuide allows their customer to see their spare parts coverage in their insurance. This feature is available from the CarsGuide warranty portal. As a customer, they can directly view their insurance coverage for the spare parts they want to buy. This feature gives an exact idea of the amount of their spare part and its related insurance.

Acceptance criteria

- The customer signs in with their valid username and password on the CarsGuide website.
- The website consists on various portals one of them is the spare parts portal.
- The customer then clicks on the spare part portal

- Upon clicking, it shows various insurance covered with the spare parts.
- The customer sees and selects various spare parts that he/she wants to buy.
- Along with the spare parts it also depicts the insurance covered within it.

Effort: 2

Priority: 4

User story 2

Secondly, if the customer has changed their decision to buy or deduct any spare part of their vehicle CarsGuide provides them the freedom to do it.

Acceptance criteria

- The customer selects the spare part according to his/her needs.
- It is then moved to the cart where the customer can see their total spare parts.
- There is an option in the cart where the customer can add or deduct any item.
- The customer then adds or deducts any item of his/her choice.

Effort: 1

Priority: 5

Epic 2: Financial services

As a customer, I want to access financing services from CarsGuide so that I can buy my car and repay the amount in installments to reduce the onetime payment method.

Feature 1: Loan through bank

User story 1

With strong relations with the various banks CarsGuide provides their customers with various banking options while purchasing a vehicle of their choice. For a customer buying a car their number one priority is the payment method that is either through cash or through any bank loan. While purchasing a car the customer can easily apply for a loan through the process as CarsGuide has linked it with their partnering banks. This feature makes the process of purchasing the vehicle easier.

Acceptance criteria

- Upon logging in the website, the customer views various models of the vehicle they want to buy.
- The customer then selects the model which leads them onto the payment gateway.
- The payment gateway provides various options for the payment.
- The options available are through cash, loan payment etc.
- The loan payment option has various options with its partnering banks with CarsGuide.
- The customer then goes through the various options that is available through a drop-down list.
- If it is a loan payment the customer, then selects the favorable bank of their choice.

Effort: 5

Priority: 1

User story 2

Before financing the loan, one of the important things to look upon is the interest rates the bank provides to their customers. CarsGuide allows to view various interest rates to the banks it partners upon. It also allows the customers to look upon their financing options before opting for the loan. After finalizing both the interest rates and the financing bank options the customers can easily apply for the loan to their preferred bank.

Acceptance criteria

- Upon selecting the bank, the customer then views the interest rates the bank is providing.
- Along with it, the customer has an option to select the financing method through a drop-down list.
- The customer then decides the interest rates and the financing bank options for their bank.

Effort: 3

Priority: 2

Feature 2: Loan through agency

User story 1

Apart from getting a loan from the bank CarsGuide also provides an option to get a loan from a financing agency at the end of the payment gateway. This provides a huge benefit for the customers who want to undergo with another option.

Acceptance criteria

- After completing the selection process, the payment gateway pops up.
- The customer gets to choose the option for their payment.
- Apart from the bank loan, the customer gets an option to also choose a financing agency for the payment.
- The finance agency consists of a drop-down list where the customer selects an agency.

Effort: 3

Priority: 3

User story 2

During the process of getting a loan the customers can select either from the two options such as getting a loan from the bank or through a financing agency. The customers can easily check the financial agencies that are partnered with CarsGuide and can opt them according to their choice.

Acceptance criteria

- Before doing the transaction, the customer is displayed with two options where he/she can select either of the one i.e. loan from a bank of financing agent.
- The customer then selects either of the one depending upon his/her choice.

Effort: 2

Priority: 5

Feature 3: Documentation support

User story 1

Documentation is an essential part for any purchase, and it is also a time consuming one. But with the help of CarsGuide the process is made simpler and time saving for their customers. CarsGuide provides step-by-step processes for its documentation purposes.

Acceptance criteria

- During the purchasing process, the customer is then taken to the documentation gateway.
- The page consists of précised list of documents to be uploaded before the purchase.
- The customer uploads each document step-by-step making the process more understandable and time saving.

Effort: 2

Priority: 2

User story 2

One of the plus points that makes CarsGuide ahead than others is that it provides an associate from them in-order to tackle the tedious process of documentation. The customers are assigned to an associate from the company that makes the documentation process easier and faster. The customer must handle out all their justified documents to their associate and be carefree. The associate acts as a medium between the customers and the company. This makes the whole process smooth sailing.

Acceptance criteria

- For the documentation process, the customer then selects an associate from the company.
- Detailed information for each associate is displayed on the website starting from their experience, age, reviews given by other customers.
- Upon selecting the associate, the customer is arranged an appointment with the associate.
- The customer then handles out the required document to the associate.

Effort: 3

Priority: 2

Epic 3: Spare parts

As a customer, I want to buy genuine spare parts for my car or from a 3rd party vendor so that I can purchase them and have my car repaired.

Feature 1: Buy genuine spare parts

User story 1

Another key feature that CarsGuide provide to their customers is the spare parts portal. It contains vivid genuine parts from the sellers or the manufacturers instead of the 3rd party vendors. This keeps the negative intent of the 3rd party vendors at bay. The customer can select their genuine spare parts from the spare part portal from the authentic sellers and manufacturers.

Acceptance criteria

- The customer wants to buy genuine spare parts from the spare part portal.

- The customers log in with their username and password.
- The customer then goes to the spare parts option on the portal.
- The customer is now able to see various spare part options.
- The customer can also see various spare parts from the trusted buyers or sellers.
- The customer then selects the spare part according to their needs.

Effort: 3

Priority: 4

User story 2

After completion of selecting their manufacturer the customer can select their specific spare part for their genuine manufacturer or seller.

Acceptance criteria

- The customer then selects the manufacturer for their desired spare part.
- After the selection has been down the customer then selects the spare parts from the drop-down list provided.

Effort: 1

Priority: 5

Feature 2: Buying spare parts from 3rd party vendor

User story 1

If the customers want to buy a cheaper spare part, CarsGuide also provides an option to buy the spare parts from the 3rd party vendor in the spare part marketplace.

Acceptance criteria

- The customer wants to buy cheaper spare parts
- The customer then selects the options for the 3rd part vendors.
- The customer is then taken to another webpage where he sees various spare parts from the 3rd party vendor.
- The customer then goes through the spare part options with a drop-down list.

Effort: 2

Priority: 4

User story 2

If there occurs a situation where the customer is looking for a cheaper spare part, they tend to compare the price from different manufacturers or sellers. The customer can add their desired spare part into their cart and can complete the process.

Acceptance criteria

- After contrasting and comparing the customer then adds their desired items into the cart.
- The customer adds or deducts any item from the cart depending upon their priorities.

Effort: 1

Priority: 5

Feature 3: Selling the spare parts

User story 1

For those customers who want to sell their specific spare parts online can easily contact CarsGuide and can open a vendor profile. The profile has the list of the items (spare parts) that the customer is interested in selling.

Acceptance criteria

- The customer wants to sell their spare parts on the website.
- The customer then logs in the website with the username and password
- The customer then contacts the website with the help of “contact us”.
- The customer then makes a profile and fills-in all the contact information, spare part information and their prices on the website.
- The customer then makes the ad for the sale of the spare part on the website.

Effort: 2

Priority: 5

User story 2

The customer who has listed their spare parts to sell acts as 3rd party vendor. Those customers who are interested in those specific spare parts kept for sale can easily contact the seller through CarsGuide and can process the transaction directly into their respected bank accounts to smooth up the process.

Acceptance criteria

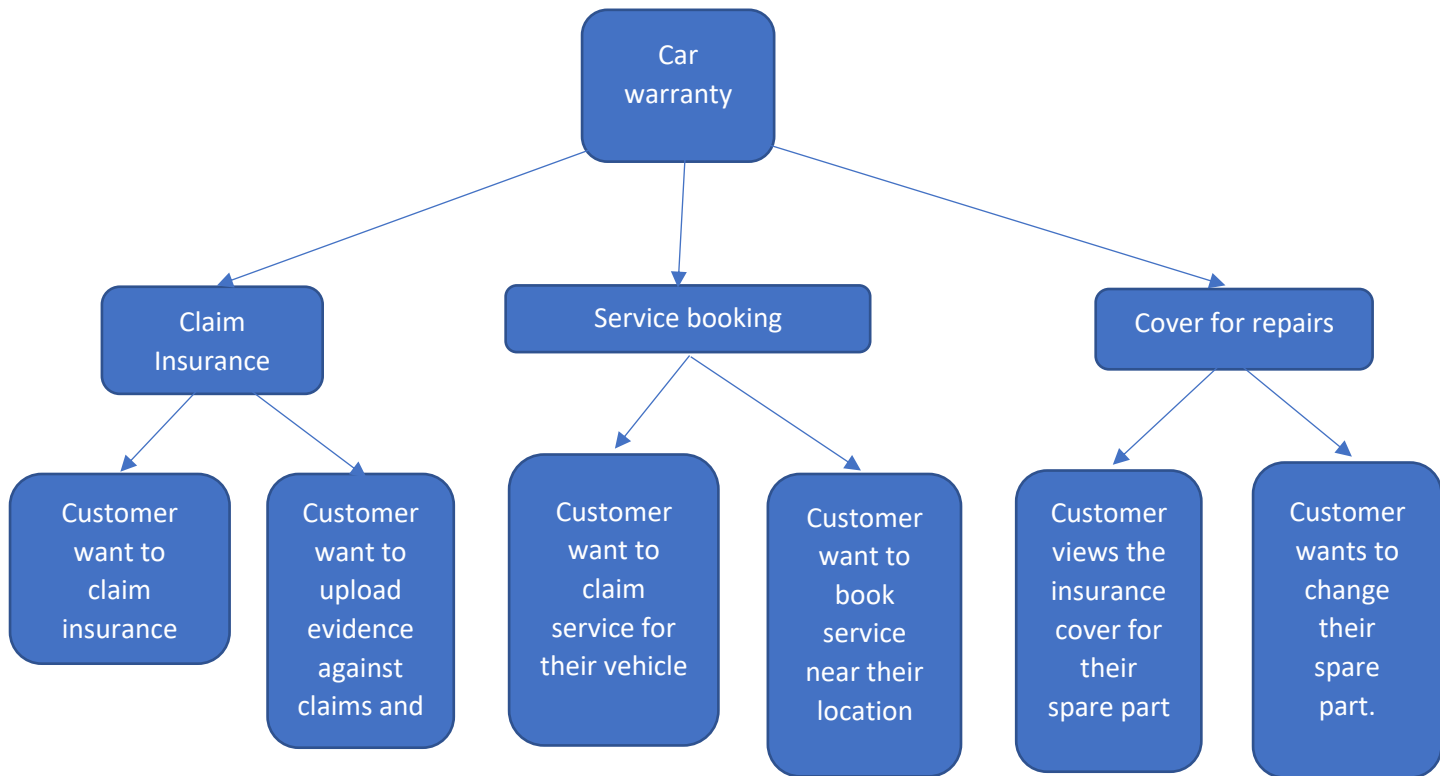
- The customers have displayed the contact information for those who are interested in buying the spare parts.
- Those customers then contact the seller of the spare parts through the number or can even have a chat on the website.
- The customer then settles down for the price of the spare part there are interested in.
- After settling down to the price the customer then approaches for the payment.
- The customer then completes their payment done via phone or even through their registered account number.

Effort: 2

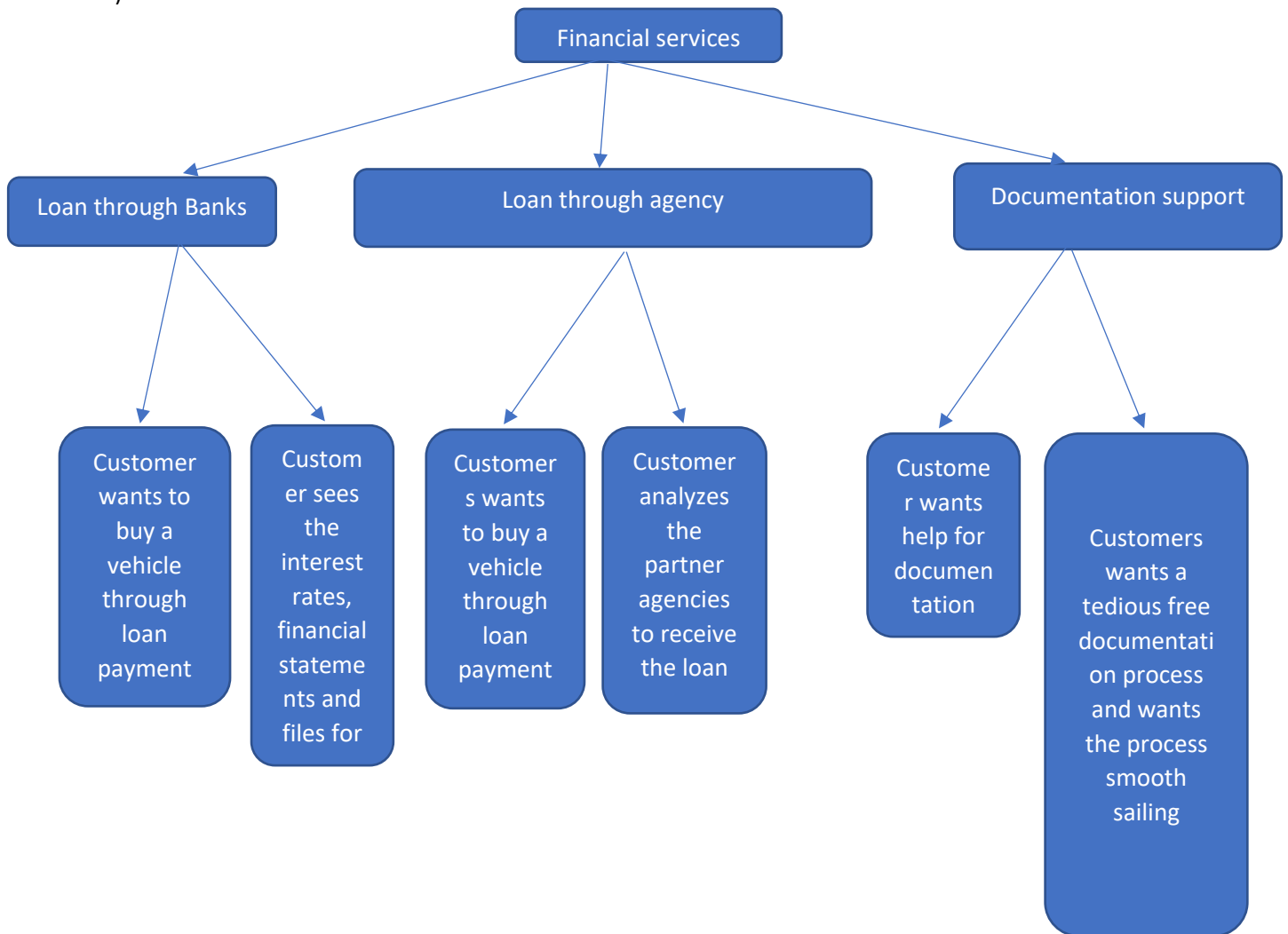
Priority: 5

(Rubin 2012; Pressman & Maxim, 2015)

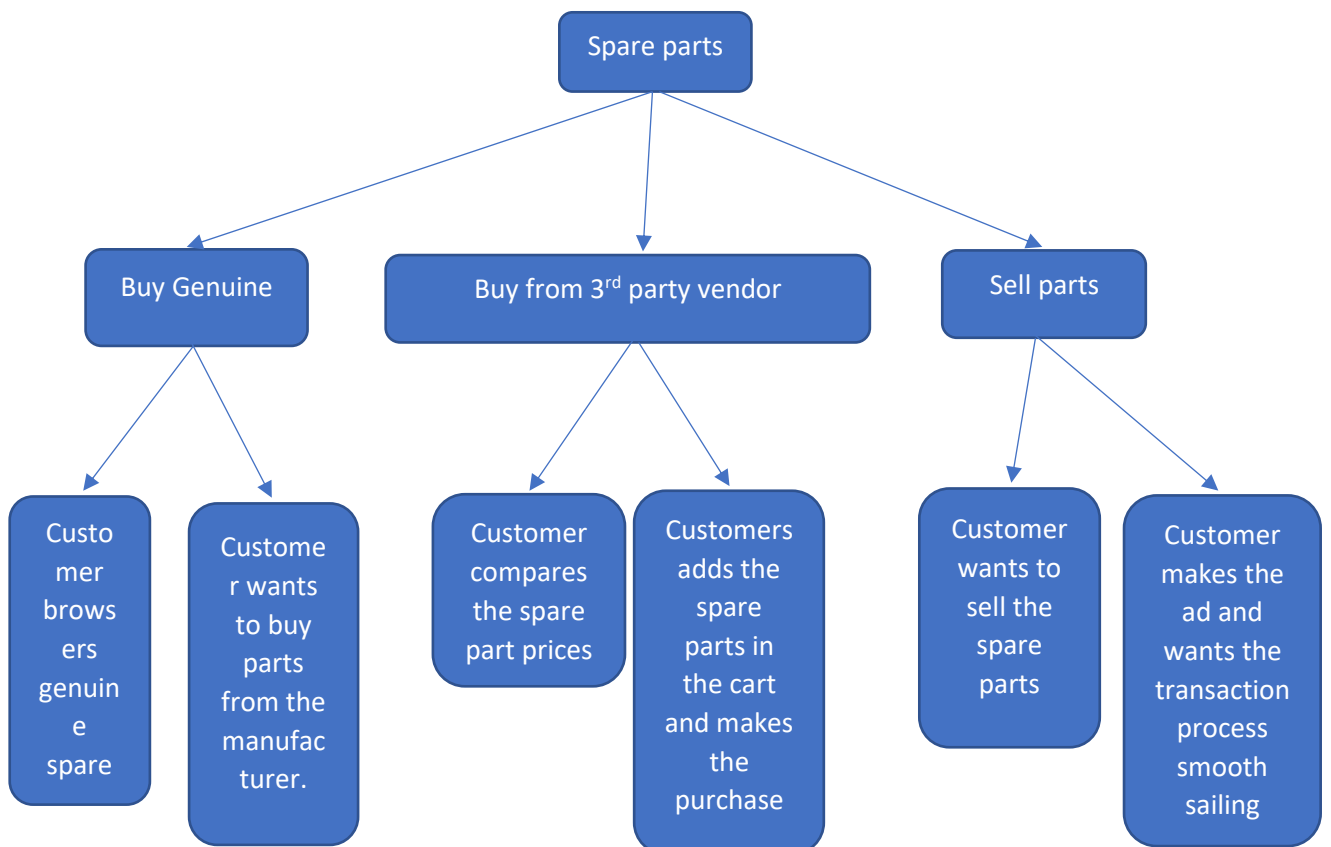
Story Maps



2)



3)



(Leffingwell & Widrig 2003; Rubin 2012; Pressman & Maxim, 2015)

Group and Individual coversheets for assignment



Group and
Individual cover she

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