IBM

Business application

Car As You Go

CONTENTS

01 Introduction & features of app

02 Problem Statement

03 Methodology

04 Findings

Introduction

Background & Features of app

Background & Insights

$38.92 B + 5.09% = BLUE SEA

Image recognition market

$15.95 Billion in 2016 to
$38.92 billion by 2021

Used car market

The global used car market to grow at a CAGR of
5.09% during the period 2016-2021

Cars recognition & information providing service

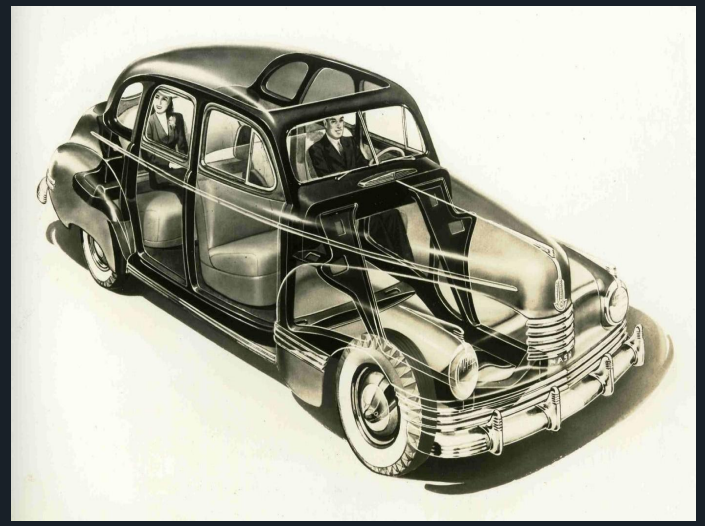
Combine visual recognition market with used car market by providing used cars information through photo recognition, make it easier for potential buyers to find the correct used car

Interactive Design

All the relative used car information shows up on the screen, click to buy or rent

Take a photo when you fancy a car on the road

Car as you go would use its special visual recognition model to analysis the photo uploaded



Problem Statement

Technological & Business

Buying decision-making

Unsatisfied needs → Information search → Evaluate alternatives → Actual purchase desicion → Post purchase evaluation

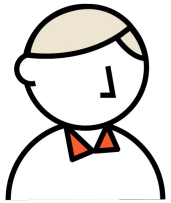
Problem Statement

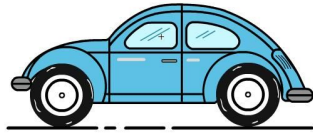
Business

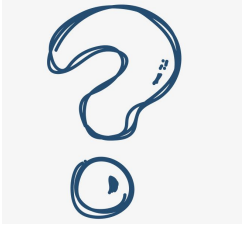
(1) Facilitate information search and evaluation of alternatives for buyers who desire a second-hand car

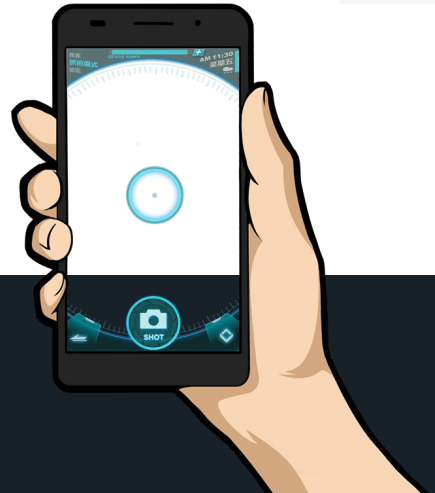
(2) Various car information platform->get overwhelmed

(3)**Scenario**:









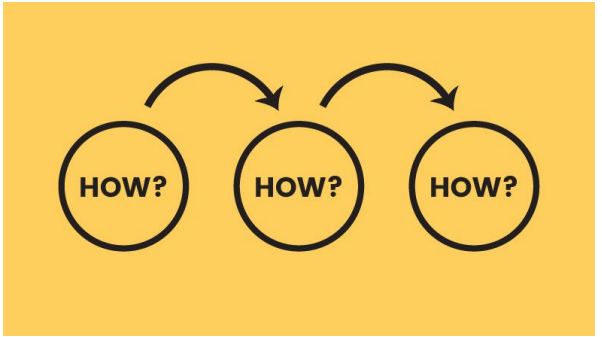
Technology

(1) Identify the vehicle->Just by taking a photo

(2)Opportunity: website->image recognition service

what they haven't done:
1.Integrate information across different second-hand car trade platform

2.Filtering all information in an intended way



Methdology

How we build our application?

Creation of an application

Image Recognition

Information Aggregation

python™

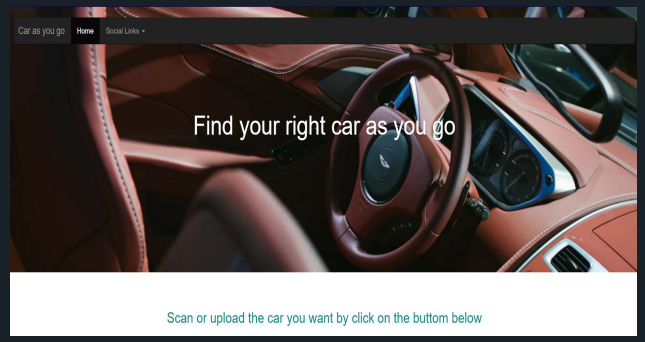
Node-RED

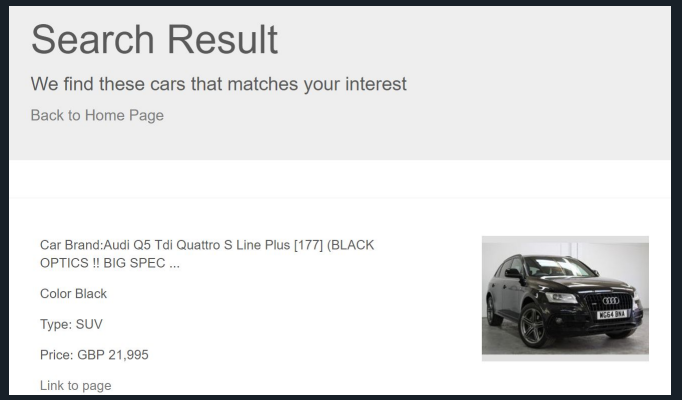
User Case

Need for information of an unrecognized car

Upload the photo to identify the car

Obtain information in an aggregated way





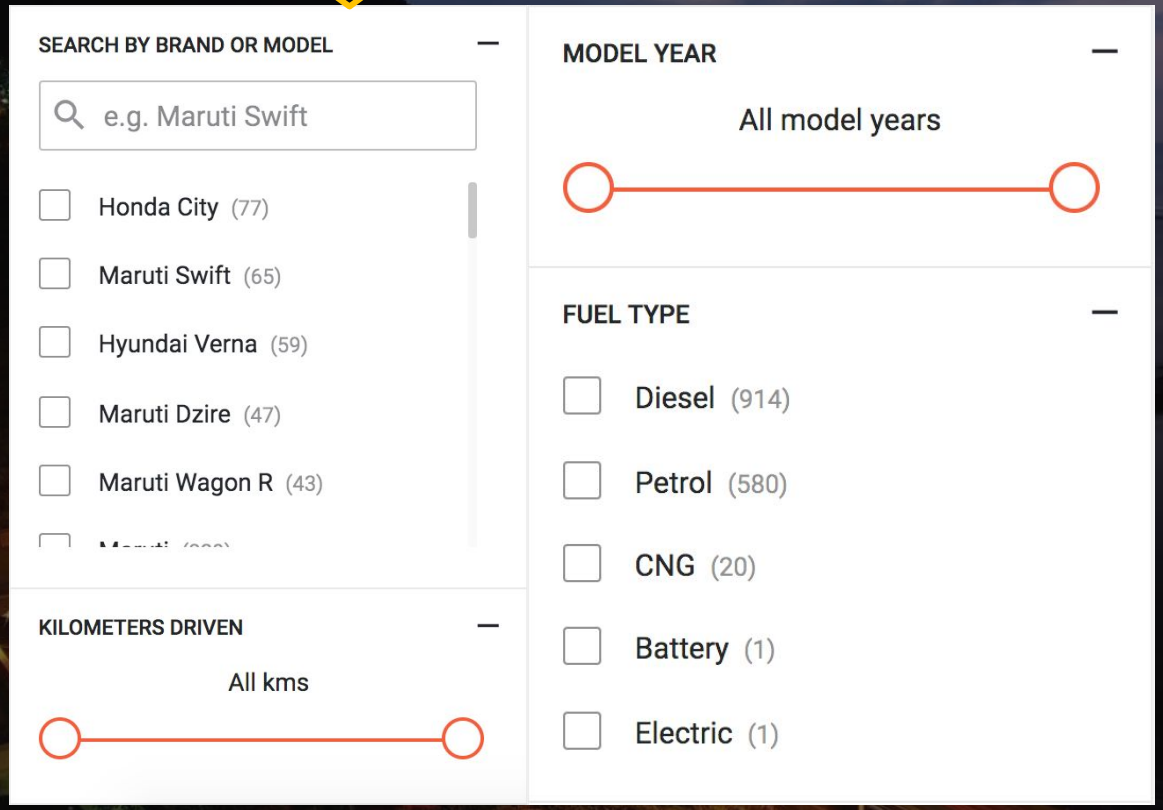
DEMO

Findings And Discussions

To go further

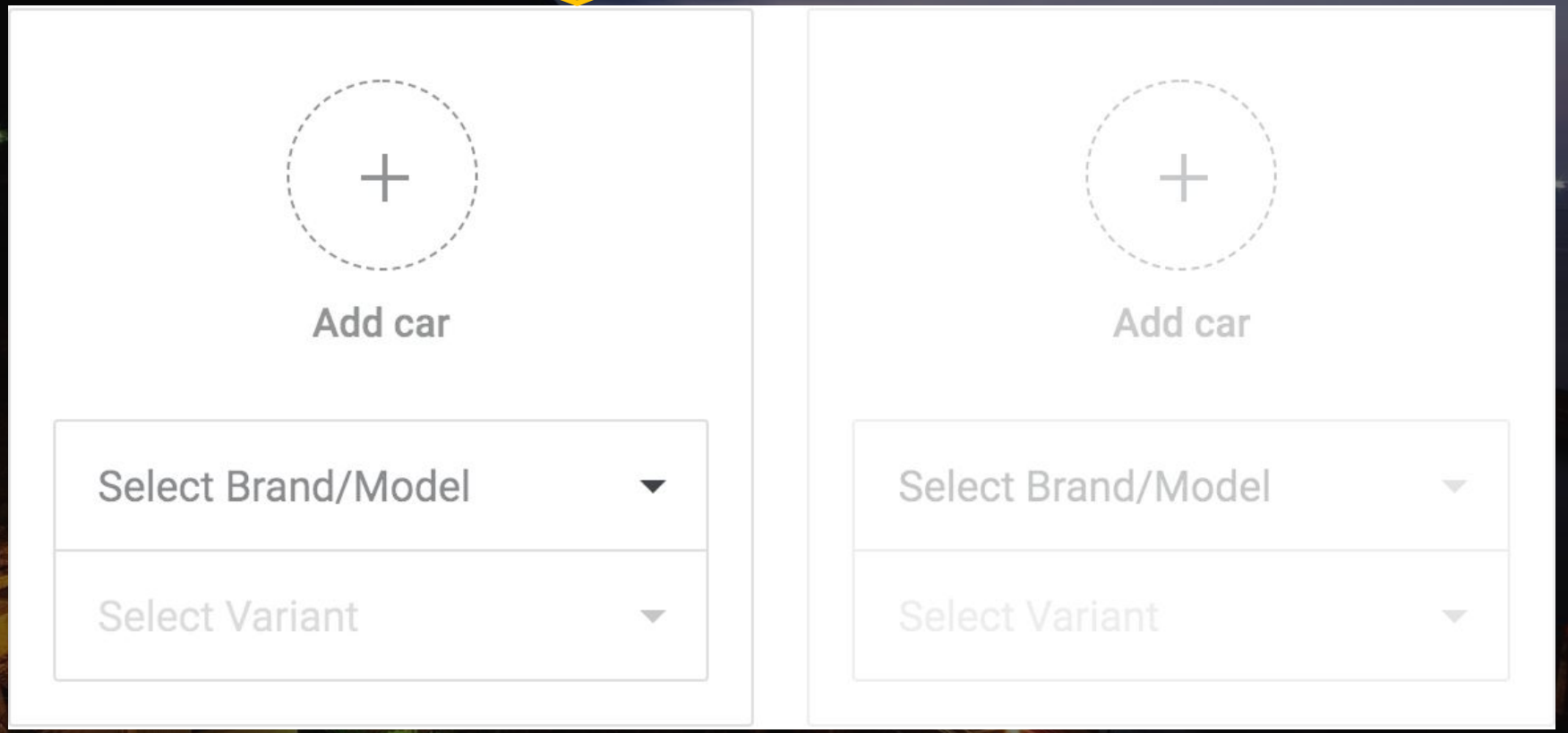
Findings

Advanced Search Tool



Findings

In-depth Comparison Tool



Findings

Wishlist and Save Search

My Listings

Best deals first

1 - 3 out of 3 listings

2016 Audi Q5 2.0T Premium Plus AWD — Unsave

GREAT DEAL

$3,109 BELOW
CarGurus IMV of $27,107

Price: $23,998 $447/mo est.
Mileage: 46,428 mi
Location: Richmond, CA 33 mi
Dealer rating:

2017 Audi Q5 2.0T quattro Premium Plus AWD — Unsave

GREAT DEAL

$3,125 BELOW
CarGurus IMV of $30,125

Price: $27,000 $503/mo est.
Mileage: 42,080 mi
Location: Stockton, CA 32 mi
Dealer rating:

Findings

Buying guide review & tips

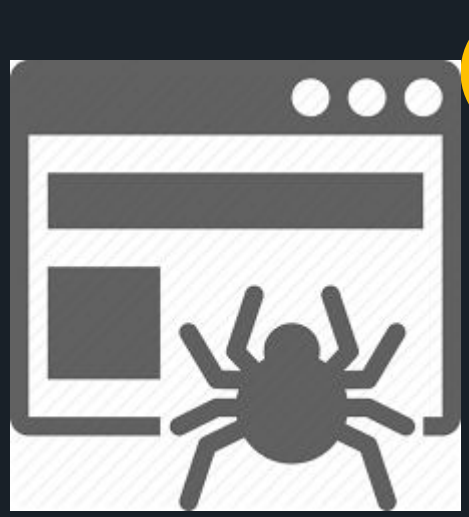
2019 Ford Ranger Test Drive Review

Everyone is talking about the all-new Ranger, but there's just one problem: It's not all new. The last Ranger was a staple of Ford's...

2019 Chevrolet Blazer Test Drive Review

Chevy Blazers have historically been capable machines built upon pickup-truck skeletons. The all-new 2019 Blazer is anything but an...

Technology Structure

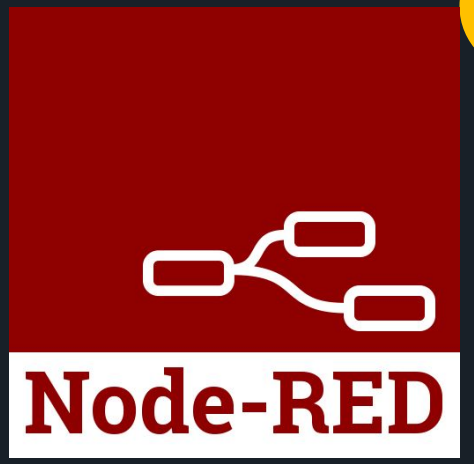


01

Web Crawler with Python

02

Computer Vision Technology



03

Node-Red Deployment

Three Ways to Tackle Competition

Cooperation with Brick and Mortar vehicle shops

Functions and Users

Partnership with Trading platforms

The Monetizing Future

IBM

Business Aplication

THANKS