

A large, stylized yellow 'C' shape that frames the text on the left side of the slide.

**IBM**

Business application

# Car As You Go

A network diagram in the top right corner consisting of white dots connected by thin white lines, set against a dark grey background with geometric shapes.

# CONTENTS

01 Introduction & features of app

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01

# 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

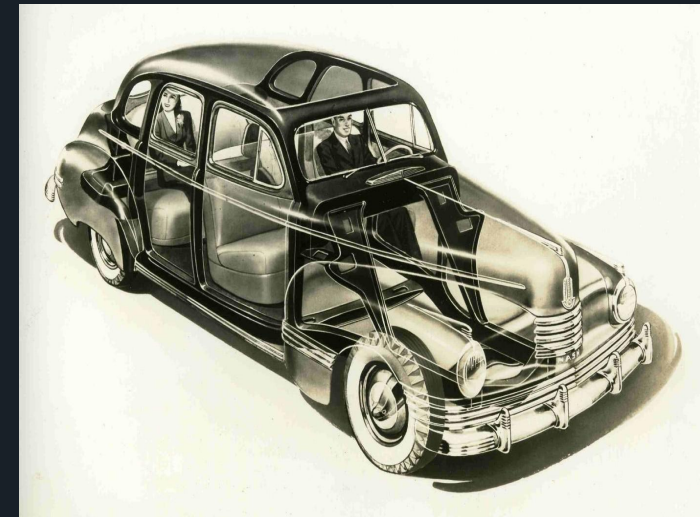
# Interactive Design

Take a photo when you fancy a car on the road



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

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





02

## Problem Statement

Technological & Business



# Buying decision-making



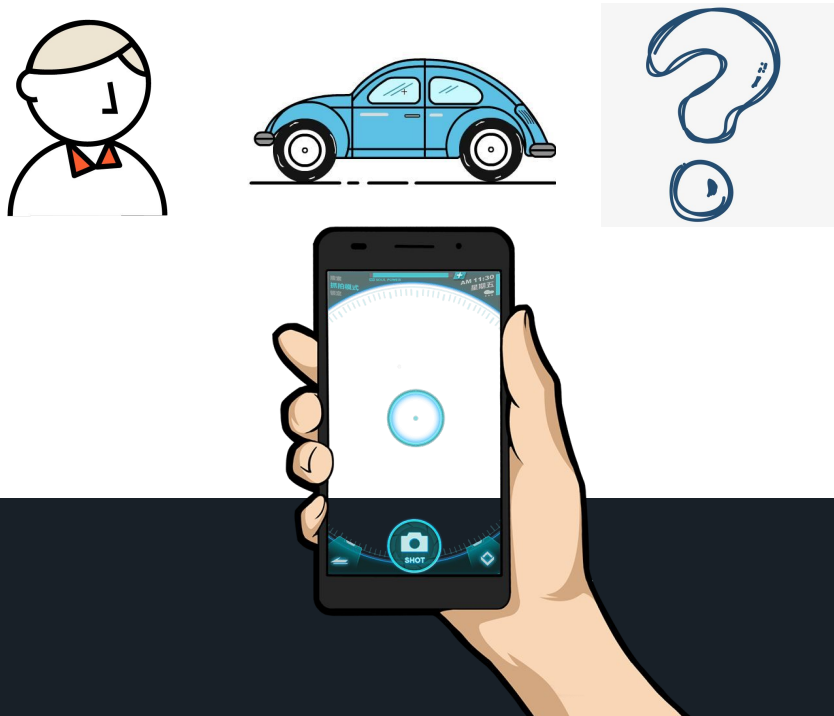
# Problem Statement

## 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

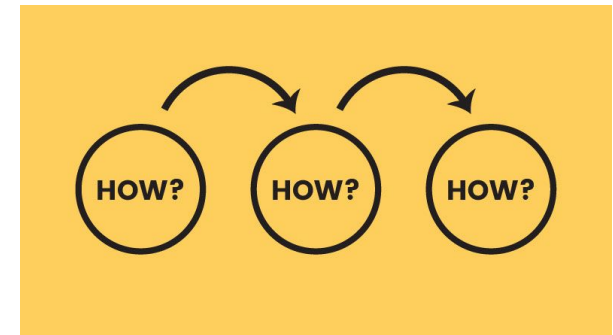
(1) Identify the vehicle->Just by taking a photo

(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







03

## Methodology

How we build our  
application?

# Creation of an application

## Image Recognition



IBM Watson  
Visual Recognition

## Information Aggregation



**Node-RED**

# User Case

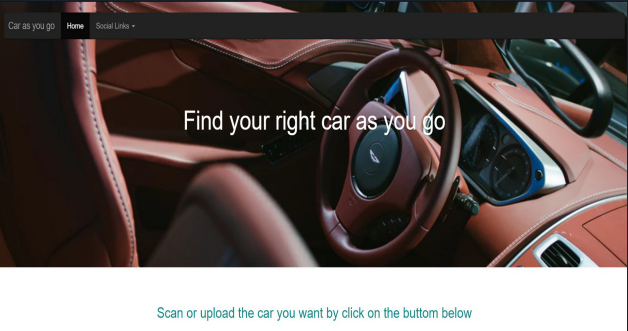
Need for  
information of  
an unrecognized  
car



Upload the  
photo to identify  
the car



Obtain  
information in an  
aggregated way



### Search Result

We find these cars that matches your interest

[Back to Home Page](#)

Car Brand:Audi Q5 Tdi Quattro S Line Plus [177] (BLACK OPTICS !! BIG SPEC ...

Color Black

Type: SUV

Price: GBP 21,995

[Link to page](#)

**DEMO**





04

## Findings And Discussions

To go further

# Findings

## Advanced Search Tool

SEARCH BY BRAND OR MODEL

e.g. Maruti Swift

☐ Honda City (77)

☐ Maruti Swift (65)

☐ Hyundai Verna (59)

☐ Maruti Dzire (47)

☐ Maruti Wagon R (43)

☐ Maruti (600)

KILOMETERS DRIVEN

All kms

MODEL YEAR

All model years

FUEL TYPE

☐ Diesel (914)

☐ Petrol (580)

☐ CNG (20)

☐ Battery (1)

☐ Electric (1)



# Findings

## In-depth Comparison Tool



Add car

Select Brand/Model ▼

Select Variant ▼



Add car

Select Brand/Model ▼

Select Variant ▼

# 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



Web Crawler with Python

Computer Vision Technology

Node-Red Deployment

# Three Ways to Tackle Competition



Cooperation with Brick  
and Mortar vehicle shops

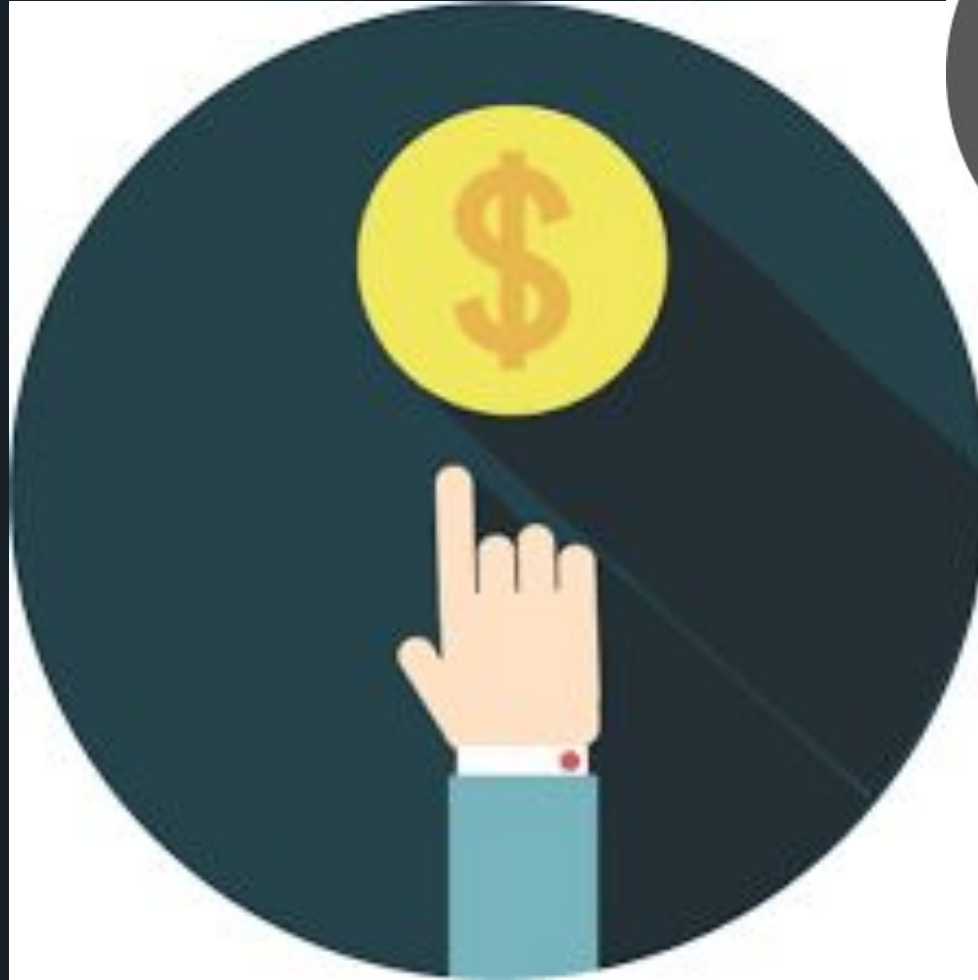


Functions and Users



Partnership with Trading  
platforms

# The Monetizing Future







**IBM**  
Business Aplication  
**THANKS**

The graphic features a large, thick yellow 'L' shape that frames the text. The text is white and centered within the negative space of the 'L'. The background is dark gray with faint, overlapping geometric shapes and a network of white dots connected by thin lines in the upper right corner.