Project Plan
Purchase Score Application

The Capstone Experience

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Functional Specifications

- Sales lead ranking platform
- Direct way of adding leads
- Generates reports based off dealer preferences
- Provides metrics on lead quality
- Finds which leads dealers should focus on
Design Specifications

• Intuitive dashboard for any dealer to use
• Page to input lead information (manually/automatically)
• Page to see leads and use fields to filter leads
• Generate printable reports that show lead data and metrics
• Login to authenticate users
Screen Mockup: Home Page
Screen Mockup: Import Leads Page
Screen Mockup: Reporting Page
Screen Mockup: Reports Page
Technical Specifications

• Urban Science APIs to score leads
• SQL Database storage and retrieval of leads
• React for multi-platform usage
• Node.js & Express.js to connect to database
System Architecture
System Components

• Hardware Platforms
  ▪ PC
  ▪ Mac
  ▪ Tablet

• Software Platforms / Technologies
  ▪ Visual Studio Code
  ▪ React & Node.js
  ▪ SQL Server
  ▪ Urban Science APIs
Risks

• Quality of Data
  ▪ Quality of the data given to us by Urban Science isn't sufficient to calculate a prediction
  ▪ Parse through the usable data

• API Issues
  ▪ Not being able to access their APIs for some reason (Updating API)
  ▪ Restricting usage of certain functionalities based on available APIs

• Field Testing
  ▪ Not being able to field test with such a UI focused project on car dealers
  ▪ Show to relatives/non-technologically advanced individuals
Questions?