MICHIGAN STATE
UNIVERSITY

Project Plan
Purchase Score Application

The Capstone Experience

Team Urban Science

Marcus Minardi

Jay Kim

Isaac Mayers

Kyle Schmitz

Department of Computer Science and Engineering
Michigan State University

Fall 2020

From Students…
    …to Professionals

Functional Specifications

- Sales lead ranking platform

- Direct way of adding leads

- Generates reports based off dealer preferences

- Provides metrics on lead quality
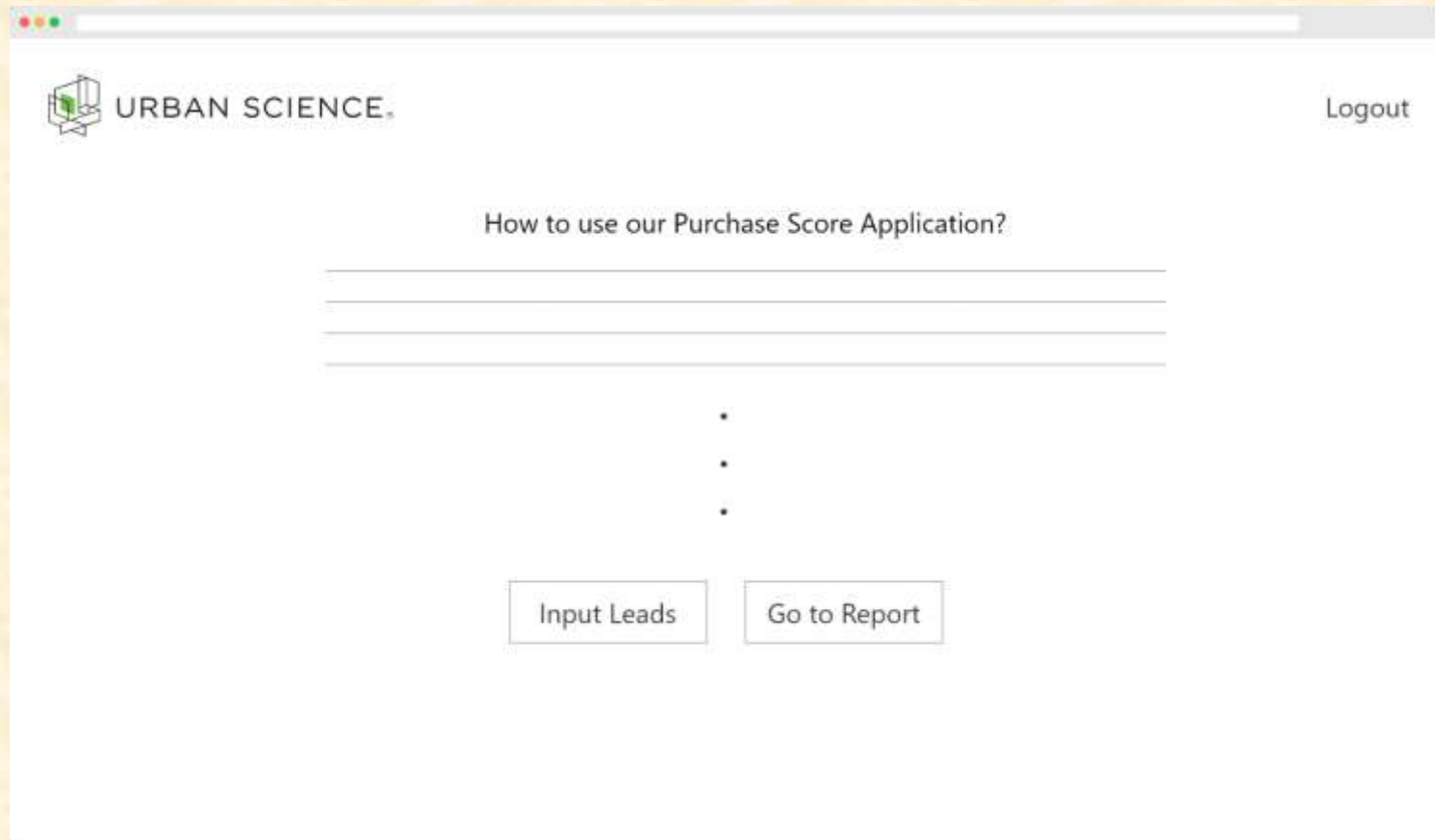
- Finds which leads dealers should focus on

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
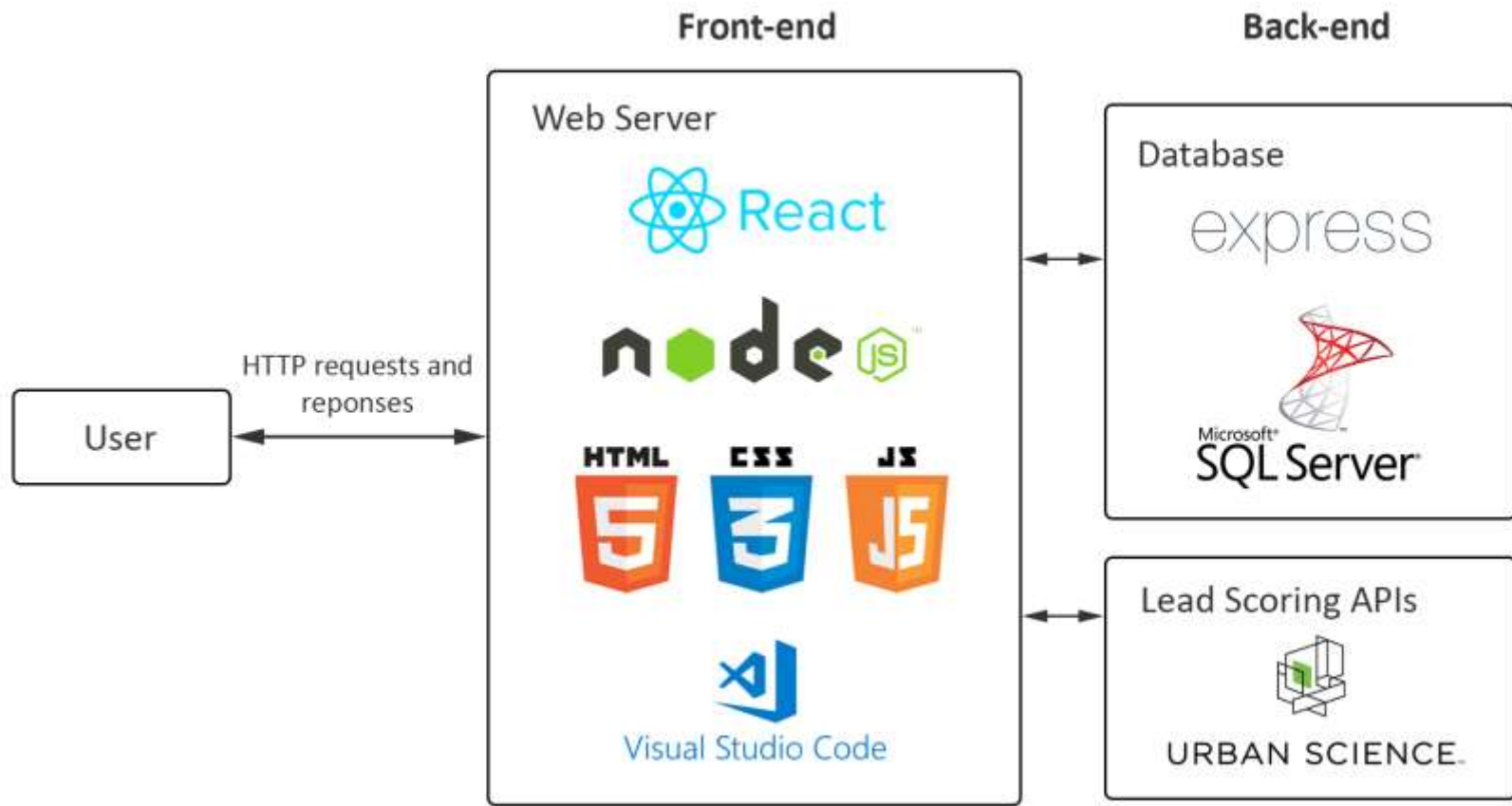
Screen Mockup: Reports Page

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?