Project Plan
Bringing LeadVision to the Web

The Capstone Experience

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Project Overview

• Creating an interactive version of LeadVision
• Audience: customers walking into a dealership/corporate office
• “Lead” – request sent by customer
• No user input needed
• Daily lead data shown
Functional Specifications

• User Interface
  ▪ Map, cars, bar graph of leads by the hour

• Interactivity
  ▪ Select by car, select by location, etc

• Ticker
  ▪ Statistics scrolling across bottom of screen

• Movement
  ▪ Pans across U.S.

• Layers
  ▪ Lead Layer, Lead Density Layer
Design Specifications

• Leads come in from various auto websites
  ▪ < Lead LeadId="1" Latitude="41.929614" Longitude="-71.294788" RequestedMake="MB" RequestedModel="C-Class" RequestedColor="Black" DealerName="INSKIP AUTOCENT" FirstName="Derrick" CustomerState="MA" EventTime="2008-08-27T00:03:00" />

• Enters LeadVision

• “Leads” pop up on an interactive map
Screen Mockups

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Screen Mockups
Technical Specifications

- Microsoft Silverlight 4.0 embedded application
- Client can run on Windows or Intel-based OS X
- Silverlight supports most major web browsers
- Geographical data & imagery from Bing Maps API
- Developed in Microsoft Visual Studio 2010
  - Application running in C# with XAML
  - Developed with Silverlight 4.0 Developer Tools
  - Testing with Firefox on ASP.NET Development Server
  - Image data rendered using Silverlight Deep Zoom
System Architecture

[Diagram showing system architecture with components like Display Device, Input Device, Client Machine, Web Browser, LeadVision, Silverlight Application, Urban Science Servers, and connections to companies like Ford, GM, VW, and BMW. The diagram illustrates the flow of images, clicks, and data.]
System Components

• Hardware Platforms
  ▪ Computer with supported OS and > 1GB free RAM
  ▪ Steady network connectivity
  ▪ Display device and optional input device

• Software Platforms / Technologies
  ▪ Windows >= XP SP2, OS X 10.4+, Linux + Moonlight
  ▪ Modern web browser (IE, FF, Chrome, or Safari)
  ▪ Microsoft Silverlight 4.0 browser plugin
Testing

• Mock Data
  ▪ Simulating one day of Lead information

• Browser use
  ▪ Work across Safari, Firefox, IE, etc.

• “On Site Testing”
  ▪ Big screen TV on site
Risks

• Geographical Data
  ▪ How do we get it? How can we make use of it?
  ▪ Panning and zooming

• Learning Silverlight
  ▪ Displaying map/showing data

• Ticker
  ▪ What kinds of statistics/how to store & load them

• Flexibility/Testing
  ▪ Making it work on different browsers