Alpha Presentation
Visual Hierarchy Selection

The Capstone Experience

Team Urban Science
Neil Owen
Brian Smith
Christian Hessler

Department of Computer Science and Engineering
Michigan State University
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Project Overview

• User-friendly Visual UI
  ▪ Display More
  ▪ Improve Display

• Search functionality
  ▪ Accelerate Navigation
  ▪ Increase Productivity

• Input Methods
  ▪ Mouse/Keyboard
  ▪ Touchscreen
System Architecture
Starting Navigation

Cars

Bentley

Chrysler

Jaguar

Lead Sources
Continuing
Making a Selection

- Chrysler 200
- Chrysler 200 Convertible
- Chrysler 300
- Chrysler Town & Country
- Bentley
- Jaguar
- Scion

Lead Sources
Grid View

<table>
<thead>
<tr>
<th>Cars</th>
<th>Bentley</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mulsanne</td>
<td>Continental Flying Spur</td>
</tr>
<tr>
<td>Continental Supersports</td>
<td>New Continental GT</td>
</tr>
<tr>
<td>Continental GTC</td>
<td>New Continental GTC</td>
</tr>
</tbody>
</table>

Bentley
What’s left to do?

• Optimize
  ▪ Database
  ▪ Network
  ▪ Frontend

• Improve Aesthetics
  ▪ Basic
  ▪ Dynamic Display

• Implement Search