

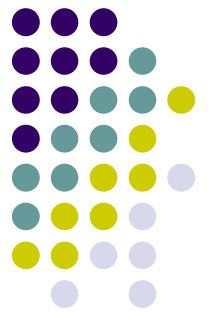
STUDIU DE CAZ



DAT AUTOHUS



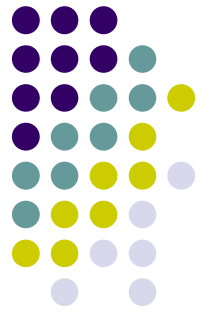
Student: Dascalita Dragos



FUNCTIONALITATI - POZITIVE

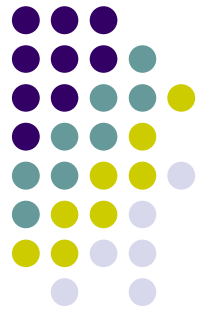
- Suport pentru mai multe limbi (Greaca, Poloneza, Engleza, Franceza, Rusa, Italiana)
- Cautare masini dupa parametrii – include cautare simpla si complexa, in functie de numarul de parametrii
- Sortare dupa diferite criterii (Km parcursi, Marca, Puterea Motorului, Prima inmatriculare, etc)

FUNCTIONALITATI - POZITIVE



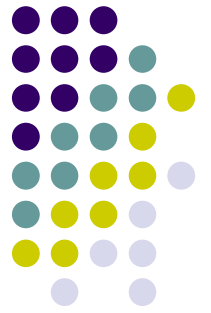
- Afisarea imediata a unei imagini mai mari cand mouse-ul este peste poza masinii, fara a fi nevoie de click.
- Posibilitatea de a parca masinile pentru care clientul are interes.
- Afisarea unei poze cu cartea de identitate a autovehiculului.
- Caracteristicile masinilor pot fi afisate deasemenea in mai multe limbi.

FUNCTIONALITATI - NEGATIVE

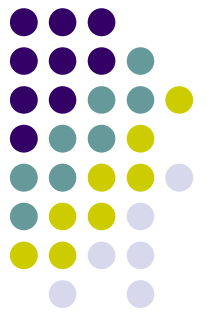


- Afisarea masinilor gasite include multe detalii care ocupa spatiu si astfel se afiseaza mai putine masini per pagina. Acest fapt duce la marirea timpului de vizualizare a masinilor gasite. Primul impact in alegerea unei masini este poza, apoi prima inregistrare, puterea si km, si ulterior restul detaliilor.

FUNCTIONALITATI - NEGATIVE

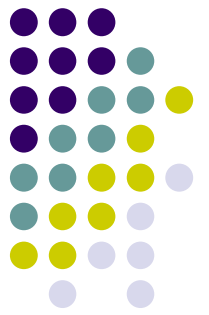


- Ofertele de finantari pentru masini nu apar decat in limba germana.
- Daca se schimba limba, rezultatele cautarii se anuleaza, fiind necesara o noua interogare.



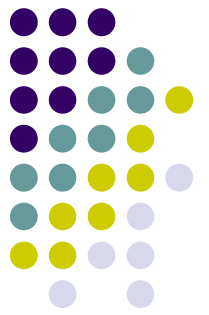
PROPUNERI - DESIGN

- O abordare mai interactiva a modului de afisare folosind tehnologia Macromedia Flex (un ex. ar fi Flex Store http://www.adobe.com/devnet/flex/example_a_pps.html#)
- Afisarea masinilor gasite poate contine mai putine informatii(ex. poza, pret, an), urmand ca atunci cand utilizatorul este cu mouse-ul peste ea sa apara restul informatiilor.



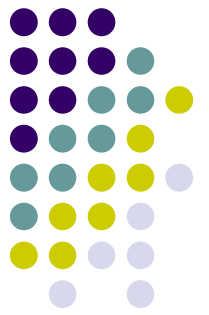
PROPUNERI - BRANDING

- Concurentul on-line cel mai important, pe piata din Germania, este “mobile.de”. Mobile.de este folosit de multi comercianti care pot sa ofere si masini slab ingrijite sau cu defecte ascunse. Autohus are service propriu si mentine masinile la un standard de calitate preferat de orice cumparator. Aceasta calitate competitiva poate fi accentuata in site cu scopul de a oferi mai multa incredere.



PROPUNERI - FUNCTIONALITATE

- Afisarea unei oferte standard de rate sau leasing pentru fiecare masina afisata.
- Posibilitatea crearii unui cont personal care sa faca parcare masinilor independenta de computerul unde au fost vizualizate.
- Totodata in locul de parcare sa poate intra automat noile masini introduse in baza de date si care corespund criteriilor clientului.

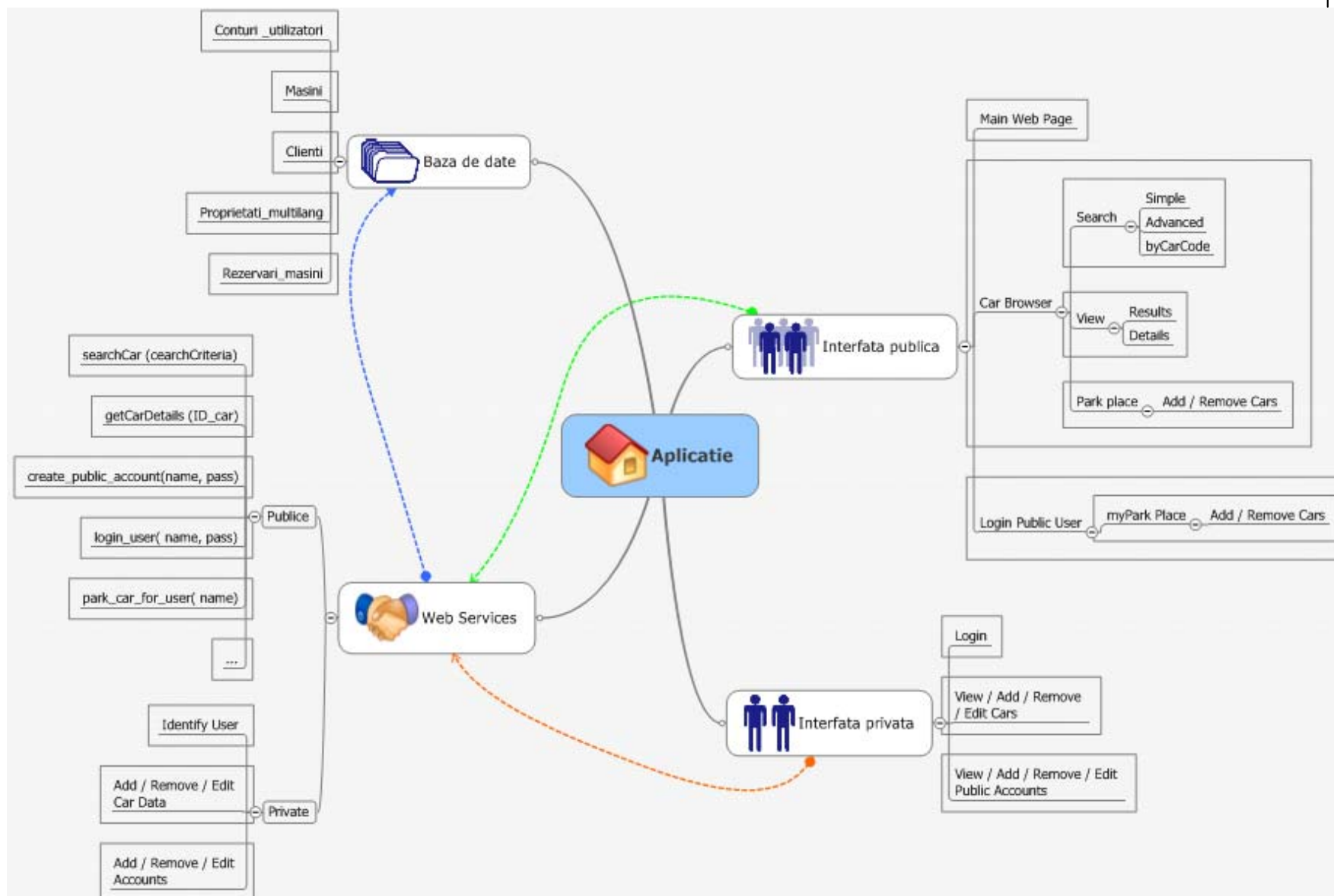


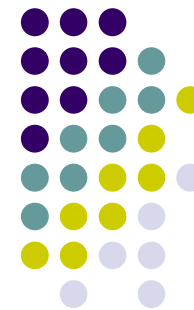
PROPUNERI - SERVICII

- Notificarea prin mail / sms catre client daca in baza de date apar masini care corespund cu criteriile personalizate.
- RSS Feed dupa anumite criterii standard (de ex tip de masina, an fabricatie, putere)

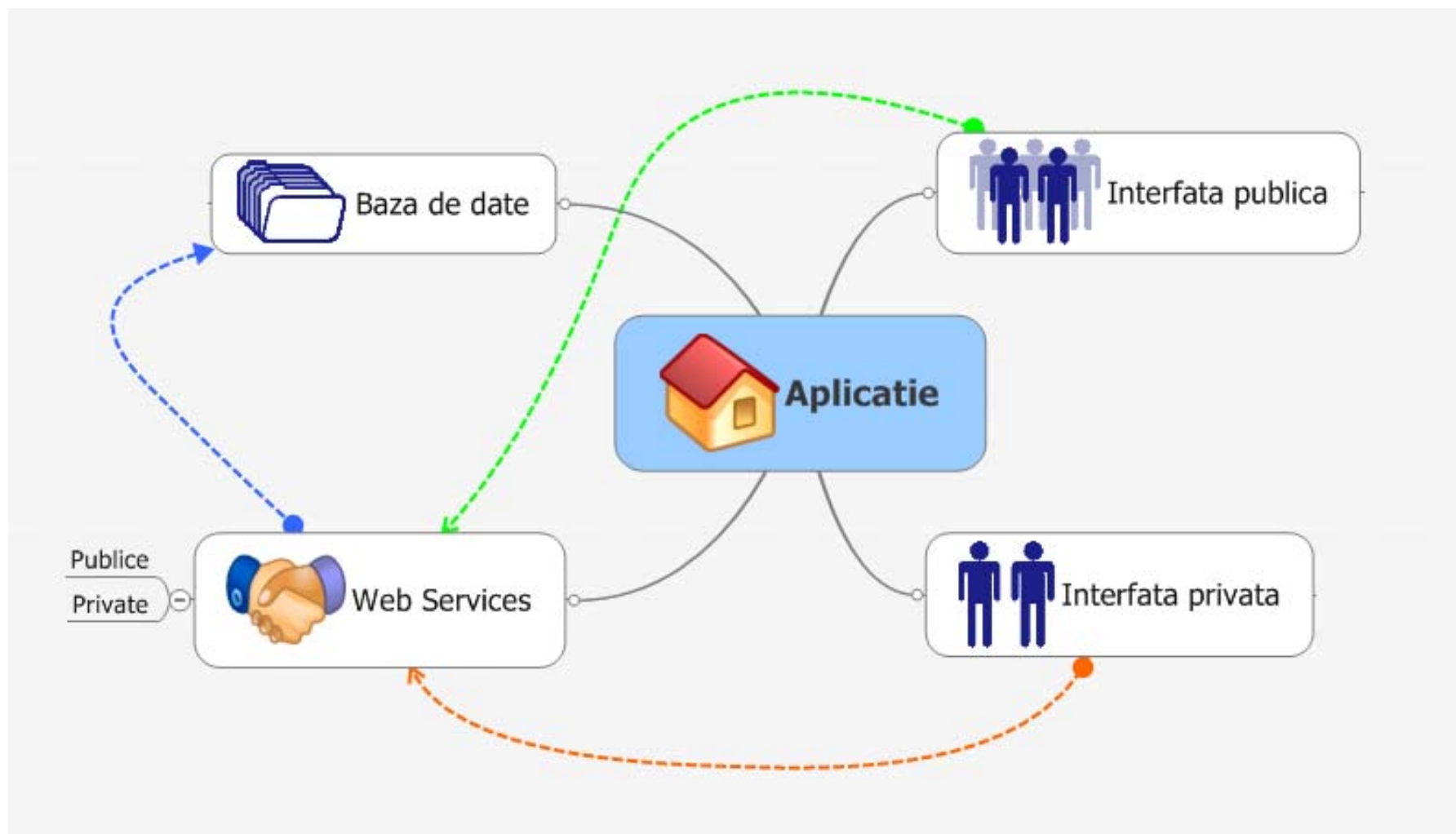


ARHITECTURA APLICATIE – PRIVIRE GENERALA

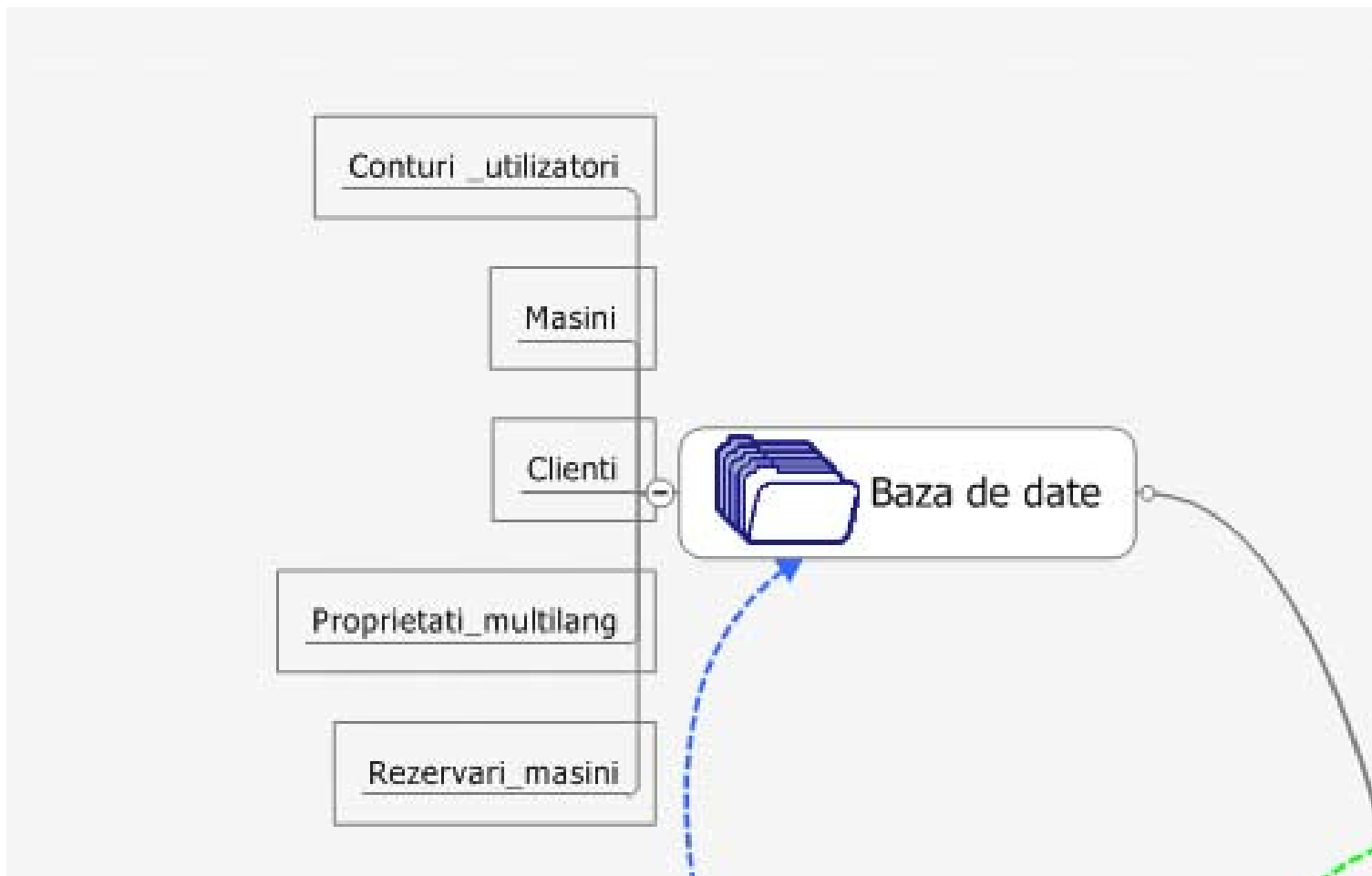




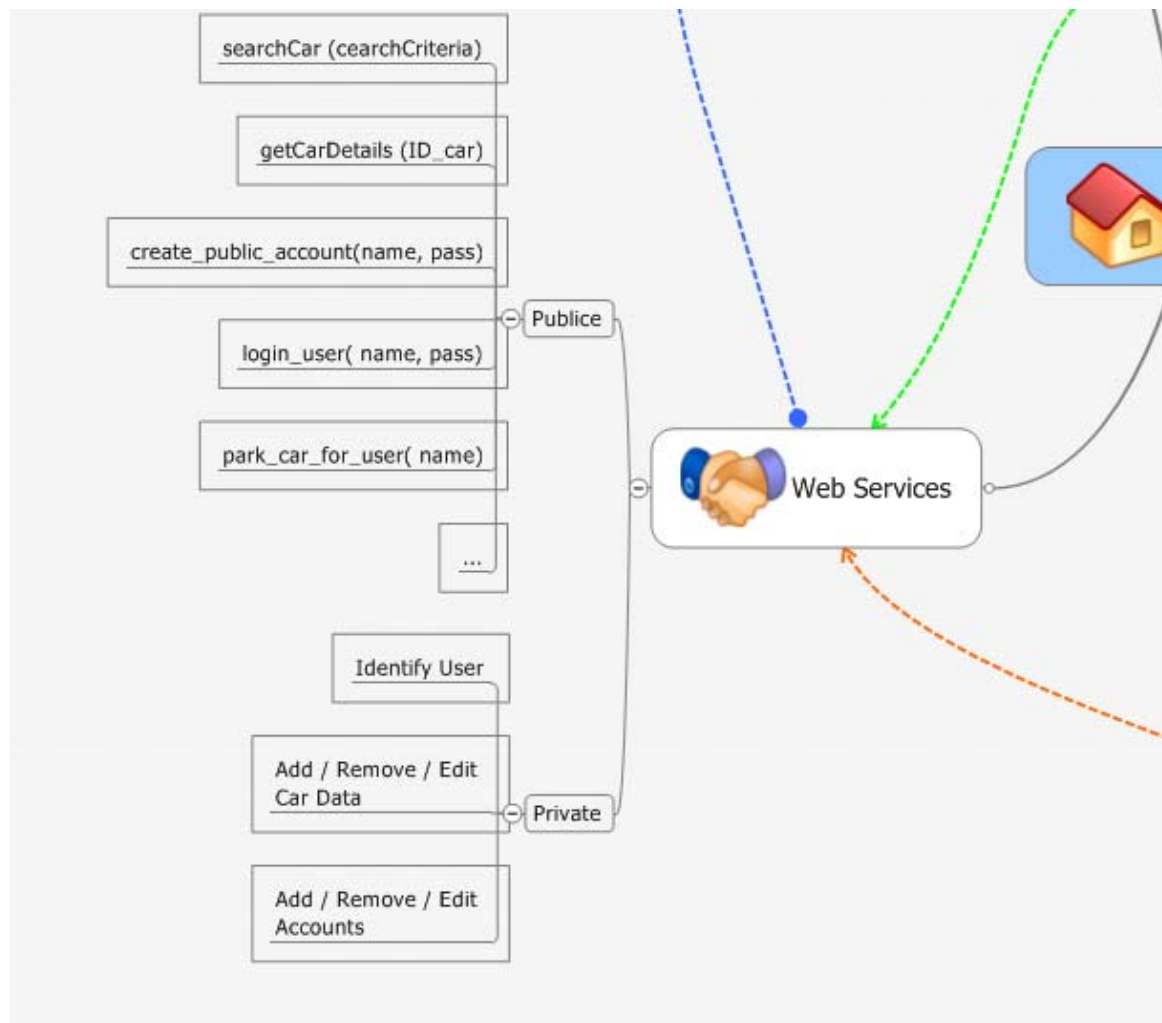
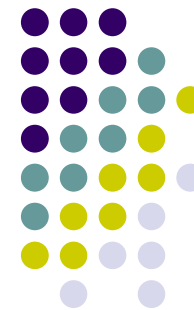
ARHITECTURA GENERALA APLICATIE



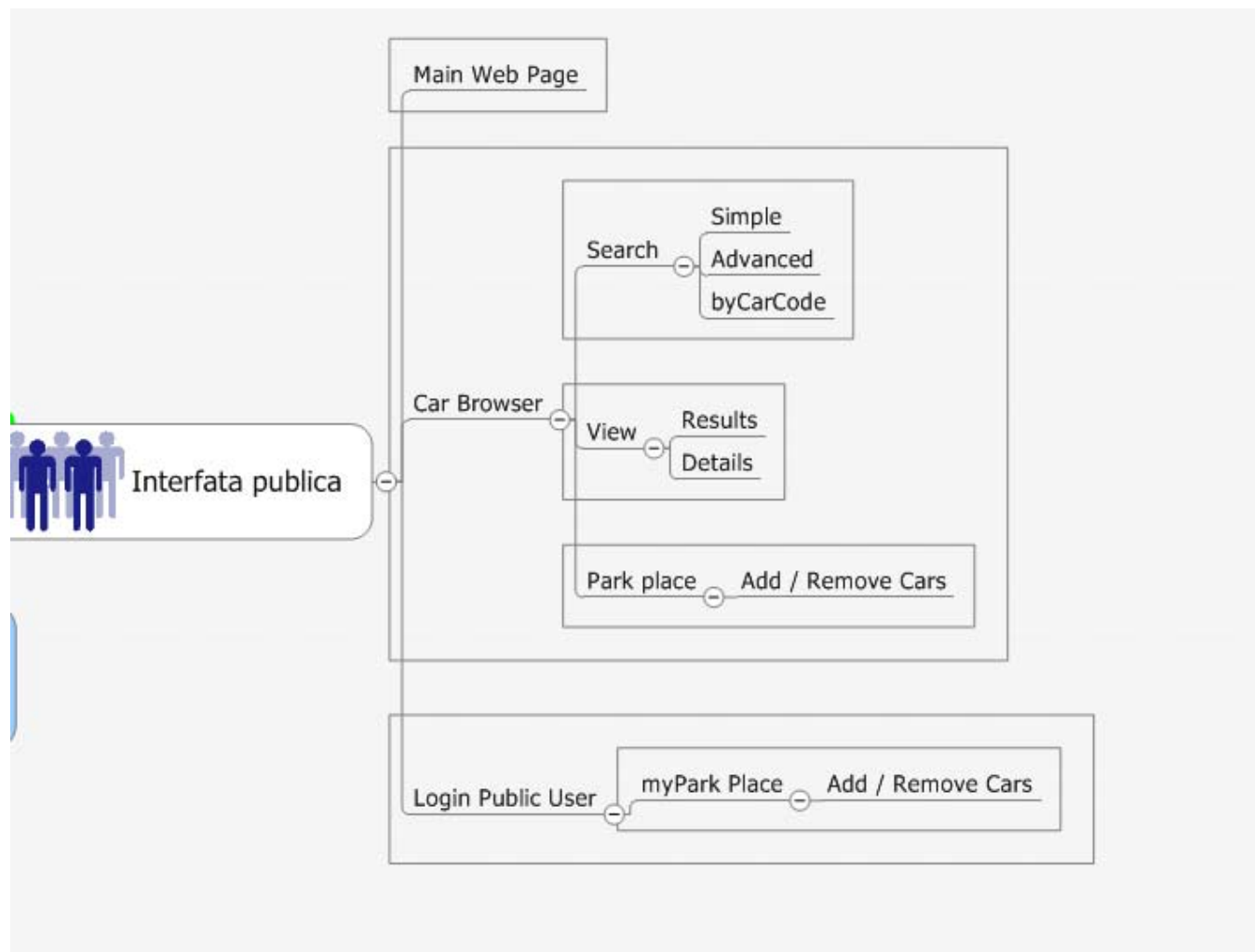
ARHITECTURA APLICATIE – BAZA DE DATE



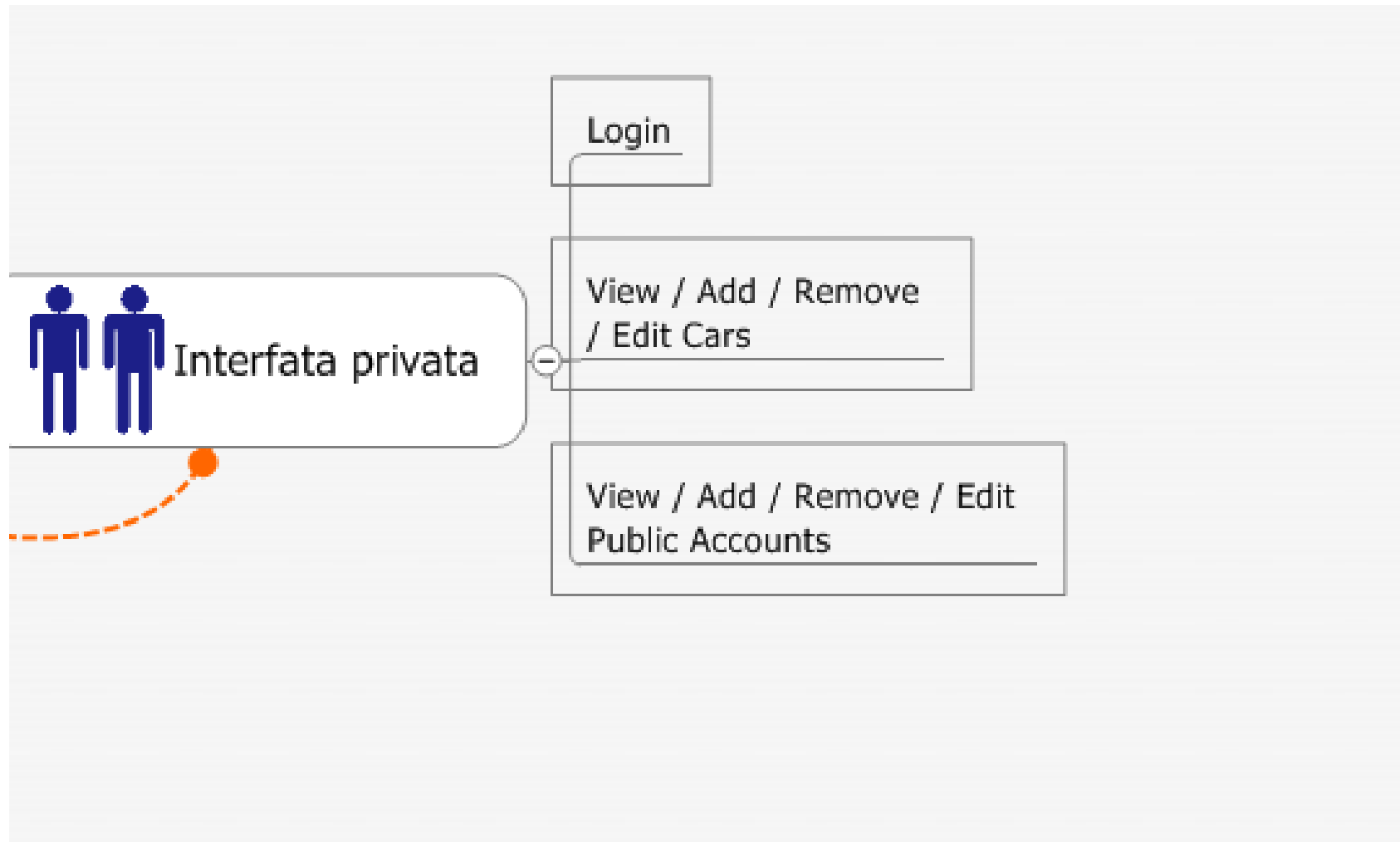
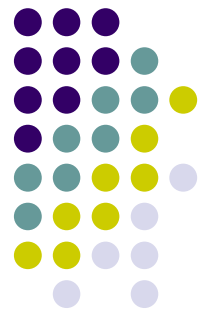
ARHITECTURA APLICATIE – WEB SERVICES



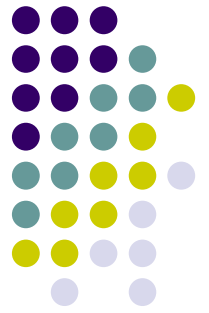
ARHITECTURA APLICATIE – INTERFATA PUBLICA



ARHITECTURA APLICATIE – INTERFATA PRIVATA



TEHNOLOGII IMPLEMENTARE



- Pentru aplicatie : Microsoft .NET, Macromedia Flash sau Macromedia Flex
- Pentru WebServices : Microsoft .NET
- Server de baze de date: MSSQL sau MySQL