

MICHIGAN STATE
UNIVERSITY

Alpha Presentation

Dealership Consultant Mobile App

The Capstone Experience

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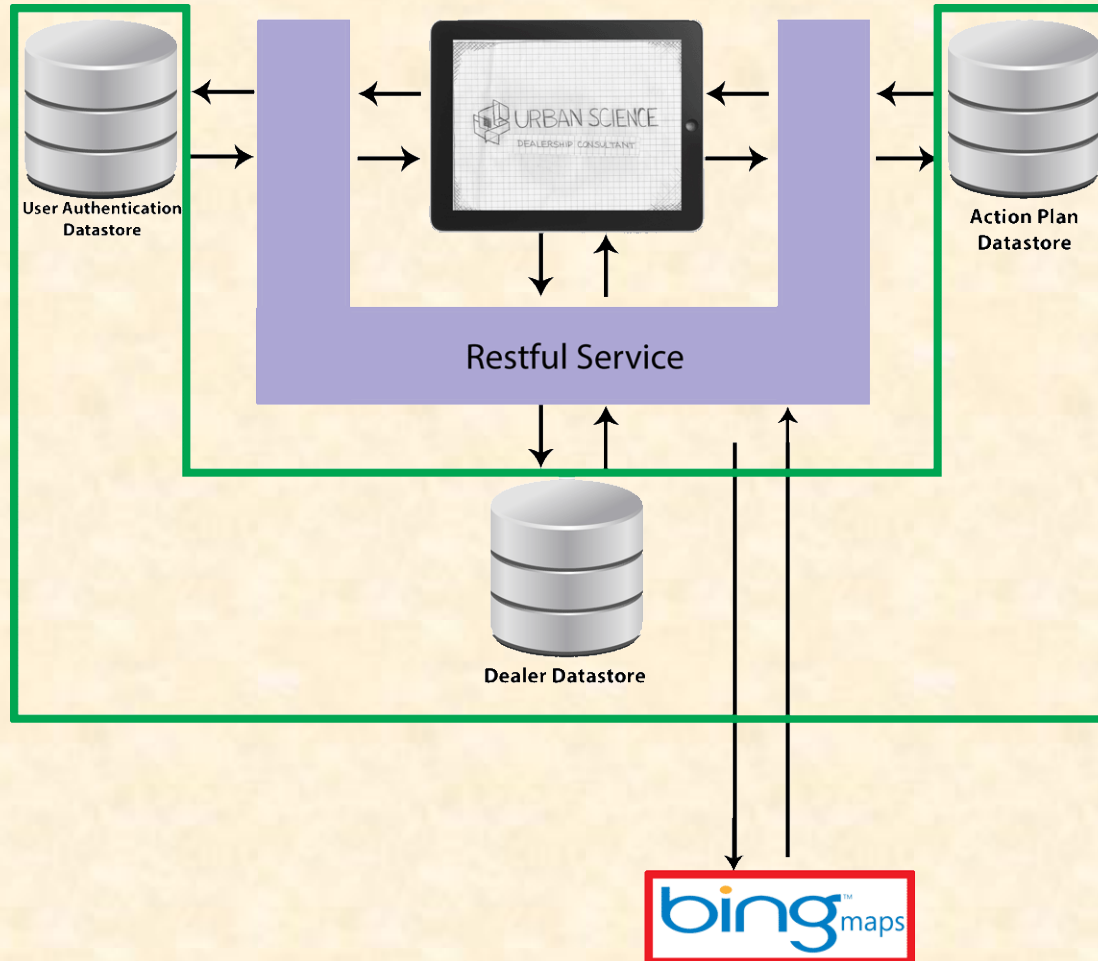
From Students...
...to Professionals

Project Overview

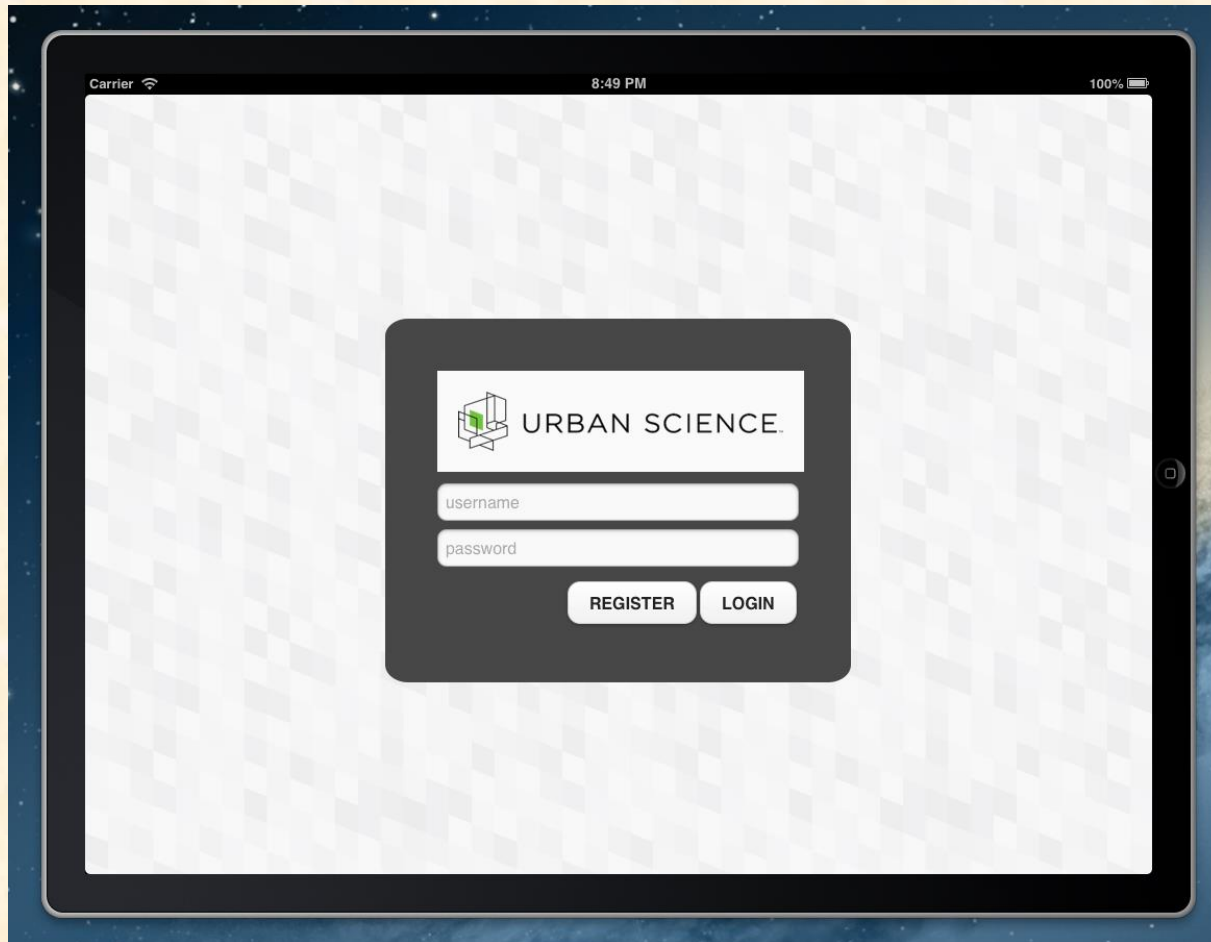
- Used by auto-dealership consultants to access and record information about dealerships prior to and during consultation
- Allows consultant to search for dealers
- Presents results on map or in list
- Displays “key performance indicators” or KPIs
- Records meeting information to database



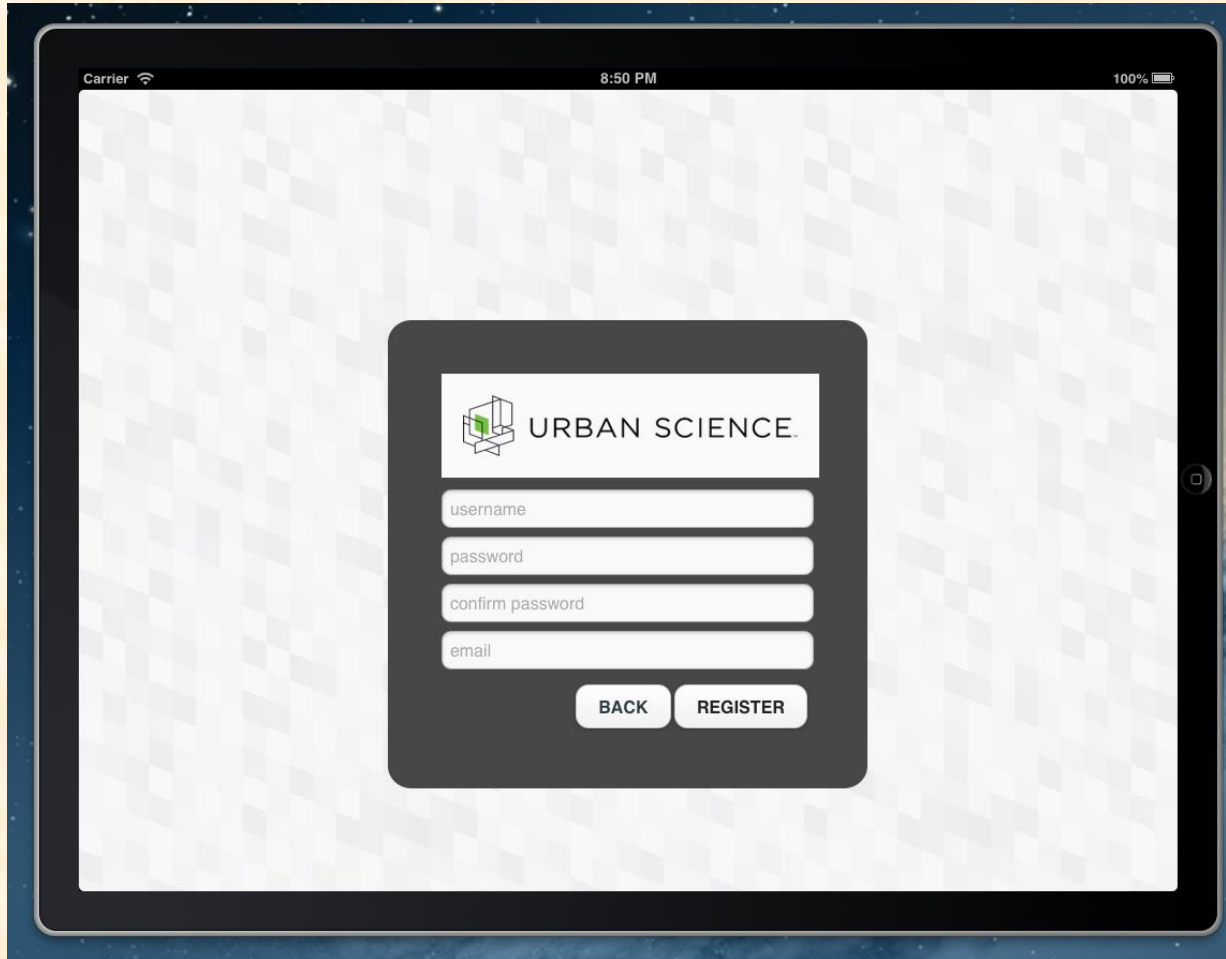
System Architecture



Login




Registration



The image shows a registration form displayed on a tablet screen. The screen has a status bar at the top with "Carrier", "8:50 PM", and "100%" battery. The background of the screen is a light blue and white geometric pattern. The registration form is a dark grey rounded rectangle with a white header containing the "URBAN SCIENCE" logo and name. Below the header are four input fields: "username", "password", "confirm password", and "email". At the bottom of the form are two buttons: "BACK" and "REGISTER".

Carrier 8:50 PM 100%

 URBAN SCIENCE.

username

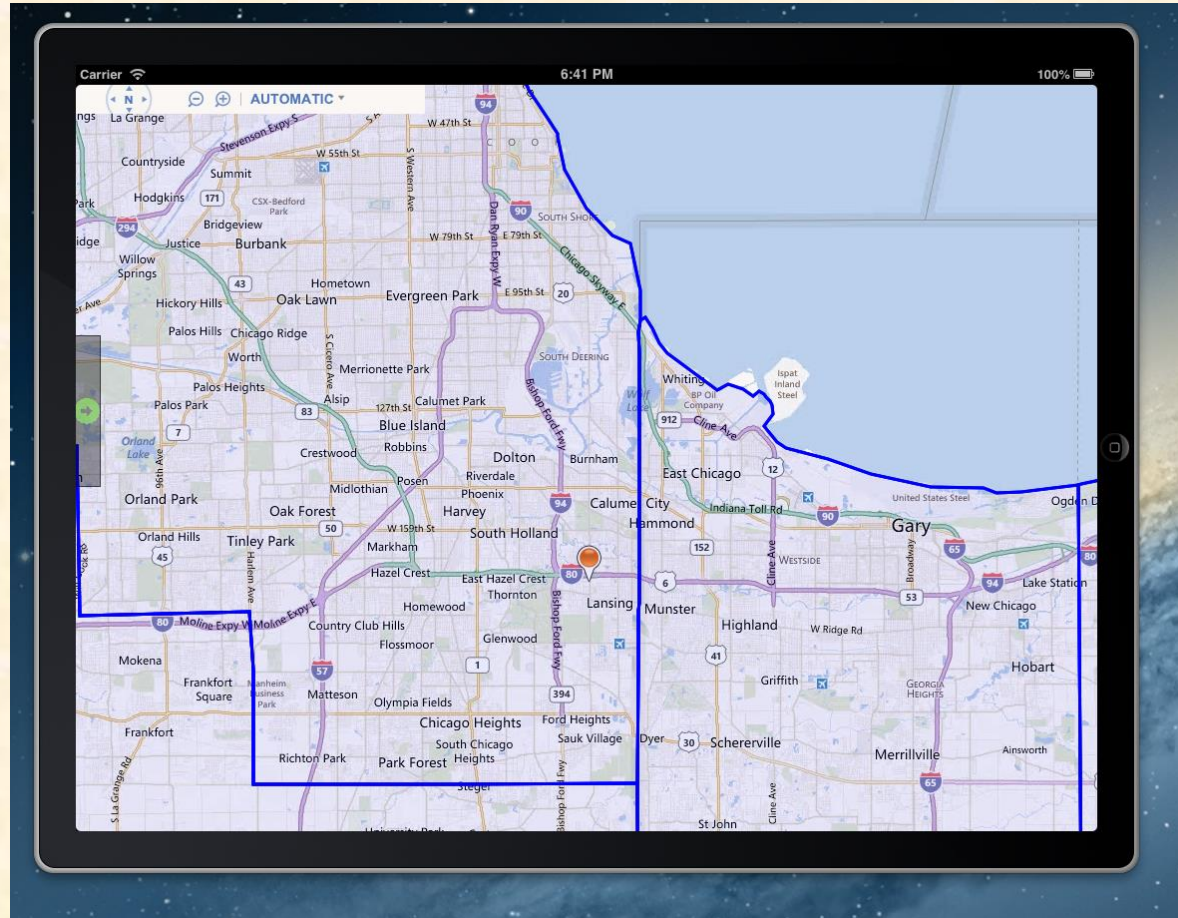
password

confirm password

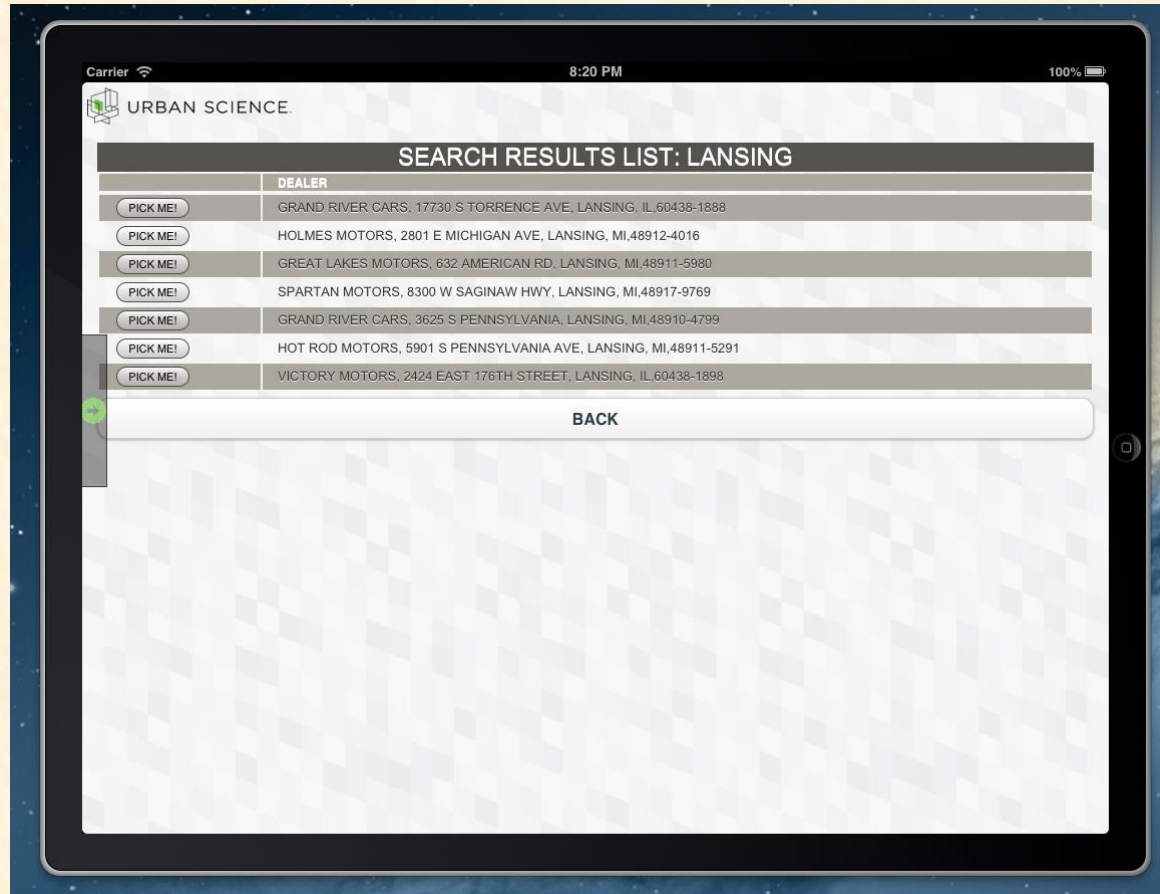
email

BACK REGISTER

Search Results on Map



Search Results in List



Dealer KPI

Carrier 8:21 PM 100%

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DEALER KEY PERFORMANCE INDICATORS
GRAND RIVER CARS, 17730 S TORRENCE AVE, LANSING, IL, 60438-1888

ADD	KPI	KPI VALUE	KPI AVERAGE	KPI RANK	KPI PERCENTILE	ANALYTICS
ADD	FIXED OVERHEAD	208167	172505.359375	1211 OUT OF 4101	70	
ADD	HOURS PER RETAIL/CP REPAIR ORDER	0.65233558416367	1.2762811183929	3057 OUT OF 4101	23	
ADD	LABOR GROSS PROFIT	0.40467971563339	0.41534689068794	2894 OUT OF 4101	23	
ADD	NEW AND USED SALES	8196.0263671875	8954.1123046875	1468 OUT OF 4101	64	
ADD	NEW VEH. DEPT. EXPENSES % GROSS PROFIT	1.6804327964783	0.99704575538635	259 OUT OF 4101	93	
ADD	NEW VEHICLE GROSS PROFIT	20461.80078125	51484.10546875	2943 OUT OF 4101	23	
ADD	PARTS DEPT. EXPENSES % GROSS PROFIT	0.51276993751526	0.52639073133469	1778 OUT OF 4101	56	
ADD	PARTS DEPT. GROSS PROFIT	0.19040223956108	0.19001707434654	2101 OUT OF 4101	48	
ADD	PARTS STOCK TURNS	2.9915738105774	4.107804775238	2406 OUT OF 4101	41	
ADD	RETAIL UNITS SOLD PER SALESPERSON	5.91428565979	7.3590259552002	1867 OUT OF 4101	54	
ADD	RETURN ON USED CAR STOCK	0.3539742231369	0.37244606018066	1812 OUT OF 4101	55	
ADD	SERVICE DEPT. EXPENSES % GROSS PROFIT	0.49563065171242	0.52558416128159	2277 OUT OF 4101	44	
ADD	TOTAL DEALERSHIP CURRENT RATIO	0.94183373451233	0.82998955249786	804 OUT OF 4101	80	
ADD	TOTAL DEALERSHIP GROSS PROFIT	0.11916663497686	0.074007146060467	94 OUT OF 4101	97	
ADD	TOTAL DEALERSHIP OVERHEAD ABSORPTION	0.3210024535656	0.36222922801971	2651 OUT OF 4101	35	
ADD	TOTAL DEALERSHIP RETURN ON ASSETS	0.049446646124125	0.028781078755856	1114 OUT OF 4101	72	
ADD	TOTAL DEALERSHIP RETURN ON SALES	0.005483906250447	0.012548808939755	2948 OUT OF 4101	23	

Contact Report

Carrier 8:21 PM 100%

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CONTACT REPORT PAGE
GRAND RIVER CARS, 17730 S TORRENCE AVE, LANSING, IL,60438-1888

COMPLETED	KPI	KPI VALUE	KPI AVERAGE	KPI RANK	KPI PERCENTILE	ANALYTICS
VIEW	PARTS DEPT. EXPENSES % GROSS PROFIT	0.513	0.526	1778 OUT OF 4101	56	
VIEW	PARTS DEPT. GROSS PROFIT	0.19	0.19	2101 OUT OF 4101	48	
VIEW	PARTS STOCK TURNS	2.992	4.108	2406 OUT OF 4101	41	

[BACK](#)

Action Plan

Carrier 8:22 PM 100%

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ACTION PLAN

GRAND RIVER CARS, 17730 S TORRENCE AVE, LANSING, IL, 60438-1888

PARTS DEPT. EXPENSES % GROSS PROFIT

CURRENT VALUE:	AVERAGE VALUE:
0.513	0.526

AGREE TO: ... BY: mm/dd/yyyy

DISAGREE

COMMENTS: ...

DONE

What's left to do?

- Expand state and county polygon options
- Improve look and feel
- Remove temporary navigation page
- Test and continue debugging
- Optimize

