

MICHIGAN STATE  
UNIVERSITY

# Beta Presentation

## Bringing LeadVision to the Web

### The Capstone Experience

Team Urban Science

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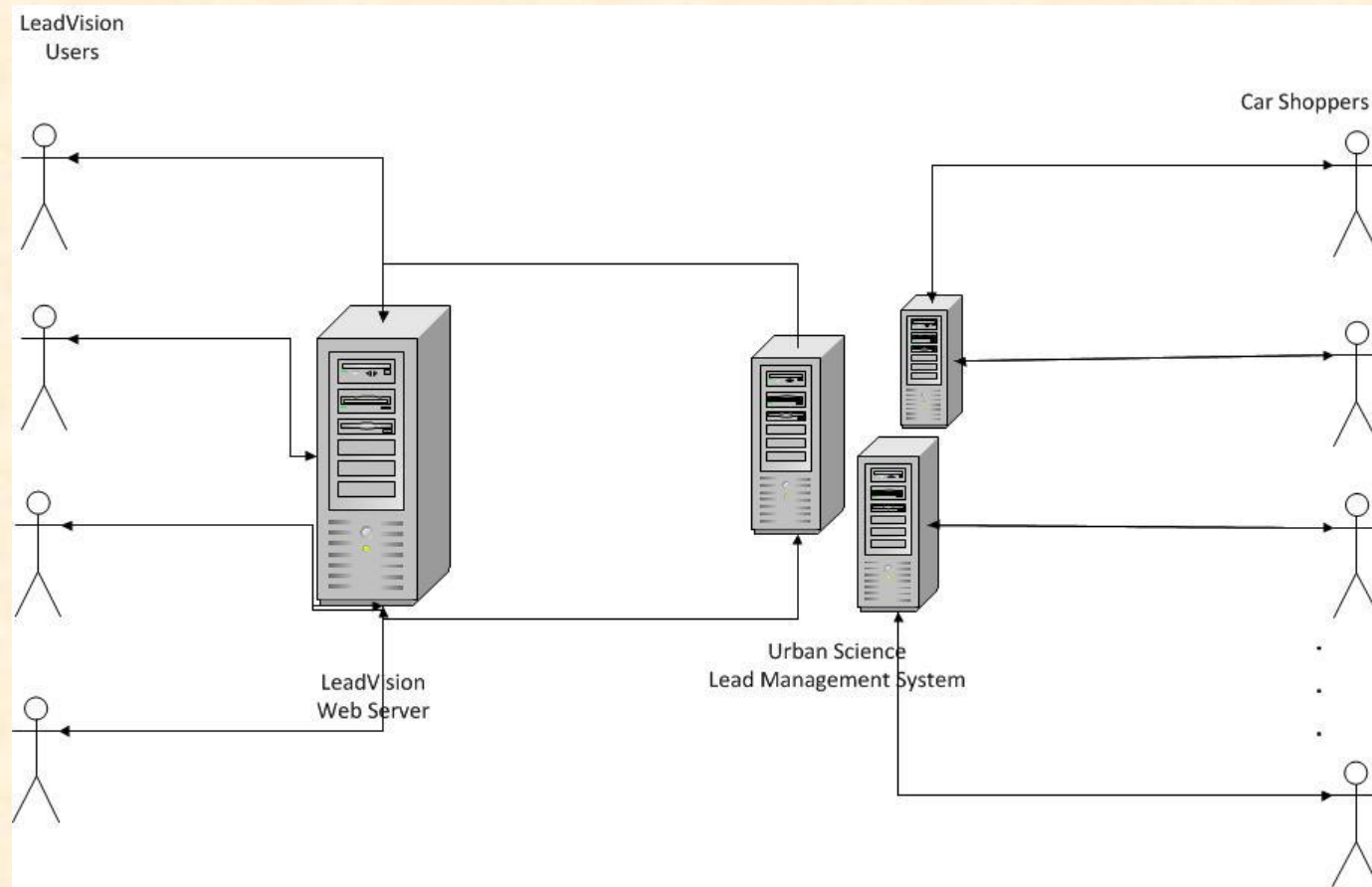
*From Students...  
...to Professionals*

# Project Overview

- Creating an Interactive Version of LeadVision
- Audience: Customers/OEM Employees Interested in Seeing Daily Lead Data
- “Lead” – Request Sent by Customer
- No User Input Needed
- Daily Lead Data Shown



# System Architecture

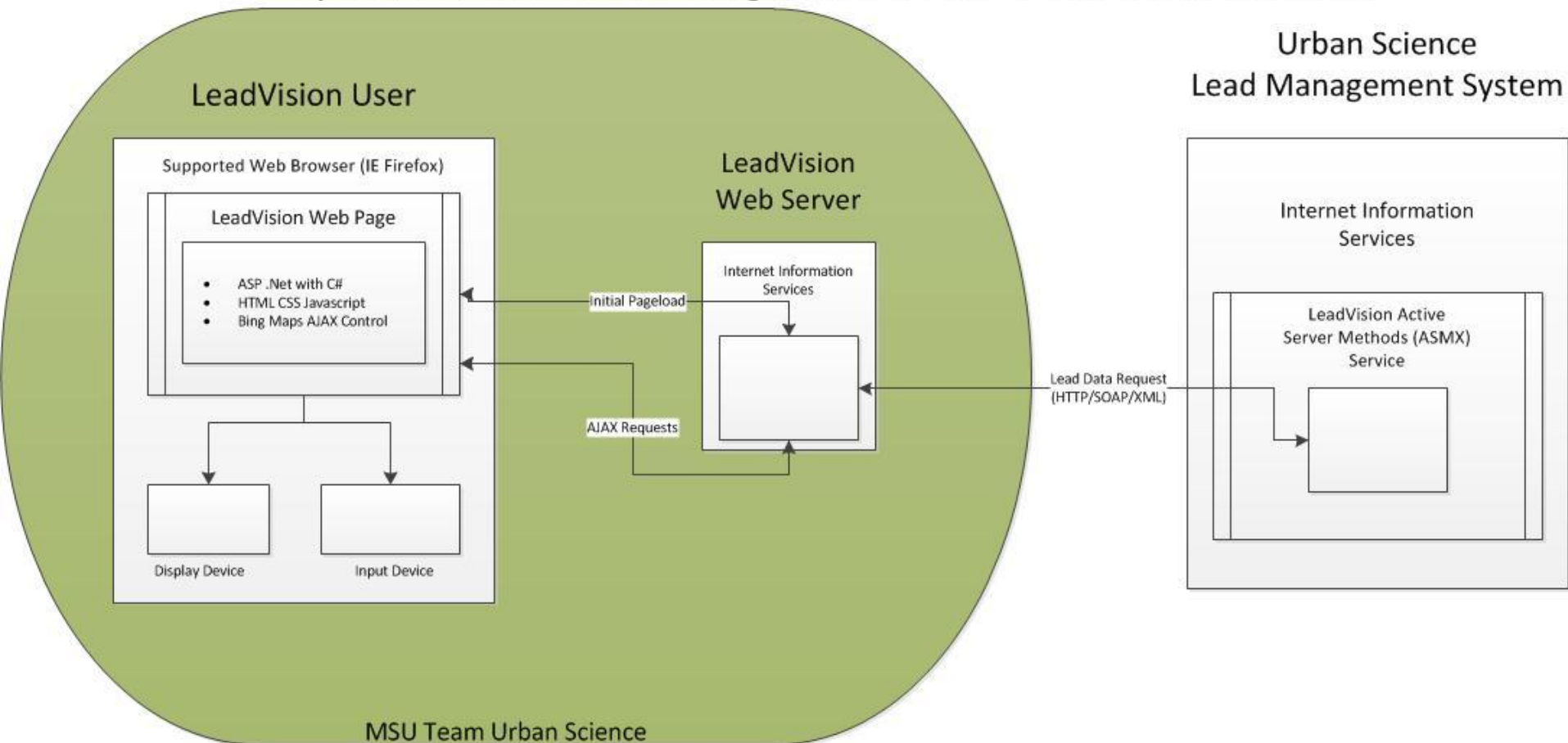


An End-to-End Architecture Diagram for the LeadVision System



# System Architecture

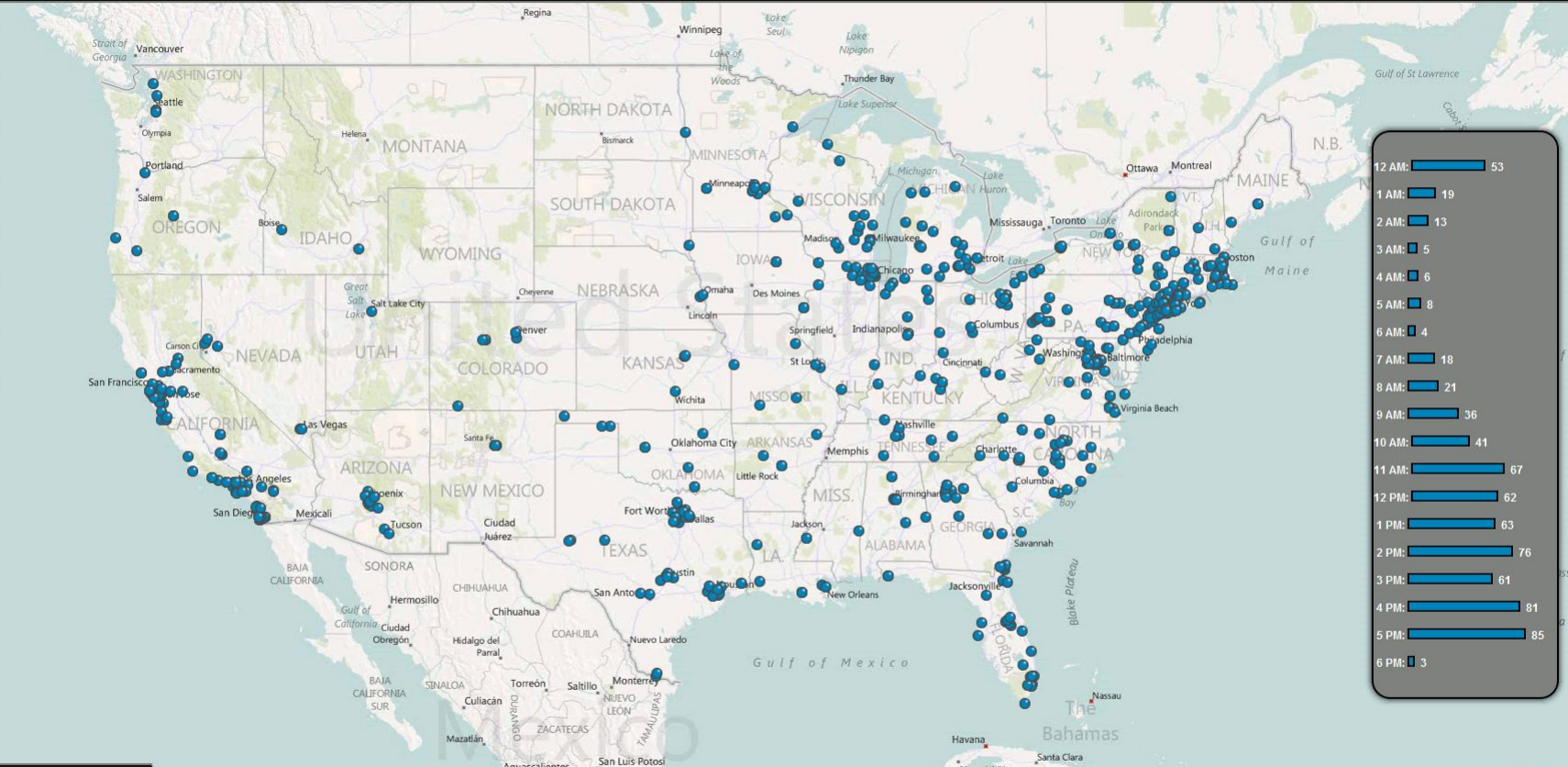
## System Architecture Diagram For The LeadVision Website



# LeadVision Default View



- CC
- Eos
- GLI
- Golf
- GTI
- Jetta
- Jetta Sportwagen
- New Beetle
- New Beetle Convertible
- Passat
- Passat Wagon
- Routan
- Tiguan
- Touareg



Monthly Lead Average: 30,000

06:11 PM

VOLKSWAGEN



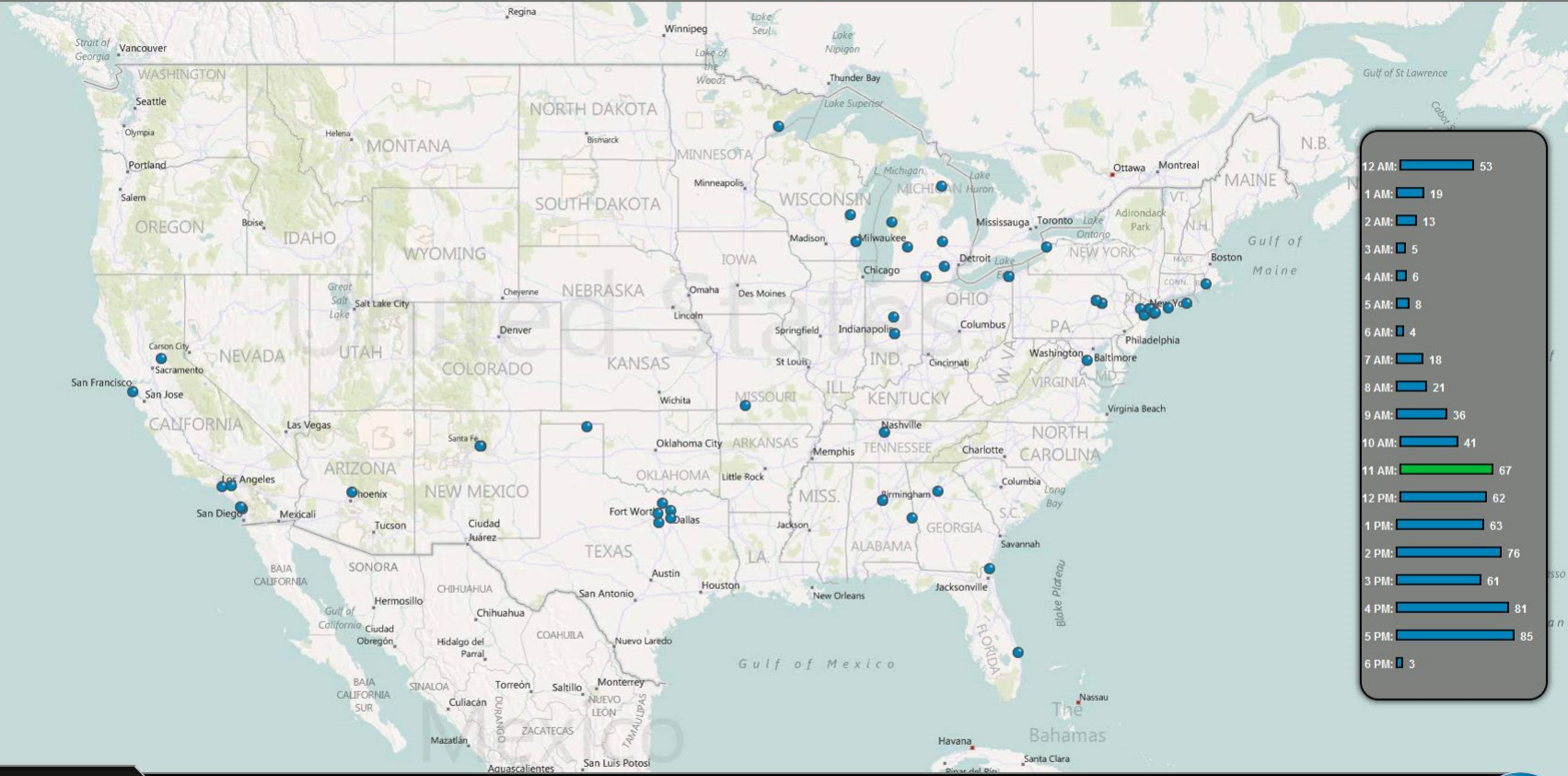
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# LeadVision With an Hour Selected



- CC
- Eos
- GLI
- Golf
- GTI
- Jetta
- Jetta Sportswagen
- New Beetle
- New Beetle Convertible
- Passat
- Passat Wagon
- Routan
- Tiguan
- Touareg



Monthly Lead Average: 30,000

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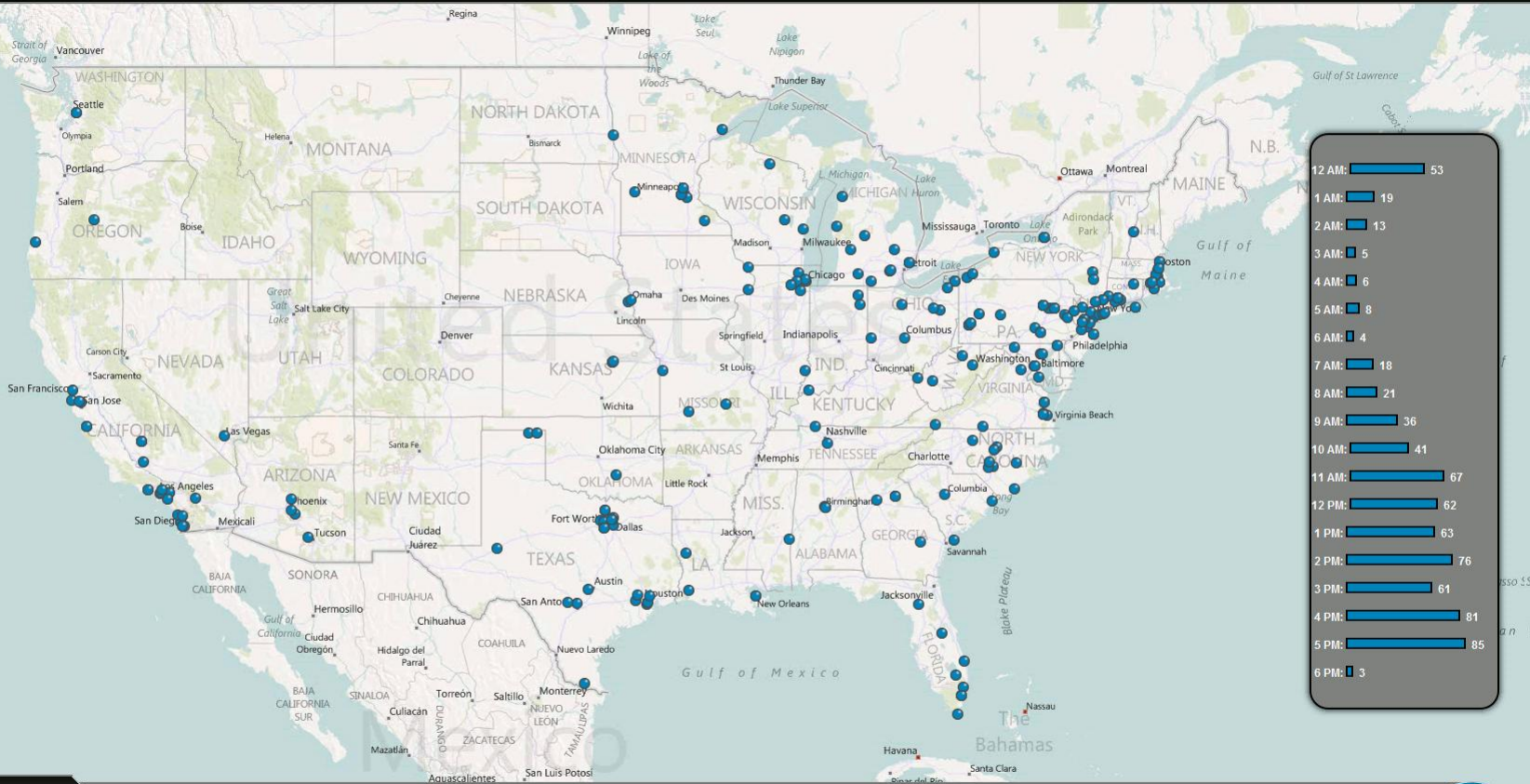
VOLKSWAGEN



# LeadVision With a Brand Selected



- CC
- Eos
- GLI
- Golf
- GTI
- Jetta**
- Jetta Sportswagen
- New Beetle
- New Beetle Convertible
- Passat
- Passat Wagon
- Routan
- Tiguan
- Touareg



Quarterly Lead Average: 120,000

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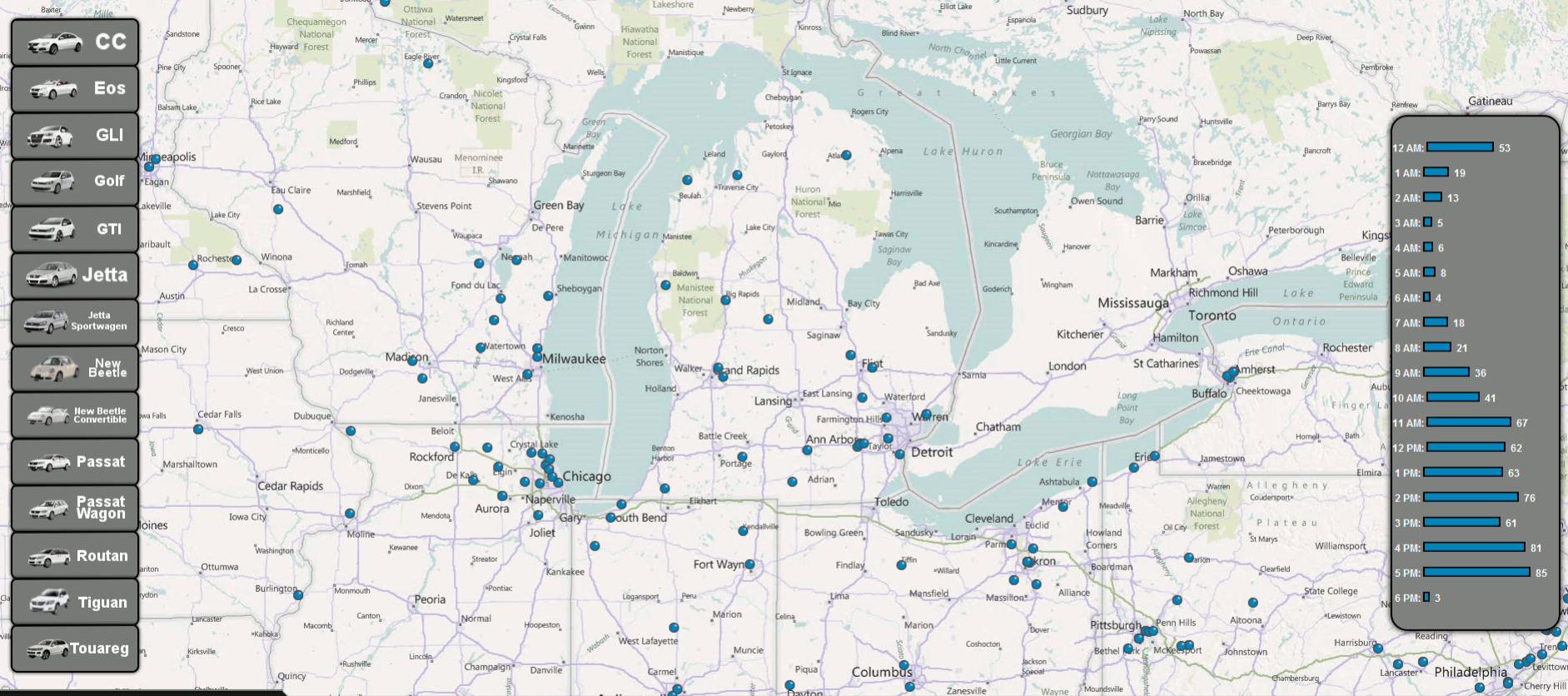
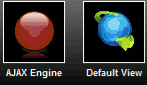
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# LeadVision Zoomed Into Michigan



Quarterly Lead Average: 120,000



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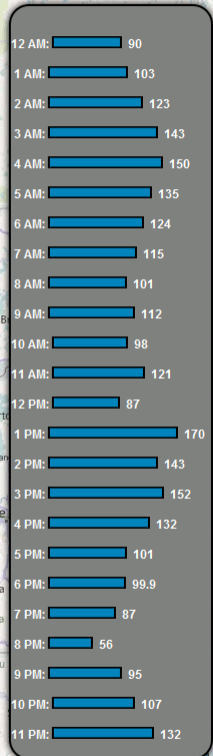
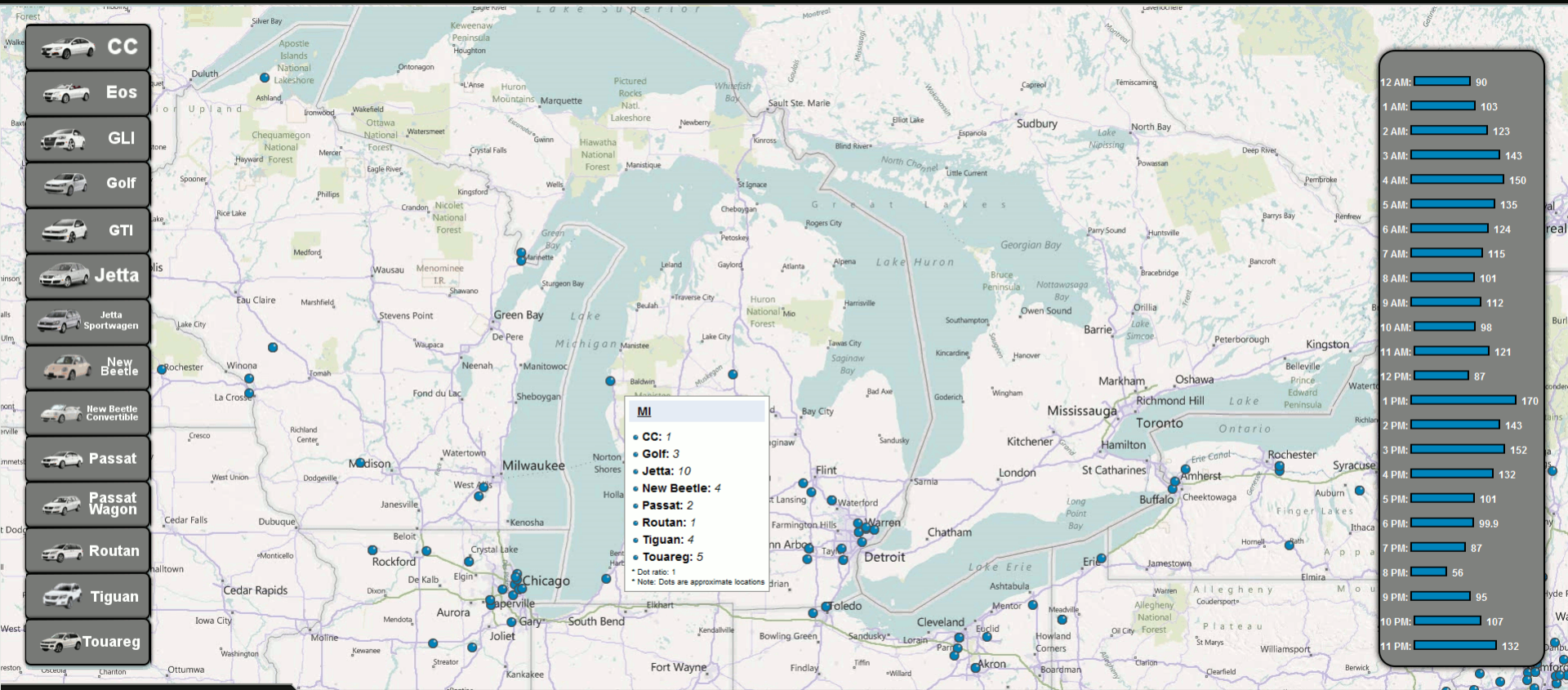




# LeadVision Mouse-Over



- CC
- Eos
- GLI
- Golf
- GTI
- Jetta
- Jetta Sportwagen
- New Beetle
- New Beetle Convertible
- Passat
- Passat Wagon
- Routan
- Tiguan
- Touareg



Quarterly Lead Average: 120,000

URBAN SCIENCE  
LeadVision™

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# What's left to do?

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- Putting LeadVision Online
- Improving Performance
  - Load Time, Ticker, Etc.
- Finalize Layout and User Interface