



# ARI CONNECT

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Project 2: External Portal

Team Heptio

# OBJECTIVES

Create a user  
friendly external  
portal



Informative vehicle  
lifecycle display



Provide exemplary  
customer support



# STAKEHOLDERS





# RYAN MURPHY

“I want a simple website that is straightforward and won’t take me forever to understand.”

**Age:** 42

**Marital Status:** Married

**Children:** 2 kids

**Location:** MA, New England

**Job:** Repossession Manager at Temple Bank

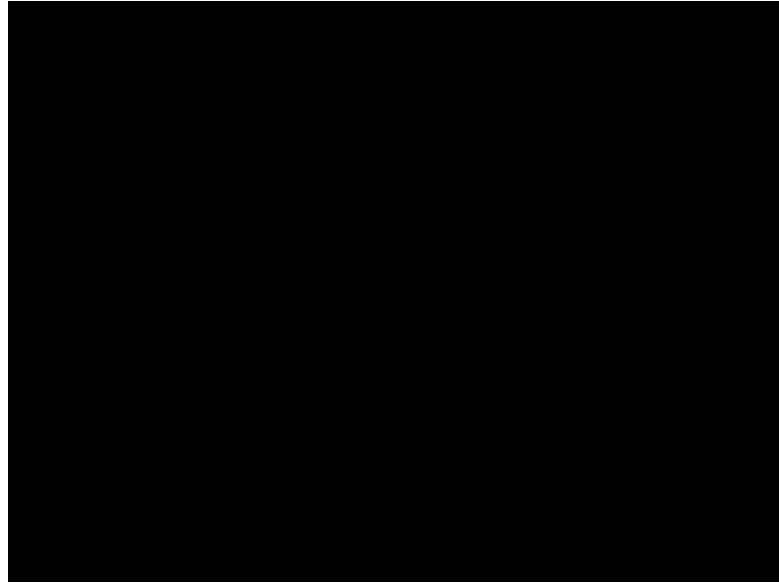
**Income:** \$80,000

**Education:** Masters in Finance from Penn State University

**Hobbies:** Cars, Motorcycles, Jazz

**Characteristics:** Sociable, Friendly, Family-Oriented, Always Busy

# SOLUTION





# SARA WALSH

**“I want to be able to easily see where all my company’s vehicles are at any time.”**

**Age:** 29

**Marital Status:** Married

**Children:** 1 child

**Location:** San Francisco, CA

**Job:** Repossession Supervisor at Lavin Bank

**Income:** \$80,000

**Education:** BBA in Finance from Temple University

**Hobbies:** Painting, Scrapbooking, Yoga

**Characteristics:** Self-Care, Courage, Gratitude, Power

# SOLUTION

The screenshot displays the Lavin Bank website's 'VEHICLES' page. At the top, there is a navigation bar with links for Home, Dashboard, Vehicles, About, and FAQ. The Lavin Bank logo is on the right. Below the navigation, the word 'VEHICLES' is prominently displayed, along with buttons for 'SCHEDULE PICK UP' and 'SCHEDULE DROP OFF'. A 'Sort By' dropdown menu is visible. The main content area features a grid of ten vehicle listings, each with a thumbnail image and a text label indicating the model and year. The footer includes copyright information, a 'LIVE CHAT!' button, and social media icons for Facebook, Twitter, and YouTube.

Vehicle Model	Year
2012 Chevy Equinox	2012
2011 Dodge Charger	2011
2012 Ford Focus	2012
2012 Ford Edge	2012
2012 Ford F-150	2012
2012 Ford F-150	2012
2013 Ford Focus	2013
2012 Ford Focus	2012
2012 Ford Focus	2012
2012 Ford Focus	2012



# TOM ROBERTS

**“I want a customer service experience to feel personalized and be easy to navigate.”**

**Age:** 27

**Marital Status:** Single

**Children:** None

**Location:** Philadelphia, PA

**Job:** Collections Manager at MIS Bank

**Income:** \$70,000

**Education:** BBA in Supply Chain Management from University of Pennsylvania

**Hobbies:** Singing, Tennis, Hiking, Dance, Pottery

**Characteristics:** Kind, Friendly, Loves animals



# SOLUTION

The screenshot displays the MIS BANK dashboard. At the top, there is a navigation bar with links for Home, Dashboard, Vehicles, About, and FAQ. The user is logged in as 'Tom'. The main content area is divided into two columns. The left column, titled 'Vehicle Summary', features three key metrics: 'Total Profit' of \$695,000, 'Total Vehicles Sold' of 64, and a 'Truck' button labeled 'Get Better Vehicle'. The right column, titled 'ARI in the News', contains three news items: 'Keynote from Kevin O'Leary Among the Highlights of This Year's Best in Fleet Conference' (November 28, 2018), 'ARI's Chela Foster Highlights Emerging Operating Cost Trends' (November 5, 2018), and 'ARI Helps Customers Stay Ahead of OTD Disruptions in 2018' (October 23, 2018). The footer includes copyright information, social media links, and a 'LIVE CHAT!' button.

Driven fleet professionals. Driving results.™

Hello, Tom

Home Dashboard Vehicles About FAQ MIS BANK

Welcome, MIS BANK

### Vehicle Summary

**\$695,000**  
Total Profit

**64**  
Total Vehicles Sold

**Truck**  
Get Better Vehicle

### ARI in the News

Keynote from Kevin O'Leary Among the Highlights of This Year's Best in Fleet Conference  
November 28, 2018

ARI's Chela Foster Highlights Emerging Operating Cost Trends  
November 5, 2018

ARI Helps Customers Stay Ahead of OTD Disruptions in 2018  
October 23, 2018

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LIVE CHAT!

# Value + Functionalities

- ❑ Realtime ARI Info
- ❑ AI Chatbot
- ❑ Customized Vehicle Life Cycle
- ❑ Tailored Vehicle Sales Reports
- ❑ Data Analytic Summaries
- ❑ Personalized Interface

# COST

Role	Quantity	Hours	Rate	Cost
Developers	4	150	\$45	\$27,000
Business Analyst	2	80	\$30	\$4,800
Project Manager	1	50	\$75	\$3,750
Chatbot				\$5,000
AWS			\$1,250/month over 6 months	\$7,500
			<b>Total Cost:</b>	<b>\$48,050</b>



# THANK YOU

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Questions?