



INTRODUCTION

My project is an action project focused on streamlining online shopping, specifically boat sales. Originally, I started trying to solve the problem that my mentor's company, Sun Country Marine Group, had experienced during the pandemic: many people wanted to buy boats as a way to get out during quarantine. Most of these buyers did not have experience with buying boats and therefore did not know what type of boat would fit their needs.

The project then shifted more towards a website designing experience as it was important to learn how to filter the boats into an easy and helpful way.

MARKET RESEARCH

In order to create the filters for inexperienced buyers, we needed to find out what influenced buyers of each type of boat that Sun Country sells.

A survey was conducted to find what aspects were most important for each type of boat as well as what factors like **purpose, use with kids**, and more had effects on the boat choice. The factors that served as filters were how many passengers the prospective buyer wanted to take on their boat, what values were most important between **fishing, entertaining, size, luxury, and price**.

More than 60 former customers and boat owners were surveyed to find what impacted their decision. Unfortunately, some of the data proved inconclusive.

DISCUSSION, ANALYSIS, AND EVALUATION

While creating the website, it was made obvious that some of the data collected from the survey was not definitive enough to function as filters. Children, duration of use, and activity were inconclusive. It seems that children did not have a definitive impact on boat selection and the duration of use was varied greatly with little correlation to the boat bought. The activity section was most likely inconclusive due to the nature of the question in the form. The question only allowed one selection which was a mistake because it did not provide conclusive data despite it being an important part of buying a boat. The most helpful data was what was most important when buying a boat and how many passengers people took on their boats. These showed a good amount of correlation and were used in the website.

WEBSITE FUNCTION

Customer Inputs

Multiple Selection Tags
What qualities are important to you? (select multiple)
Luxury Entertaining Price Fishing
multiple inputs which act as tags in the database.

Rating (1-5)
How important is fishing usability?
selects a value from 1-5 which acts as a number

Numerical Slider
numerical input within a range that act as a number

Inventory Database and filters

- The Inventory Database contains the data for every boat.
- The Inventory Database is filtered by the Input Database.
- The filters eliminate options that do not fit the input values.

ID	Title	Year	Make	Model	Price	Passengers
Inventory 01	Inventory 01	2018	Sea Ray	300	150,000	10
Inventory 02	Inventory 02	2017	Sea Ray	300	140,000	10
Inventory 03	Inventory 03	2016	Sea Ray	300	130,000	10
Inventory 04	Inventory 04	2015	Sea Ray	300	120,000	10
Inventory 05	Inventory 05	2014	Sea Ray	300	110,000	10
Inventory 06	Inventory 06	2013	Sea Ray	300	100,000	10
Inventory 07	Inventory 07	2012	Sea Ray	300	90,000	10
Inventory 08	Inventory 08	2011	Sea Ray	300	80,000	10
Inventory 09	Inventory 09	2010	Sea Ray	300	70,000	10
Inventory 10	Inventory 10	2009	Sea Ray	300	60,000	10

Output

- The filtered results are displayed in a repeater
- A repeater can display multiple items from a database in the same format



Input Database

- The Input Database contains the choices from the user inputs.
- It is important because the input elements can not directly filter the inventory database.

Numerical values
price: 382300 # Fishing importance: 3

Multiple Selection Tags
importance Entertaining Price Fishing

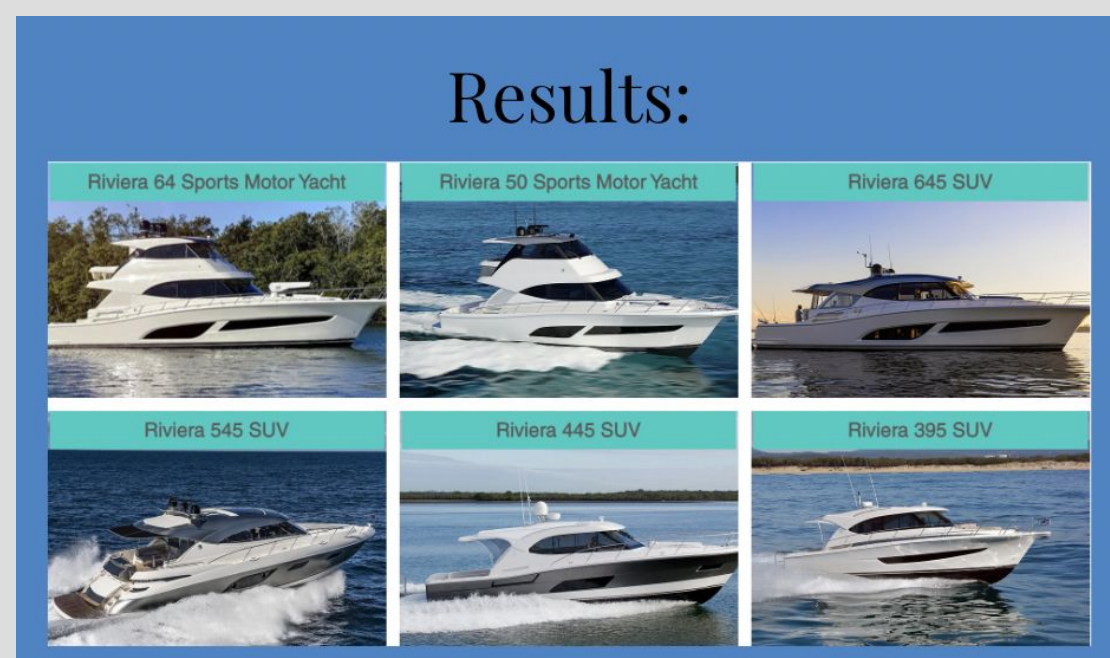
boat code includes any of current value from importance (Customer inputs dataset)

Passengers includes any of current value from passengers (Customer inputs dataset)

Fishing 1-5 greater than or equal to current value from Fishing importance (Customer inputs dataset)

price less than or equal to current value from price (Customer inputs dataset)

Entertaining 1-5 greater than or equal to current value from Entertaining (Customer inputs dataset)



CREATION PROCESS

What is Wix?
The creation of the website and filter was done with Wix. Wix is a user-friendly website building tool that allows one to create websites with a drag and drop interface as well as a more complex editor mode.

Process

- I first familiarized myself with Wix and the tools needed to create a Database filter that was presentable to customers. The primary concern was figuring out how users could interact and filter a dataset.
- I then inputted a dataset with SCMG's inventory with the added identifiers from the survey.
- After researching and testing out different methods of filtering. I tried different methods of inputs such as checkboxes, dropdowns, and range sliders.
- I then selected what qualities were most important to filter and would provide the most helpful results without being too restrictive.

Feedback and Next Evolutions

After the website was complete, I asked for feedback from Dan Mundy. Mr. Mundy is currently the Head of Global Operations at Ocean Alexander and has lots of experience in boat sales. He said the website is a good concept that could work well as a buying aide. He imagined the next evolution would be to use open-source data from marine industry platforms such as Yachtworld and YATCO, which host many boat listings to act as data for filters so that the website could filter more than just SCMG's inventory. If data was sourced from a platform like this, my website could be used nationwide. Dan also suggested adding graphics on the website to guide users' selection. For example, images of a luxurious boat versus a simple boat could help guide someone in how luxurious they want their selection to be.



ACKNOWLEDGEMENTS / REFERENCES

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CONCLUSIONS, IMPLICATIONS, AND NEXT STEPS

The project process was very rewarding and the challenges were an important part of the process. My biggest struggle was creating the website and I originally tried to create it from ground up using Django which controls the back-end and front-end of a website. After attempting to learn how to code Python and doing a Skillshare course on Django, I realized that I would not be able to create what I wanted so I turned to wix which was very productive. In the future I would like to try the website with real customers and see what they think.