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CRUZEVO: CRUZING WITH THE EVOLUTION OF ONLINE CAR BUYING

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Abstract: This paper introduces a web based platform Cruzevo, an interactive online car-buying system designed to modernize automotive retail through immersive digital exploration. The platform enables users to browse brands, select vehicle types, explore detailed car models, and interact with key components through clickable hotspots. Built using HTML, CSS, and JavaScript, Cruzevo aims to replicate and improve the showroom experience by offering virtual access to car features such as headlights, wheels, engine compartments, boot space, and interiors. The system provides a smooth interface, dynamic feature popups, and a guided purchase flow. Cruzevo reduces dependency on physical showrooms and enhances customer decision-making with a structured, responsive, and user-friendly.

Keywords: Online Car Buying, Web-Based System, Interactive Car Model, Automotive Retail, HTML, CSS, JavaScript.

I. INTRODUCTION

Traditional car buying often requires multiple showroom visits, manual comparison of features, and limited interaction with vehicle models. To solve these challenges, Cruzevo is developed as a fully interactive online car-buying system that allows users to explore vehicles visually and functionally through a digital interface. Instead of static images, the platform incorporates interactive hotspots, structured selection options, and real-time feature displays to help customers understand a vehicle without physical inspection.

II. METHODOLOGY

Stage 1: Requirement Analysis and Feature Planning

The development began by understanding user needs and defining the main functions of Cruzevo.Features like selecting cars by brand, viewing specific models, and adding interactive hotspots were planned.

This stage set the foundation for system flow, ensuring clarity before starting development.

Stage 2: Interface and User Portal Development

A clean and responsive user interface was built using HTML, CSS, and JavaScript.Layouts, navigation menus, and visual components were designed for easy user interaction.The portal ensured that users could browse cars smoothly across devices.

Stage 3: Interaction Logic Implementation

JavaScript event-driven programming was used to enable dynamic actions.Features like clickable hotspots, popup information boxes, and model transitions were implemented.

This stage made the platform interactive and engaging for users.

Stage 4: Testing, Verification, and Optimization

The system was tested for performance, navigation flow, and user experience.Errors were fixed, UI responsiveness was improved, and loading time was optimized.

This stage ensured Cruzevo worked smoothly before final deployment

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III. MODELING AND ANALYSIS

Figure 1: Overall System Model of Signify

IV. RESULTS AND DISCUSSION

Testing showed that Cruzevo provides a smooth and responsive car-browsing experience with quick loading times. Users found the interactive hotspots helpful for understanding car features without physical inspection. The brand type model flow improved navigation and reduced confusion during exploration.Feedback indicated high user satisfaction due to the clean interface and seamless interactions. Overall, the system proved stable, efficient, and scalable for adding more cars and advanced features in the future.

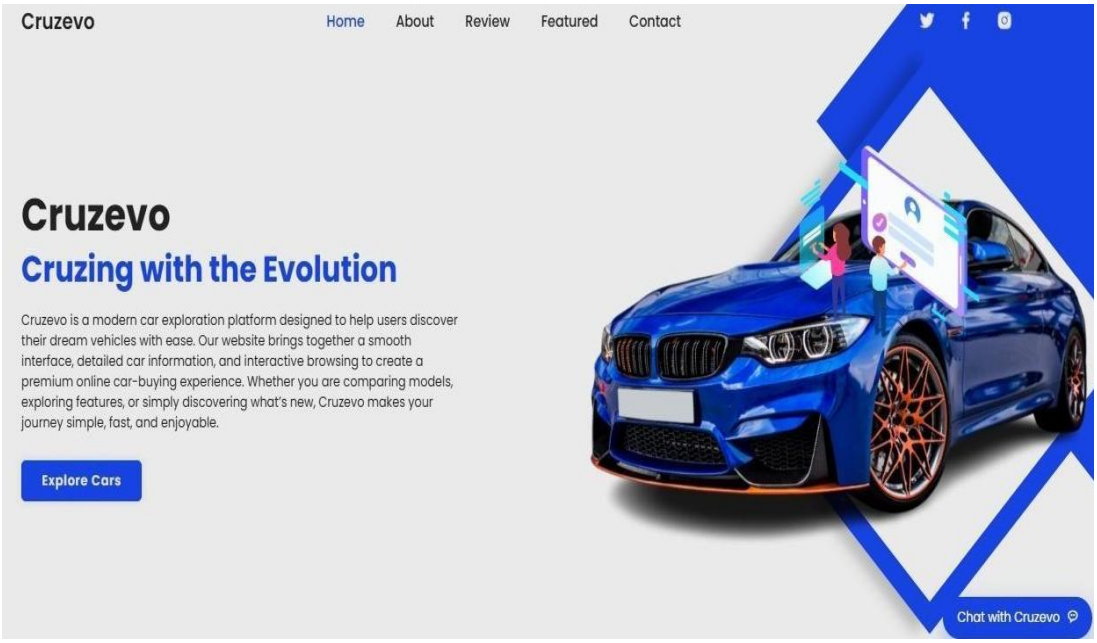

Figure 2: Home page

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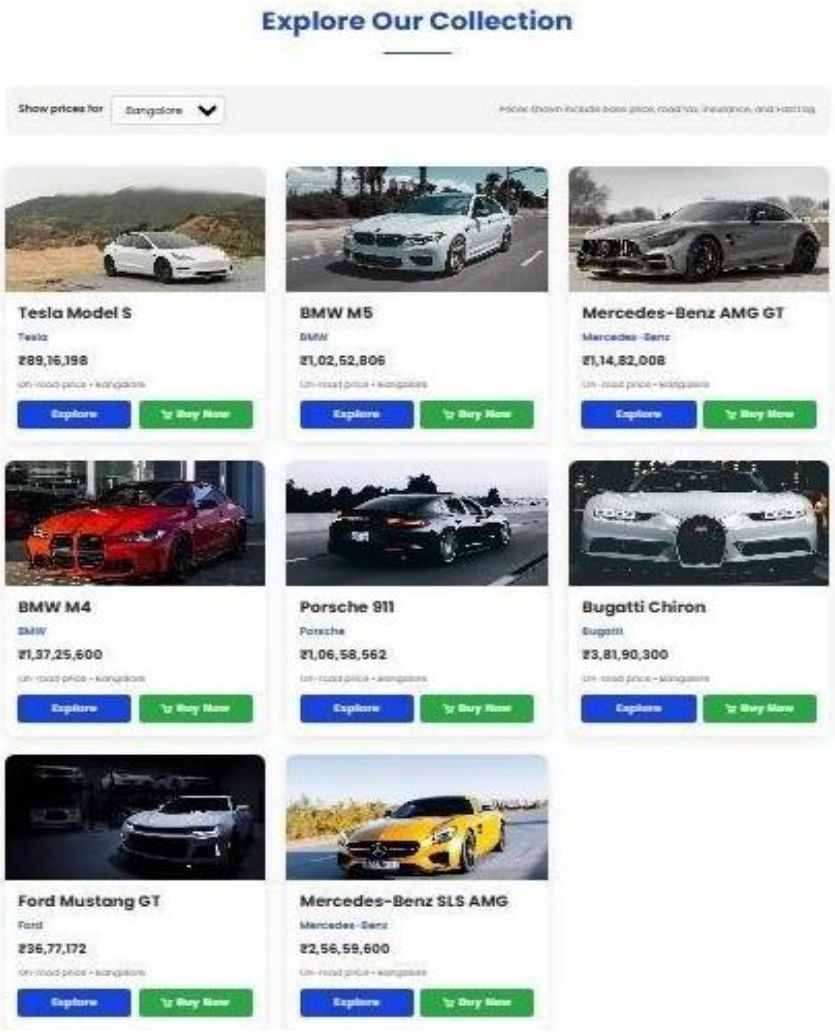

Figure 3: Explore page for car variants

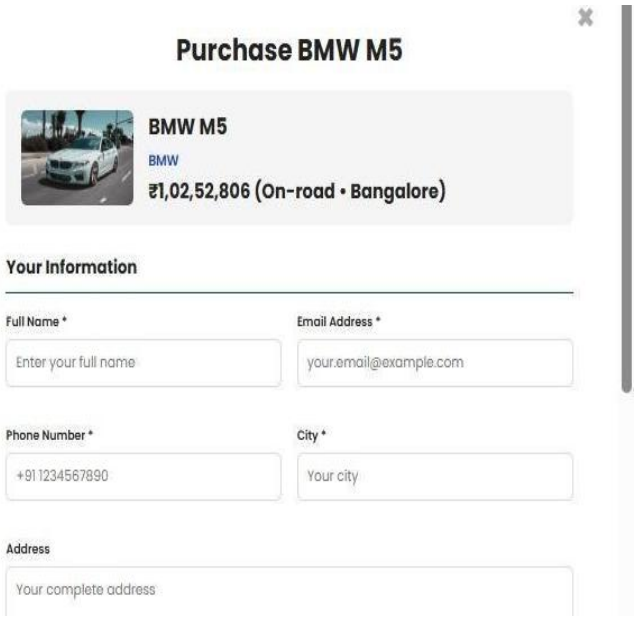

Figure 4: Pop up page of desired car

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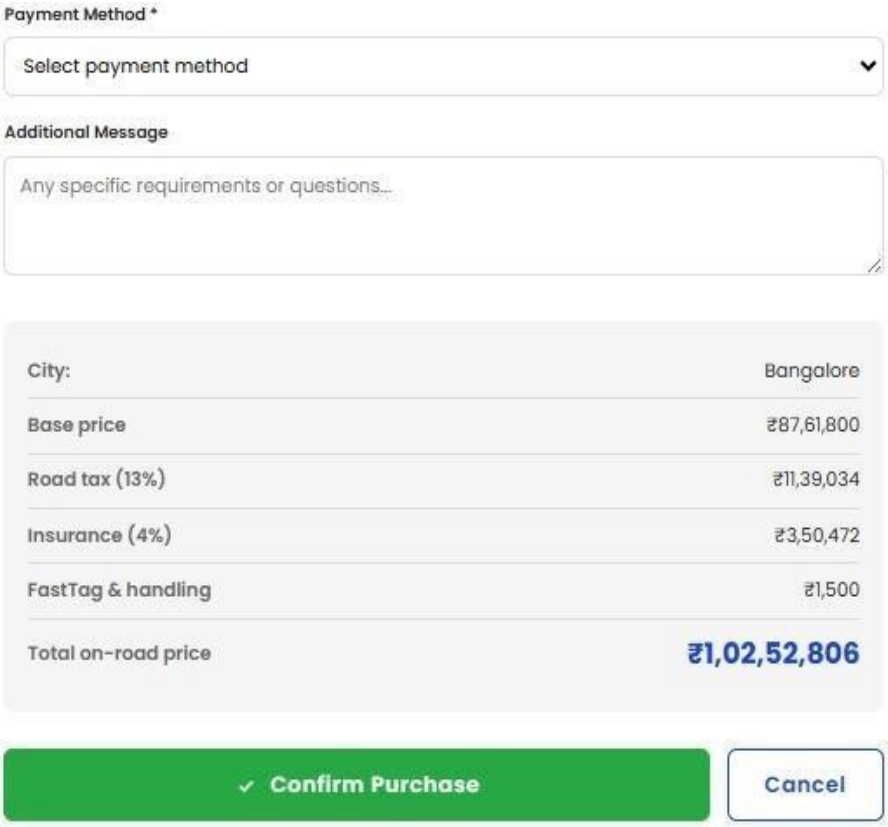

Figure 5: Payment mode

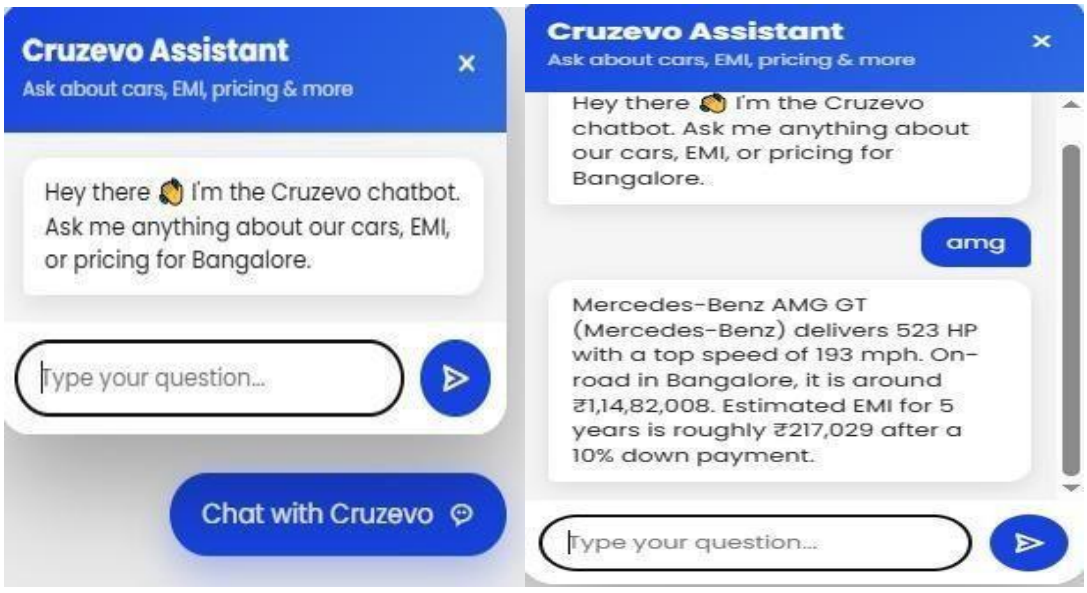

Figure 6: AI assistant

V. CONCLUSION

This successfully delivers an interactive online car buying experience through its feature rich design, including brand selection, model filtering, and detailed hotspot-based car exploration. The responsive interface ensures smooth navigation and improves user decision making. Overall, the system demonstrates that feature-driven interaction can effectively replicate and enhance the showroom experience online.

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