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A CURSORY LOOK AT MODERN SEARCH ENGINES ON USED CAR WEBSITES

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In the modern world, the need for a personal vehicle is still quite high. Many people have many needs. Each vehicle is designed for its own segment of consumers and not always the buyer can be sure that he is making the right choice.

There are two main segments of vehicles available for purchase by the average individual: new and used vehicles. In turn, the main channels for purchasing vehicles for a long time are car dealerships, used car dealerships and sites for posting ads for the sale of used vehicles.

The latter will be discussed. Using various sites for the sale of cars, people often face various difficulties. It is proposed to analyze the search functionality for used cars of two popular sites for the sale of vehicles in Ukraine and the European Union.

The first service under consideration is the site auto.ria [1].

On the main page, we can see a simplified search box with only the basic parameters that the user can enter, such as the brand, model, region, year of manufacture of interest to him, and one of the most important - the target cost.

By clicking on the advanced search button, the user can set many times more parameters for filtering the result, for example, the technical characteristics of the vehicle.

Let's consider what result a user gets who searches for a Volkswagen Touareg of the 2nd generation, starting from 2011 with a mileage of up to 160 thousand kilometers and a cost of 18 to 25 thousand dollars.

We have received 19 options, with different pricing policies, different condition and equipment of cars.

And now let's try to perform the same analysis on autoscout24.com, a popular car dealership in the European Union [2].

In general, we can see that the main page is conceptually not much different from the Ukrainian counterpart.

Let's perform the same search as in the previous service.

From the result, it can be seen that the search results window is also not much different from the previous service. It is worth noting a slightly narrower possibility of detailed customization. If on auto.ria the user has the opportunity to explicitly indicate the desired price, then on this service he can only choose one of the pre-configured prices.

Now let's analyze the possible advantages of this approach to search.

The main advantage of this kind of search algorithm is its straightforwardness. We only get what we ask for.

Consider what characteristics the user has for whom this search approach will be most comfortable. Such a person should at least superficially understand car models, their variations, trim levels and characteristics. Also, this person must firstly, as mentioned above, have a good understanding of what exactly he wants from the car, thanks to which he will be able to clearly identify most of the search parameters, which makes the final selection of options acceptable in size and possible to choose from.

Also, this approach is many times easier to implement from the technical side.

However, when using only this approach, there are a number of problems. Let's analyze some of the main ones.

The first is a rather wide range of options, when the user cannot unambiguously say which of the ads should be given priority. Suppose a user has two abstract ads with almost the same price. The first is a 2014 Volkswagen Touareg with 70,000 miles and basic equipment, and the second is a 2012 Volkswagen Touareg with 130,000 miles and premium equipment. Most users in this situation may be faced with a dilemma of choice. After all, the advantages of one machine fully compensate for the shortcomings of the other, and vice versa.

The second problem is somewhat related to the first. It is known that a large part of the ads (as a rule, this category has the best price / quality ratio) may contain the risk of deception associated with the condition of the car or its origin.

The third problem is the very rigor of sampling. Let's get back to searching on auto.ria. As we saw, we found 19 cars for a rather parameterized query. But, taking into account the mindset of a person, is it possible to say that a person would definitely refuse to consider a car with 164 thousand kilometers, instead of the indicated maximum 160? Or what if a good sale ad had a price of 25500 instead of 25000? As we found out from the previous analysis, existing car dealerships would immediately reject such an announcement. Let's find out how many cars weren't in the list using the new parameters.

As the result, 23 cars were found instead of the original 19. And this is only with a small deviation of the parameters.

Thus, by counting, we can find out how many possible options the client has potentially lost when viewing ads. As a result, this is at least 21% more options from the original sample.

Thus, only in this small experiment, we can see the lack of “flexibility” of the existing search system, which leads to a decrease in its effectiveness. Modifying the existing search system could potentially increase sales, thereby increasing business profits. However, the possibility of modifying existing ad search systems requires further study.

As a result, two existing used car dealerships were briefly reviewed, some of the main advantages of the current search tools were considered, as well as some of the main limitations faced by ordinary users of online car dealerships.

Summarizing the results of a small analysis of search results on the example of a car dealership, we can say that the existing search algorithms have flaws and need to be further explored to improve them and create alternative search approaches, which in turn can potentially help make the business more efficient.

References

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DISCOVERIES RELATED TO INFORMATION TECHNOLOGY

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We all love to watch fantastic movies about the future, which show the power of new technologies. But few people know how far science has advanced in the modern world.

DNA can be edited Appeared an idea: 1987. A successful test was carried out: 2015. Everyone knows that DNA is a macromolecule that stores and transmits genetic information, programs for the development of living organisms. Under the influence of adverse influences, some parts of this molecule are destroyed. As a result, a person develops various genetic diseases. So, in the 2000s, scientists discovered a mechanism that allows a protein enzyme to be delivered to damaged areas of DNA. For this, RNA probes are launched into the body. They either delete the damaged fragment or restore it. The perspective of this discovery is difficult to overestimate. Scientists will be able