SETU Parking Availability App

Product Vision

This document outlines the product vision for the SETU Parking Availability App, a real-time parking space tracking system designed for SETU's Cork road car park. The app will use sensor technology to track the number of available parking spaces, providing students, staff, and visitors with a convenient parking experience.

Competitor Analysis

To inform the design and features of the app, two similar parking apps were analyzed: ParkMobile and Q-Park. Below is a summary of their strengths, weaknesses, and features that could inspire the SETU Parking Availability App.

App 1: ParkMobile

FOR: Drivers looking for parking in urban areas, campuses, or event venues.
WHO: Need a convenient way to find, reserve, and pay for parking spots.
The ParkMobile app is a parking management and reservation system.
THAT: Allows users to find available parking spots, reserve them in advance, and pay seamlessly through the app.
UNLIKE: Traditional parking methods where users drive around searching for spots and pay with cash or cards.
OUR PRODUCT: Focuses on real-time availability and integrates with sensors to provide accurate data.
Good Features:
Real-time parking availability.
Integration with payment systems.
User-friendly interface with maps and directions.
Reservation system for guaranteed spots.
Bad Features:
Limited accuracy in real-time availability due to reliance on user input or outdated data.
Features to Use in Our App:
Real-time availability tracking using sensors.
Simple and intuitive user interface.

App 2: Q-Park

FOR: Drivers in urban areas, airports, and cities across Europe.
WHO: Need secure, convenient, and pre-bookable parking with additional services (e.g., EV charging, car washes).
The Q-Park app is a premium parking management and reservation platform.
THAT: Offers guaranteed parking spots, real-time availability updates, and cashless payment options.
UNLIKE: Basic parking apps that lack premium features or partnerships with city infrastructure.
OUR PRODUCT: Focuses on affordability, simplicity, and just local accuracy for a university campus (no need for premium add-ons like car washes).
Good Features:
Real-time availability for pre-booked and drive-up parking.
Integration with city-wide parking infrastructure (e.g., sensors, cameras).
Cashless payments and subscription plans for frequent users.
Additional services (e.g., EV charging stations, car wash bookings).
Bad Features:
Can be more expensive than traditional parking methods.
Complex interface with too many options for first-time users.
Features to Use in Our App:
Real-time availability tracking using sensors (like Q-Park's infrastructure integration).
Simplified interface tailored to just SETU parking.

SETU Parking Availability App

FOR: SETU students, staff, and visitors.
WHO: Need instant, reliable updates on parking availability to avoid wasting time circling the car park.
The SETU Parking Tracker is a real-time campus parking management system.
THAT: Uses sensor-based tracking to show exact available spaces, reducing congestion and frustration.
UNLIKE: Apps like Q-Park that focus on premium services or broad city-wide coverage.
OUR PRODUCT: Specializes just on SETU's car park with high sensor accuracy for free for students and staff.

Key Features
Real-Time Availability: Use sensors to track the number of cars entering and exiting the car park.
User-Friendly Interface: Display the number of available spaces clearly, with a map of the car park.
Notifications: Alert users when the car park is full or when spaces become available.
Analytics for University: Provide data on parking usage patterns to help the university manage parking resources better.

Conclusion
The SETU Parking Availability App will address the need of SETU's parking issues by providing a simple, accurate, and reliable way to track parking availability. By learning from the strengths and weaknesses of existing apps like ParkMobile and Q-Park, the app will offer a great quality of life solution to staff and students and that prioritizes usability and real-time accuracy.