

Park.io

Presented By: (TEAM-5)

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Problem Statement

1

Frustration

Endless searching for spots.

2

Time Waste

Circling blocks repeatedly.

3

Uncertainty

Not knowing if space available.

Park.io: Solution



Pre-booking

Reserve your space in advance.



Real-time availability

Know where to park instantly.



Seamless payments

Pay quickly and securely.



Smart navigation **navigation**

Get directions to your spot.



SAYS



"I dont want to waste time searching for parking spot."



"Is this going to be available when i get there?"

THINKS



"Will the spot really be available?"



"Is this system easy to trust?"



CUSTOMER



"Resderves a spot in advnace"



"Navigates to the parking lot and parks there."

DOES



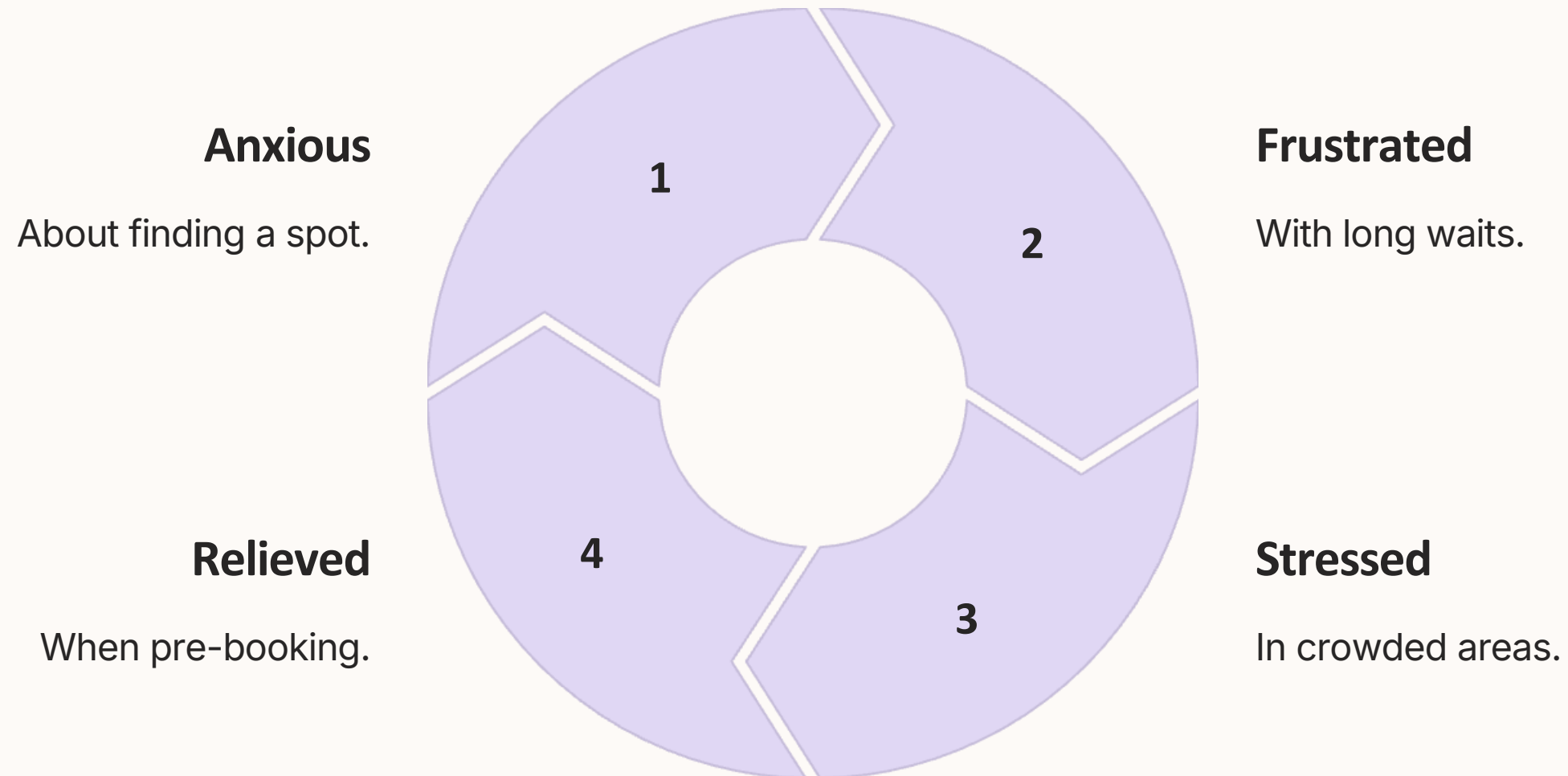
"Anxious about not finding a spot"



"Relieved and satisfied when a spot is ready for them."

FEELS

Empathy Mapping: What Users Feel?



[Park.io](https://park.io) creates a positive emotional experience.

Customer profile



Description / Bio:

Maya is a 35-year-old marketing manager who commutes daily to her office in a busy city. She struggles with finding parking near her workplace and often arrives late to meetings.

Quote:

"I need a parking system that saves me time and reduces my daily stress."

Goals:

Reduce time spent searching for parking.
Avoid unnecessary fines and parking violations.

Needs:

Real-time parking availability updates.
A mobile app with seamless payment options.

Pain Points:

Wasting time circling for a parking spot.
High parking costs and lack of transparency in pricing.

Personality Traits:

Efficient
Tech-savvy
Organized

Customer profile



Description / Bio:

Carlos is a 42-year-old urban planner focused on making cities more sustainable and efficient. He works on integrating smart parking solutions into public infrastructure to reduce traffic congestion and emissions.

Quote:

"A smart parking system should help the city function better, not just serve individual drivers."

Goals:

Reduce urban congestion caused by inefficient parking.
Improve sustainability through smart infrastructure.

Needs:

Data-driven insights on parking patterns.
Integration with public transit and smart city systems.

Pain Points:

Wasting time circling for a parking spot.
Lack of real-time data on parking usage.

Personality Traits:

Analytical
Forward-thinking
Strategic

Customer profile



Description / Bio:

Sam is a 30-year-old full-time rideshare driver who constantly needs quick and affordable parking while waiting for ride requests. He spends a lot of time in busy areas where parking is scarce and expensive.

Quote:

"I need parking that's affordable and easy to access when I'm in between rides."

Goals:

Minimize downtime between rides.
Reduce parking expenses.

Needs:

Short-term parking options near high-traffic areas

Pain Points:

Limited availability of short-term parking.
High parking fees cutting into his earnings.

Personality Traits:

Hustler
Adaptable
Resourceful

Smart Parking User Journey

User Journey

Act	User Action	Thoughts/Emotions	Pain Points	Opportunities
Awareness	Sees an online ad for the smart parking app	"This looks convenient! Should I try it?"	Ad might not provide enough details	Add customer testimonials, show real-time app demo
Consideration	Visits website, reads reviews, compares features	"Is this accurate? What do users say about it?"	Doubts about reliability	Provide real-time data accuracy proof, highlight key features
Purchase	Downloads app, registers, adds payment details	"Hope this setup process is quick!"	Lengthy registration, unclear pricing	Offer guest sign-up, provide transparent pricing details
Experience	Uses app to find and book parking	"Great! But is it always this efficient?"	Slow loading times, difficulty finding a spot	Optimize app speed, improve search functionality
Loyalty	Shares experience on social media, leaves a review	"I should recommend this to others!"	Might forget to leave a review	Send follow-up notification with discount on next booking

****Pain Points:**** Unclear pricing, doubts about reliability, slow app performance

How Might We (HMW) Questions

POV Statement	HMW Question
Drivers struggle to find parking quickly in busy areas due to limited availability.	How might we help drivers find parking spots more efficiently in crowded locations?
Users find it frustrating to navigate the app due to a complex interface.	How might we simplify the smart parking app to make it more intuitive?
People worry about the security of their parked vehicles in public spaces.	How might we enhance parking security to give users peace of mind?

Best Practices for HMW Questions:

- ✓ Keep it broad enough to allow multiple solutions.
- ✓ Stay user-centered—focus on their needs and pain points.

THANK YOU!