LOTS

the parking hub

PROBLEM

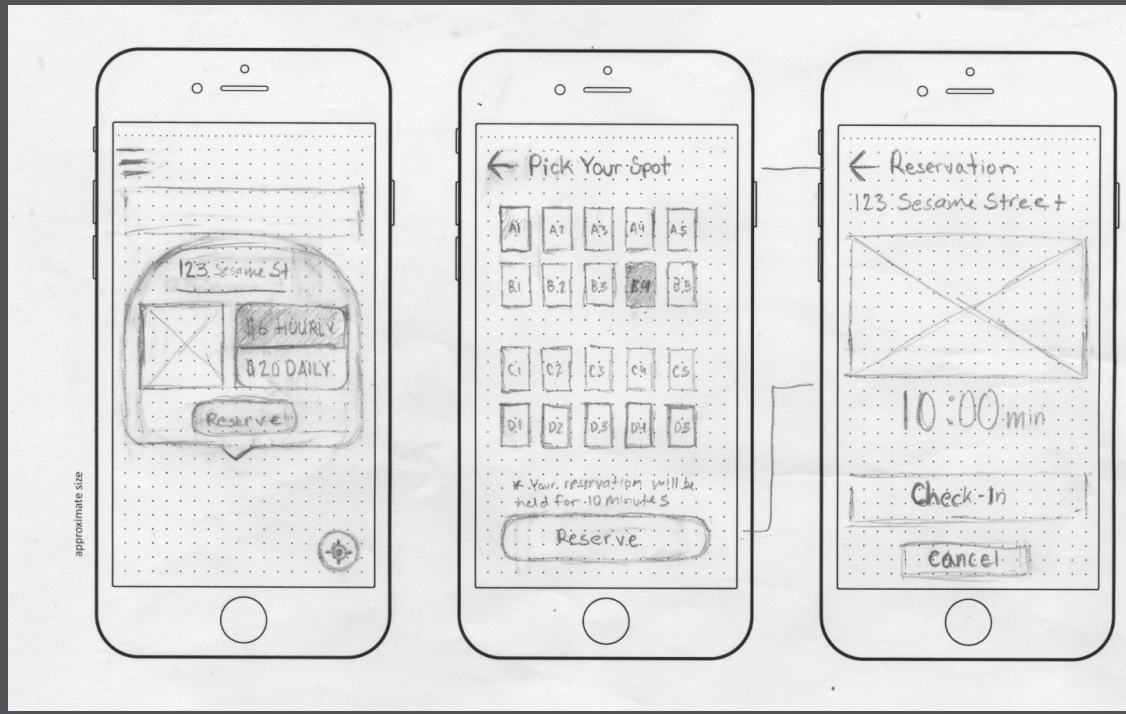
Congestion and traffic is a huge issue in the city of Austin. Limited parking spaces available and high parking costs are a contributing factor to congestion in central Austin. Many drivers circle the downtown area looking for a place to park their cars. This issue is amplified during many of Austin's special events held throughout the year (i.e ACL, SXSW, F1).

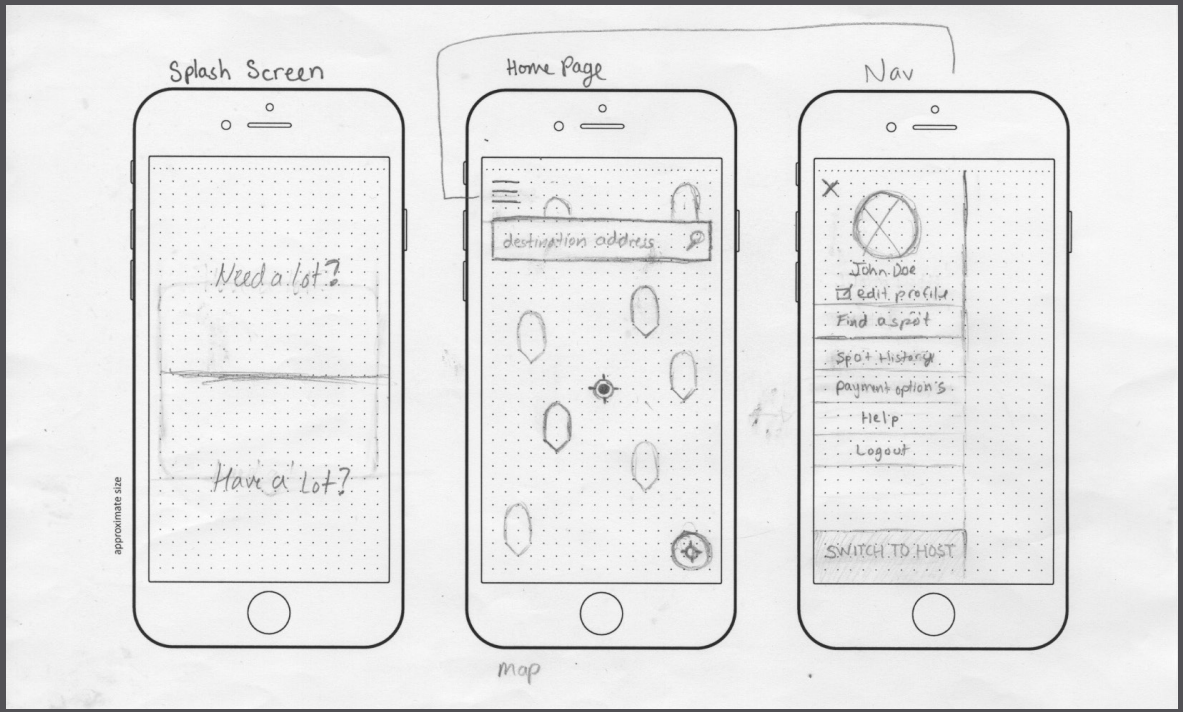
APPROACH

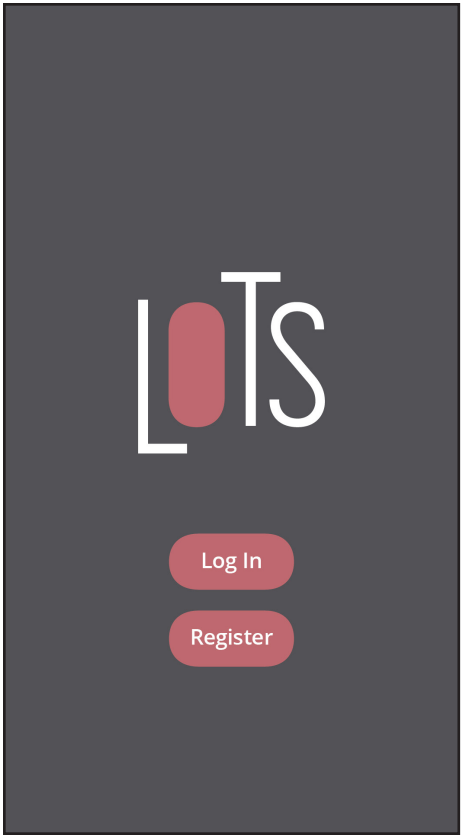
Find an opportunity for the city to help mitigate the stress of limited parking solutions during special events.

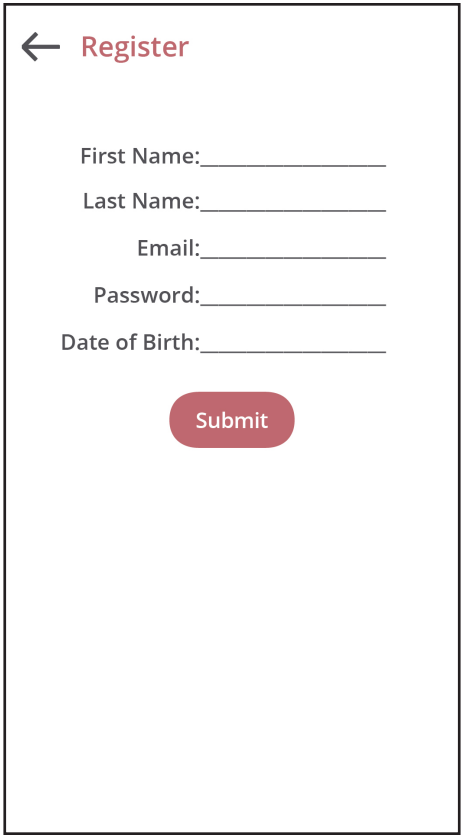
SOLUTION

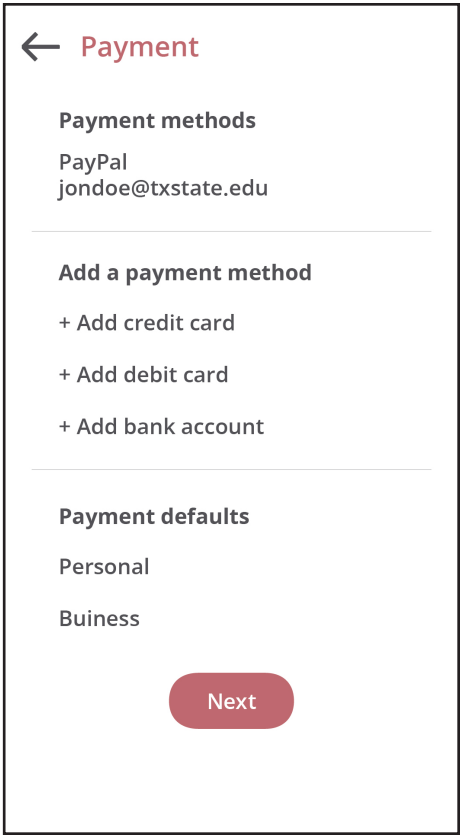
A parking-share application that allows the city, local businesses, and individuals to rent out parking lots and spaces. App will allow drivers to see and reserve available spots. App users can store payment info on the app for quick and easy transactions.


approximate size
123 Sesame St
$6 HOURLY
$20 DAILY
Reserve
Pick Your Spot
A1 A2 A3 A4 A5
B1 B2 B3 B4 B5
C1 C2 C3 C4 C5
D1 D2 D3 D4 D5
* Your reservation will be held for 10 minutes
Reserve
Reservation
123 Sesame Street
10:00 min
Check-In
cancel


Splash Screen
Need a lot?
Have a lot?
approximate size
Home Page
destination address
map
Nav
John Doe
Edit profile
Find a spot
Spot History
payment option's
Help
Logout
SWITCH TO HOST


LOTS
Log In
Register


Register
First Name:_____
Last Name:_____
Email:_____
Password:_____
Date of Birth:_____
Submit


Payment
Payment methods
PayPal
jondoe@txstate.edu
Add a payment method
+ Add credit card
+ Add debit card
+ Add bank account
Payment defaults
Personal
Buiness
Next

Location

We can't find you!

Location settings need to be enabled to use Lots services.

Enable Location

LOTS

Have a Lot?

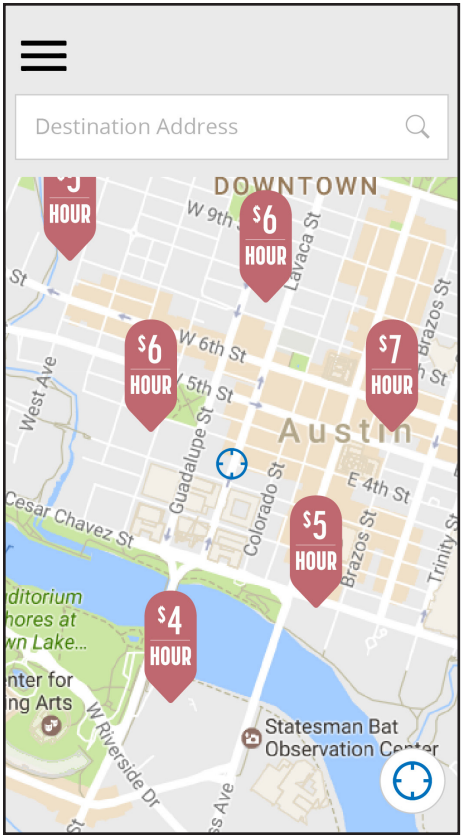
Need a Spot?

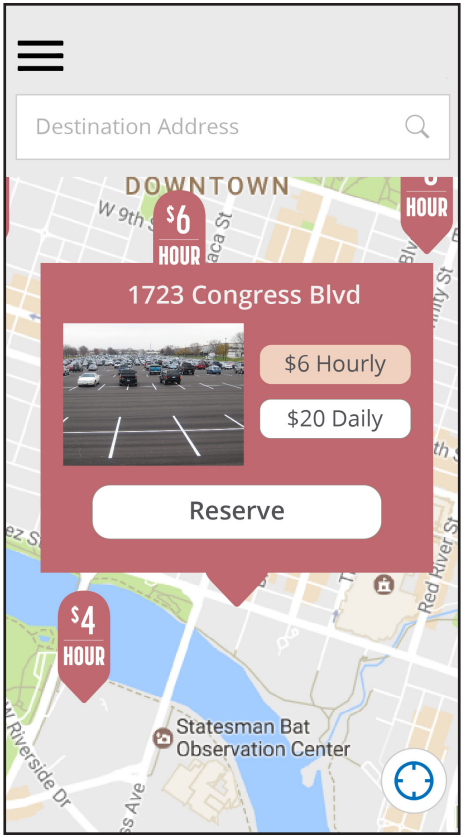
Pick Your Spot

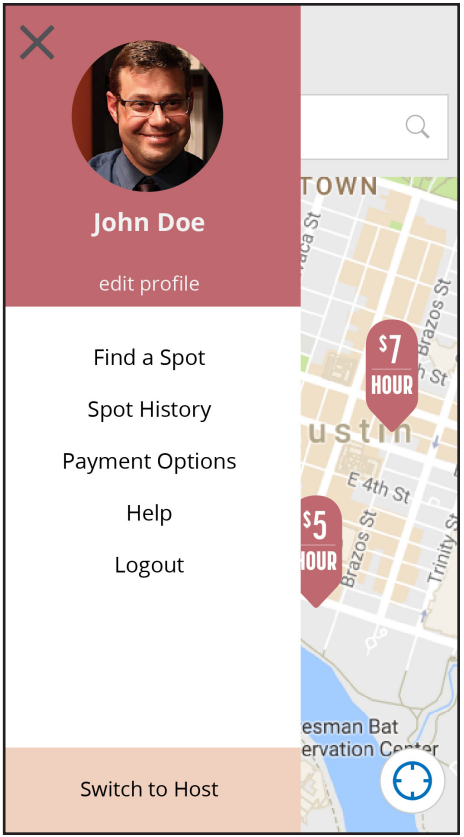
Selected Open Taken

A1	A2	A3	A4	A5
B1	B2	B3	B4	B5
C1	C2	C3	C4	C5
D1	D2	D3	D4	D5

Reserve Spot


Destination Address
DOWNTOWN
$6 HOUR
$6 HOUR
$7 HOUR
$5 HOUR
$4 HOUR
W 9th St
Lavaca St
W 6th St
West Ave
Guadalupe St
Austin
E 4th St
Cesar Chavez St
Colorado St
Brazos St
Trinity St
W Riverside Dr
Statesman Bat Observation Center


Destination Address
DOWNTOWN
$6 HOUR
1723 Congress Blvd
$6 Hourly
$20 Daily
Reserve
$4 HOUR
Red River St
Statesman Bat Observation Center


John Doe
edit profile
Find a Spot
Spot History
Payment Options
Help
Logout
Switch to Host
$7 HOUR
$5 HOUR

LOGO

The logo utilizes a medium weight sans-serif typeface, capital and lowercase characters, and a muted but striking color palatte reminiscent of vintage cars.

Representing the lines designating parking spaces, the “L” and “T” border the “o” as if it were a parked car.

CONCRETE
#535056

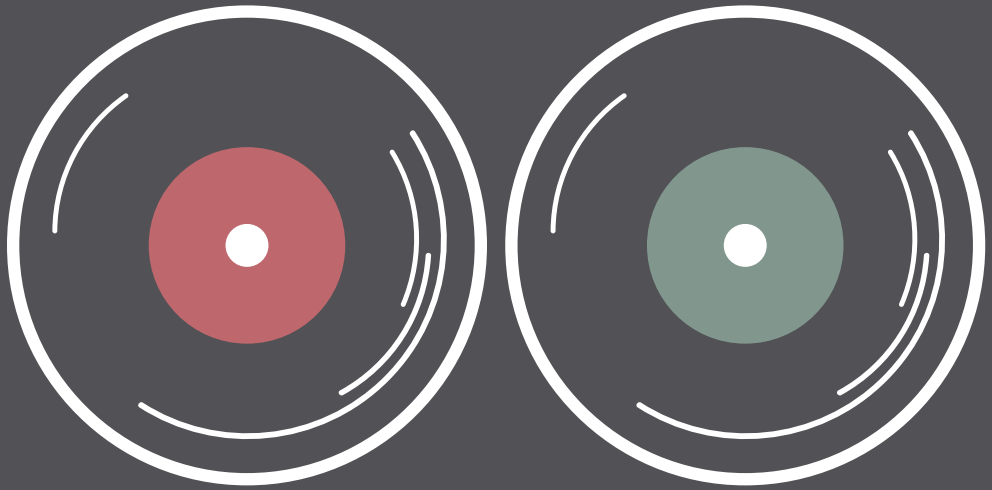
EUPHORIA
#82968c

MORNING HAZE
#f0d1bf

SOFT STOP
#bf696e

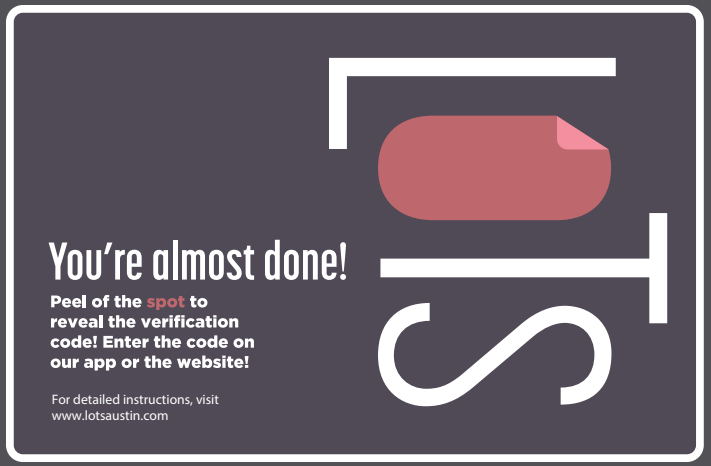
PURPLE RAIN
#4b384b

Centered around the growing popularity of music festivals, our color scheme consists of not only vintage, faded colors whose names represent music festivals; it also suggests traffic signals and paved roadways.



the Lots Spot

Each host will recieve color-cordinated Lot Spots equal to the amount of spots they have available.



There are not enough parking spots for the amount of drivers in Austin, especially during events. Because these events are so frequent, the biggest challenge was finding those extra citizens spots that do not block traffic or cause them to make traffic