



On Spot

Project by:

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Project

- We would like to develop an app that tells you how long it will take for a parking spot to become available, and if there are none, the nearest area where you can find one.
- This project's primary goal is to reduce the time spent looking for a parking spot and it is aimed at adults who own a car and a smartphone, in the region of Lisbon.

App On Spot

Where am I going?

Are there parking spots available?

Yes

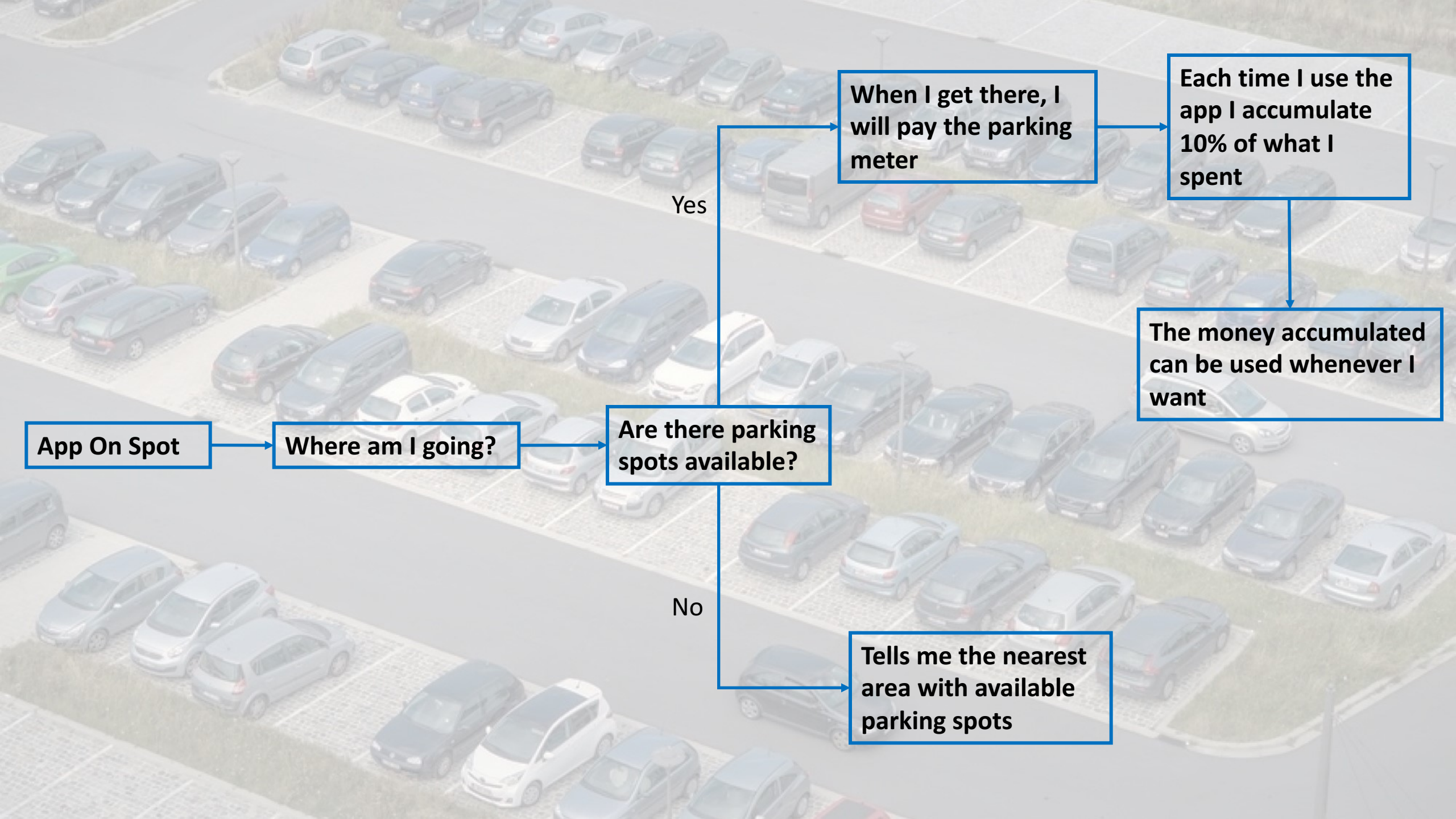
When I get there, I will pay the parking meter

Each time I use the app I accumulate 10% of what I spent

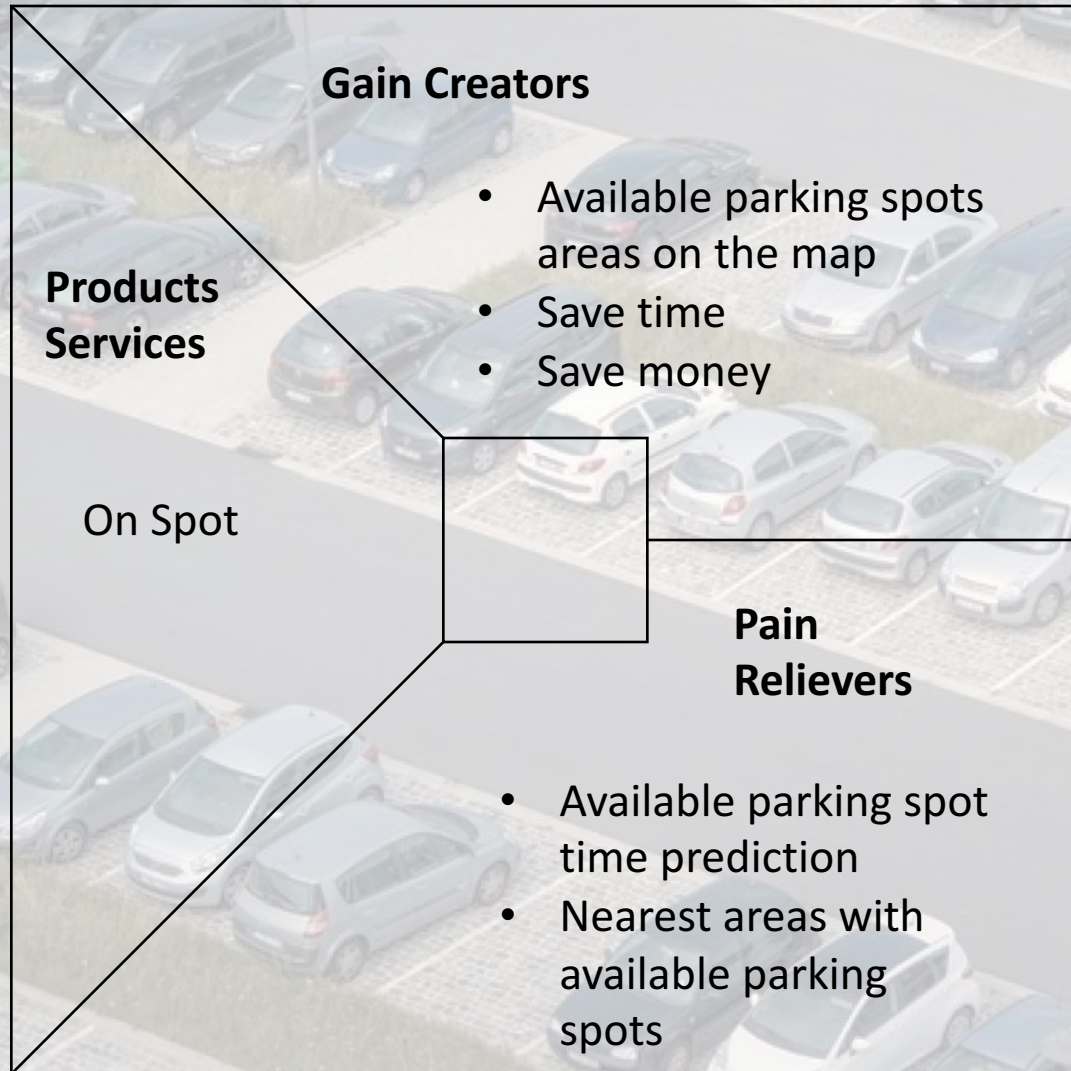
The money accumulated can be used whenever I want

No

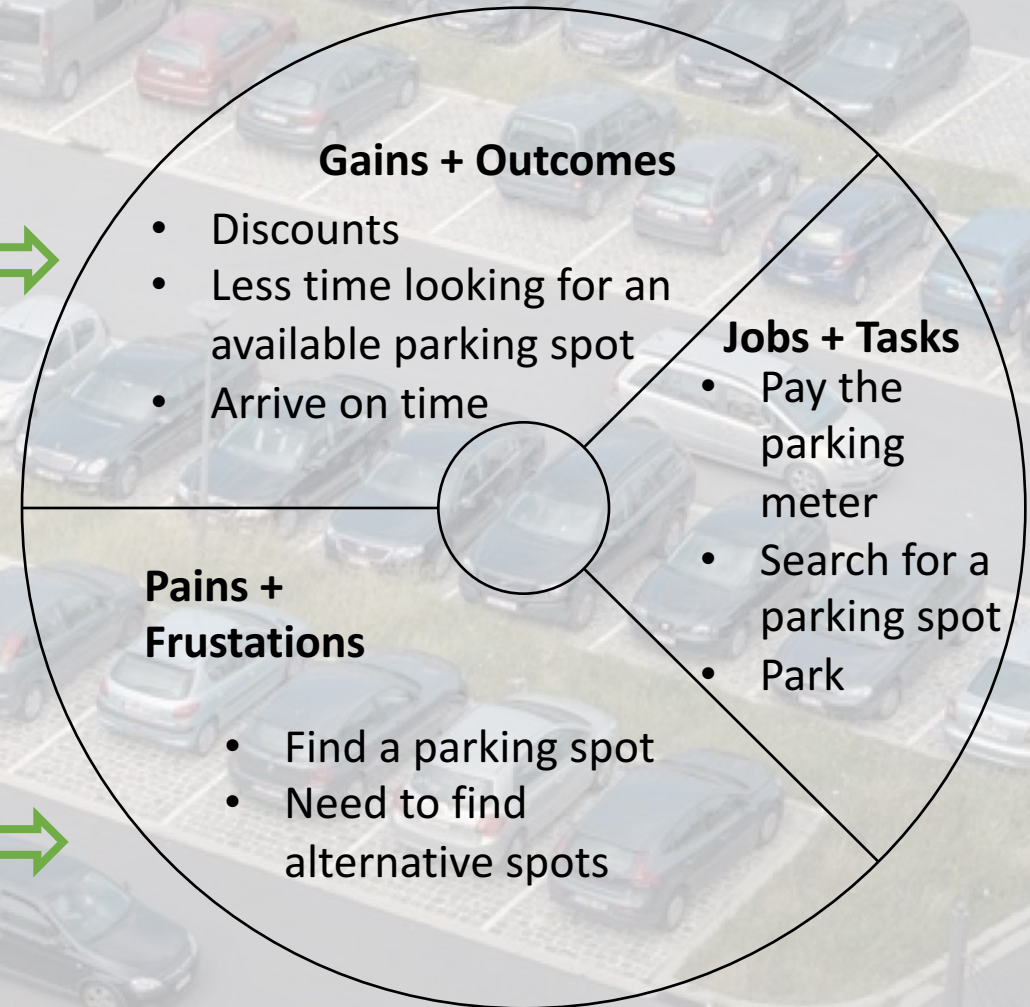
Tells me the nearest area with available parking spots



Value Proposition Canvas



Value Map



Customer Profile Map

Business Model Canvas

Key Partners <ul style="list-style-type: none">• EMEL <p>Other partners:</p> <ul style="list-style-type: none">- Specialized technology providers- Maps/ GPS	Key Activities <ul style="list-style-type: none">• Engage the participants• Marketing• Analytics• Technology and Development• Influencing Key Resources <ul style="list-style-type: none">• App• Staff• Data & Analytics	Key Propositions <p>For Customers:</p> <ul style="list-style-type: none">• Faster parking• Lower cost• Convenience• Time estimate• Easy alternatives <p>For EMEL:</p> <ul style="list-style-type: none">• More users• Occupation knowledge• More money	Customer Relationships <ul style="list-style-type: none">• Community• User support• Trust and control (the ability to know this information and depend on it gives a sense of control and trust) Channels <ul style="list-style-type: none">• App stores• Social media channels• Word of mouth• Physical adds (QR Code stickers on the parking meters)	Customer Segments <ul style="list-style-type: none">• Customers• EMEL
Cost Structure <ul style="list-style-type: none">• Reprogramming the EMEL machines to allow the input of promotional codes and print QR Codes in the stickers• Research and Development• Advertising• Development and maintenance of the app			Revenues <ul style="list-style-type: none">• Advertisement• 5% of EMEL's income when our code is used	