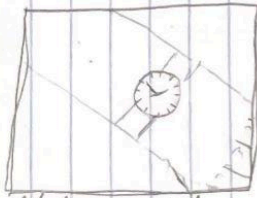
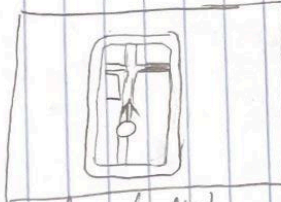


Persona: IT Student, Michael Brown

Scenario: Finding last minute parking



Woke up late for class



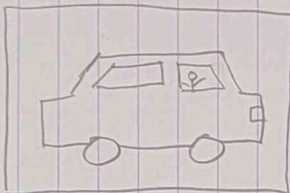
Needs to find the best route to take w/o traffic



Find the best spots instantly

Jeffrey, first day
Persona: colleges student @ USC

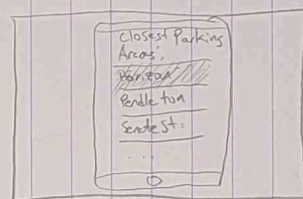
Scenario: It's Jeffrey's first day, and he's confused about where to park



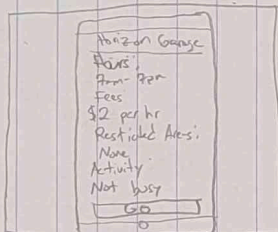
Jeffrey arrives to campus in his car, but he's not sure where to park.



Confused, Jeffrey consults the USC parking app to help.



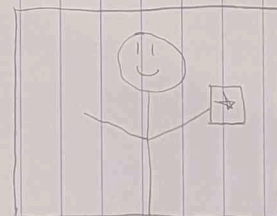
He sees a list of the closest parking spots near him, and clicks the Horizon Garage.



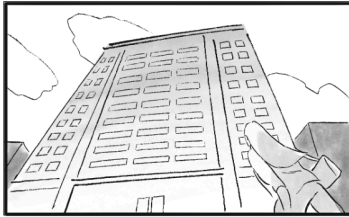
He is then greeted with a screen displaying info for Horizon, such as parking fees. He clicks "Go" to start navigating there.



Jeffrey is finally brought to a navigation screen with step by step directions on how to get to Horizon along with an estimated time of arrival.



Jeffrey is now happy that he was able to find a parking spot with no trouble and time to spare.



— Everyone commutes to USC —
 — for work or school etc. —



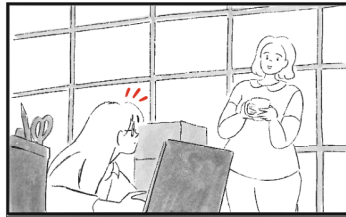
— Everyone doesn't have —
 — permanent parking —



— Coming in late because —
 — of trying to find parking —



— If only there was an —
 — app that could ease this —



— A colleague informs them —
 — there is an app coming —

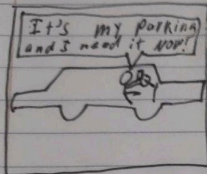


— People can't wait for —
 — our innovative parking app —

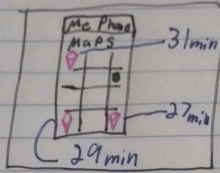
SToryboard

Persona - John

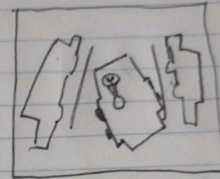
Scenario: find student Parking



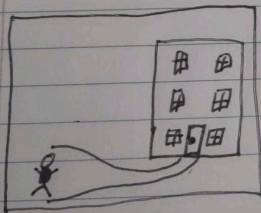
- Opens app to find fastest route to open parking



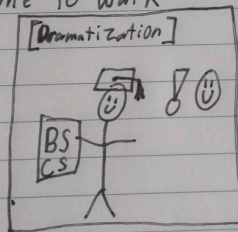
- Selects destination
- APP Presents ideal Parking based on Proximity, availability, and time to walk



- John Parks
- App logs time to park data



- John arrives to class on-time
- App sends arrival data and terminates navigation



- John Graduates thanks to our app Preventing tardies for him