**WORKSHEET – 2**

**IDEA EVALUATION WORKSHEET- Based on 5q by Prof.EdRubaesch**

Q1. WHAT’S THE PROBLEM ?

The problem is Parking Spot of Vicinity i. e, finding the nearest parking spot in nearby area. India is the world’s fourth largest automobile market with limited parking spots. Ever-growing number of vehicles causes traffic congestion on most streets and roads.

1. IS IT REAL

Yes, it is. We face it in our daily lives which the government and common people is trying to reduce.

1. HOW BIG IS THE PROBLEM

Geographically the problem is worldwide wherever the vehicles per family are increasing than family members. In our country, the problem is very serious due to heavy population.

1. WHEN DOES IT OCCUR

The traffic congestion problems or problems in finding parking spots is the problem that had been faced a decade ago in metropolitan cities and developed areas of country. It is occurring for every second, every minute in day to day life.

1. FREQUENCY OF OCCURENCE

Most routine and and daily occurring problem. Frequency is high during day time especially at primary timings(9.00 am to 11.00am and 4.00pm to 6.00pm)

1. CURRENT SOLUTIONS

Public Parking Areas or Parking in/on the roads which is our major concern.

Q2. WHO HAS THE PROBLEM-customer identification

* PROFILE

Any common man with a Vehicle to park and Require Parking place to park.

* LIFESTYLE

customer lifestyle depends on his/her occupation because a customer can be a Engineer, Doctor, lawyer wh may be a daily commuter . So lifestyle of a customer definitely decides the timings he/she need a parking slot, the type of parking spot needed and so on.

* SEGMENT

customer belongs to a segment of middle class and upper middle class because they are the one who affords to travel in thier vehicles and requires a secure and economical parking spot.

* POSITION-CRITICALITY OF NEED

The population increases but land doesn't increase and car sales increases but land doesn't increase.Then from where do we get the parking area for car when there is no sufficient place to habitats itself?.Thus the critucality is much higher than what we expect usually regarding parking spots.

Q3. WHAT’S YOUR SOLUTION

Our solution is to provide a mobile application platform named SparCar which provide the parking spots on renting the parking spaces in deomstic houses and apartments and it has two clients – Customer and slot owner.

Customer is one who has a car and requires a parking slot also called as car owner.

Slot owner is one who has parking slot and provides it to the customer by renting it.

WHATS YOUR UNIQUE PROPOSITION

SparCar’s main aim is to make reuse of the existence parking places instead of creating new parking malls or parking zones which is absolutely feasible and unique to all the other approaches with a new approach of SELLER-BUYER model.

* DO YOU OWN IT- IPR

Applied for Patent.

Q4. WHO IS COMPETITION

Parking Places or Zones in Malls and Special Parking Areas only confined to that purpose.

* HOW ARE YOU DIFFERENT

We’re different by using the existing resources but not constructing or creating the new resources.

* ARE YOU THE UBER OR YOU UBERED

We provide services(uber) to customers.

Q5. HOW IS IT MADE POSSIBLE-

By providing an mobile application which provides a common interface to car owner and slot owner.

* RESOURCES/ TECHNOLOGY/

Java, XML , Webservices, Google API’s, Firebase,Sensors.

* SOCIAL/ECOLOGICAL FEASABILTY

Socially and ecologically it is feasible because similar apps like uber and ola got a wide range of applicability by the users.Despite it minimizes customers effort in searching parking spot and also decreases the waiting time of customers.

* Man,money ,machine,materials.

Man is involved in it along with basic investment. And sometimes hardware materials are used.

IDEA EVALUATION- SUMUP

CUSTOMERS:

MOST UNDERSERVED SEGMENT: People who either doesnot have car or parking spot.

SIZE: Variable and large but applicable to all segments who owns a car or a parking spot.

TARGET: To get benefit with services provided by SparCar.

COMPETITION

DIFFERENTIATOR: Parking Places or Zones in Malls and Special Parking Areas only confined to that purpose. We’re different by using the existing resources but not constructing or creating the new resources.

ECONOMIC FEASABILITY: Economically feasible because customers need to spent only nominal cost which is either equal or less than general parking zones charge.

IP: Applied for patent

TECHNOLOGY NEEDED: Android app Dvelopment,java,xml,webservices.

COMPETENCIES

KNOWLEDGE NEEDED:Ability to use application.

SKILLS NEEDED: : Mobile Application Development , java, xml, webservices and able to build mobile application.

TEAM COHESIVENESS:

NETWORK: