**WORKSHEET- 2**

**MARKET SURVEY & CHECKLIST**

**QUESTIONNAIRE**

**PROBLEM STATEMENT:** The problem is Parking Spot identification 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

**PERSONAL PARTICULARS**

1.NAME :

2. ADDRESS :

3. AGE

4. EMAIL

5.PHONE

**PROBLEM VALIDATION QUESTIONAIRRE:**

1. DO YOU FACE THE PROBLEM OF PARKING

YES NO

1. IF NO WHAT OTHER PROBLEM KEEPS YOU AWAKE ON ROADS?
2. IF YES, WHO FACES THIS PROBLEM
3. IF YES WHEN DO YOU FACE THIS PROBLEM(FREQUENCY)

MOST FREQUENT (3TIMES AWEEK/DAILY)

MORE FREQUENT (ONCE A MONTH)

LESS FREQUENT (ONCE IN 3 MONTHS)

1. CURRENTLY WHAT SOLUTIONS YOU USE TO SOLVE THE PROBLEM.
2. WHAT DO YOU THINK WOULD BE A GREAT SOLUTION TO THIS PROBLEM?
3. WHAT PRICE POINT WOULD YOU BE WILLING TO PAY FOR SUCH A SOLUTION.

**Format of one-page report:**

1. Problem introduction-10 lines
2. Problem assumption statement
3. Survey sample data introduction
4. Findings with percentage
5. Conclusions on whether problem is validated or not.

**WORKSHEET- 5**

**COMPETITION ANALYSIS**

1. For the problem identified describe what solutions does the customer profilers CURRENTLY use?

Currently customers are utilizing parking zones provided by either Government or private enterprises.

1. Describe any five top currently used solutions for the identified problem & describe their unique features.

|  |  |  |  |
| --- | --- | --- | --- |
| S.No | Solution name/competition | Features | Remarks |
| 01 | Parking in Bus/railway Stations | Pay and use basis | No Prior detection of vacancy |
| 02 | Parking in private parking zones | Pay and use basis | No Prior detection of vacancy |
| 03 | Parking in Shopping Malls | Pay and use basis | No Prior detection of vacancy |

1. What is the price range they pay for these solutions?

|  |  |  |  |
| --- | --- | --- | --- |
| S.No | Solution name/competition | Price | Remarks |
| 01 | Parking in Bus/railway Stations | 50 per 12 hours | Less Secure |
| 02 | Parking in private parking zones | 20 per 3 hours | Less Secure |
| 03 | Parking in Shopping Malls | 20 per 1 hour | Secure but Costly |

1. Evaluate the current solution (My Product) designed by you..

( e.g costly, aesthetic, short, economical, value for consideration but low on satisfaction or has a host of other points)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| S.No | MySolution features | benefits | Possible challenges | Differentiation/changes to make/remarks |
| 01 | Parking slot identification | Time saving for searching | Precision | Accuracy |
| 02 | Booking of parking slots | Reservation | Starvation | Overcoming Starvation |
| 03 | Providing platform for domestic houses and apartments | Utilizing existing resources | Legal issues | Enacting Policies |
| 04 | Easy to use mobile application | User friendly | ------------- | Enhancing Application |

1. Identify the current solution(My Product) weaknesses. ( e.g. costly, time, design, not compatible)-why they will not buy my product?

Recognise the setbacks or risks or problems in building the product. minimum three

|  |  |  |  |
| --- | --- | --- | --- |
| S.No | Reasons not to buy | Risk/problem | notes |
| 01 | Customer already has reserved parking where ever he goes | Infeasible | It is not possible to have a fixed/reserved parking |
| 02 | Who doesn’t have a vehicle | ------------------- | --------------------------------- |

1. RECOGNISE THE DIFFRENTIATORS AND WRITE THE VALUE THEY PROVIDE.

|  |
| --- |
| 1. Current Solutions in the market are Manual, Offline and hectic to manage   Whereas Sparcar provides a unified approach which both Automatic (& manual if needed) and Online accessible everywhere. |
| 1. Current solution is Slow and may be inaccurate whereas Sparcar is Robust and Accurate |
| 3 |

1. OUR PRODUCT VERSUS TOP TWO COMPETITION- A 5 FEATURES COMPARISON.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| FEATURES | Compet-1 | Compet-2 | Our product | remarks |
| Unified Platform for parking | Private parking zone | Shopping malls | Unified Platform |  |

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