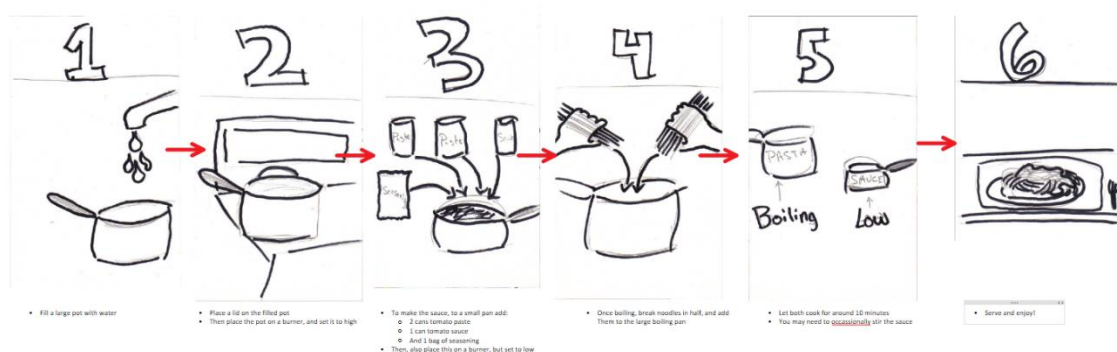# Homework 10: Job Description
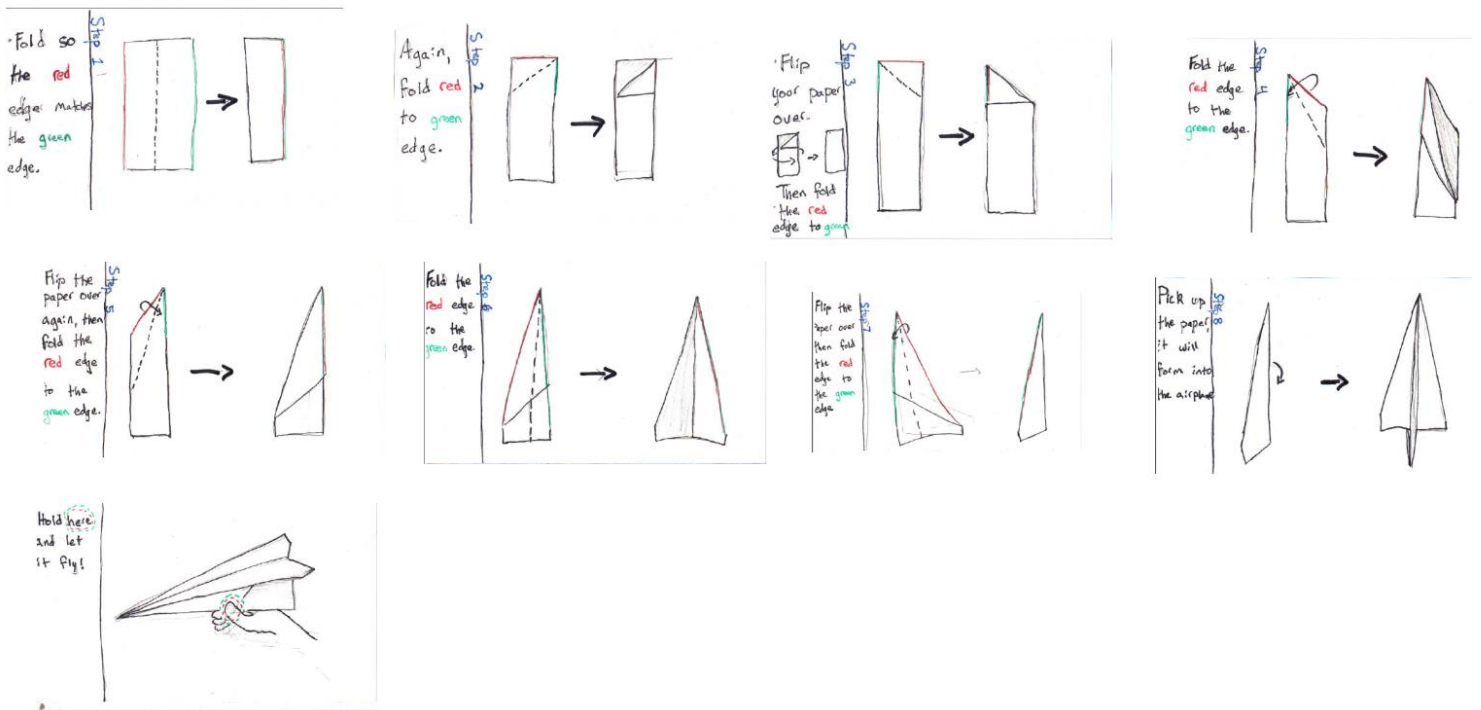
What do you have to offer from this class?
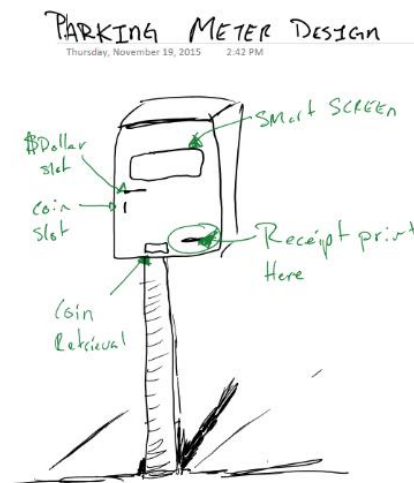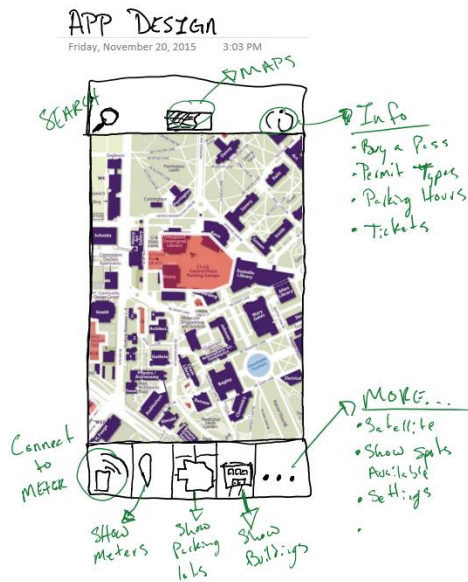
My Qualifications

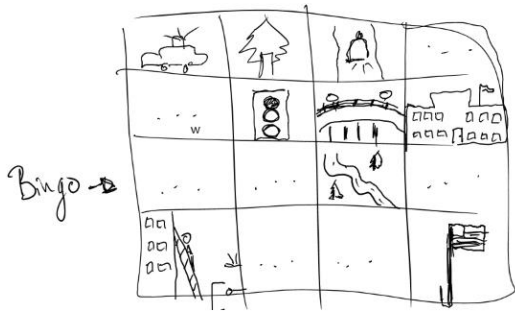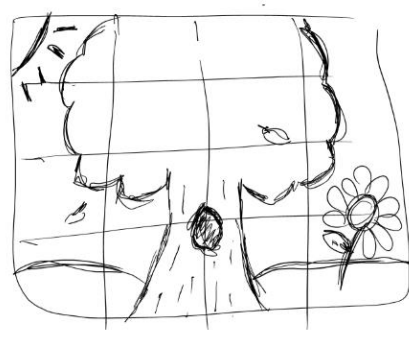### Story Boarding

- Fold so the red edge matches the green edge. **Step 1**
- Again, fold red to green edge. **Step 2**
- Flip your paper over. Then fold the red edge to green **Step 3**
- Fold the red edge to the green edge. **Step 4**
- Flip the paper over again, then fold the red edge to the green edge. **Step 5**
- Fold the red edge to the green edge. **Step 6**
- Flip the paper over then fold the red edge to the green edge **Step 7**
- Pick up the paper it will form into the airplane **Step 8**
- Hold here and let it fly!

Sketching

APP DESIGN
Friday, November 20, 2015   3:03 PM

SEARCH
MAPS
Info
- Buy a Pass
- Permit Types
- Parking Hours
- Tickets

Connect to METER

MORE...
- Satellite
- Show Spots Available
- Settings

Show Meters   Show Parking lots   Show Buildings

PARKING METER DESIGN
Thursday, November 19, 2015   2:42 PM

Smart SCREEN
Dollar Slot
Coin Slot
Receipt print Here
Coin Retrieval

Bingo →

Puzzle
on
Back

A B C D ??? ← Animation?

Research

Using a parking meter

Overview:

There is a parking meter that is center to many different personas. The parking meter is next to a building called conibear, some tennis courts, a lake, the IMA, and all of University of Washington's athletics. The parking lot has about 40 spaces, and there is only the one parking meter. The parking meter has options to pay by change, cash, or credit card. It also has three options, long term (paying by the week, or month), daily, and by the minute.

Travis:

Travis is a student athlete at the University of Washington. Every morning he has to drive from his house to football. Three times a day he has to drive to another building named conibear for meals. Each time at the building he only has to stay for 15 - 45 minutes to eat. Conibear is within walking distance from his football parking lot but he thinks it is worth it to drive.

Needs:

Cheap parking
Quick parking
To be able to park in the same spot multiple times a day
To not get a parking ticket

Scenarios:

Travis just got out of practice. He has class in one hour. Instead of driving to conibear he walks from the stadium, and goes straight past the parking meter. He does not need to use it.

Travis just got out of practice. He has class in two hours. He decides to drive to conibear and spend some time eating lunch. When he goes to the machine he looks through his pockets and finds enough change to pay for about 30 minutes, he enters it all and enters the building. Travis spends 40 minutes eating and returns to his car luckily, he did not get a ticket.

Travis is driving to practice in the morning. Instead of going to the stadium first he parks at conibear. He is required to get breakfast but is running short on time. He parks, runs past the parking meter and eats as quickly as he can. He sprints out of the building back to his car and speeds on his way to the stadium.

A/B Testing

A/B testing allows you to split users into groups to test two different solutions and see which one performs better for the specified task. When using this you can choose a few important components to compare. A/B testing is usually made up of the new design, and the original as the controlled variable. For our testing the control group would be people using the parking meters that are in place now, and the other group would use our new design.

A/B testing gives a combination of qualitative and quantitative information. and testing all along the way will keep you aligned to user needs as we develop and improve our design.

We can deploy this method by creating some prototyping software that resembles our interface compared to the traditional parking meter. This medium will be helpful because it will be something we can put online and get to a large sample of users. When a user goes through this test they will navigate through either our interface or the traditional parking meter interface. They will be asked a series of questions that they will have to solve on either system. We can monitor several different things for quantitative data like how many steps it takes, and how long it takes. For qualitative data we may ask some questions after they complete the tasks to get any extra information they have on their mind. The qualitative data is important because its where we will find out whether or not they liked the new experience. We may find that it is more efficient through the quantitative data but knowing that they were happy with it, and not frustrated with it is just as important.

These were our research questions:

1. Our main research question that we want to answer is what problems people have with parking. We see a lot of tickets being handed out, but what can we do to prevent these?
2. How easily and successfully do drivers find the information they are looking for from the parking application?
3. Are people able to park more efficiently in regards to proximity from parking space to destination building?