

Interview Notes

Interviewee name	Maria Paula Gómez	Interviewer name	Julián Contreras
Date	28/01/2025	Topic	Los Andes Parking

Purpose of the Interview: Understand the current challenges and frustrations faced by university students and staff regarding parking availability on campus. Additionally, the interview seeks to explore user preferences for potential solutions, including technological tools, and assess their willingness to adopt new systems that improve parking management and convenience.

Main Hypothesis: A lack of real-time parking information and insufficient parking spaces on campus significantly contributes to user frustration and inefficiencies. Implementing a tech-based solution, such as a real-time parking app with features like availability updates, wait time estimates, and reservation systems, can greatly enhance the user experience and optimize parking management.

Screening interview questions	Purpose
Basic questions	
1. What do you think about the current parking conditions at the university?	To understand the user’s perception of the overall parking situation and identify any systemic issues or pain points.
2. Have you faced major issues finding a parking spot on campus?	To gauge the severity and frequency of parking challenges faced by the user and to gather specific anecdotes about problems.
3. How important is a tech solution to improve parking management for you?	To assess the user’s openness to technology-based solutions and the perceived value of such systems in addressing the issues.
Specific questions	
4. What features would you like in a real-time parking app?	To identify user preferences and expectations for a parking app, helping prioritize features that address their needs.
5. Would you use a reservation system for parking, even with an extra fee?	To explore the user’s willingness to pay for convenience and assess the viability of a reservation-based system.
6. How helpful would waiting time estimates be for your daily planning?	To evaluate the importance of providing real-time data, such as wait times, and how it could improve the user’s experience.