

## DO

I used to work as a financial advisor for 3 years until I decided to pursue my passion for cooking. After completing several cooking courses, 5 months ago I finally had courage to open a new restaurant in Oakleigh.

With the current lockdown situation, I sometimes have to deliver the food order to my customers myself instead of hiring more delivery staff. Not using extra staff or delivery services will help keep me afloat until I can reopen.

On the weekend I love to host my friends for dinner parties and try out new recipes. I dream about joining a cooking competition to really highlight my new restaurant.

Currently I am living with my cat, Mousey, in a rented apartment in Springvale.

## FEEL/THINK/BELIEVE

I am aware of using more than one smart parking applications since I have to drive here and there to deliver food order for my customers. And I am concerned with “hidden” fee I must pay while using the applications.

In terms of seeking for car parking space, I am worried that might getting a scratch or even worse, break my car while parking it.

I am also concerned about the security of mobile payment.



**DAVE THOMPSON**

**29-year-old, male**

## TECHNOLOGY EXPERIENCE

I use smartphone frequently. I use tablet as well to watch cooking videos in YouTube.

I love using social media, such as Facebook, Instagram, Twitter and WhatsApp. I recently created a YouTube channel to share my cooking recipes. I use social media not only as a communication tool but also utilise them to share his personal visual journal in order to improve the exposure of my restaurant and to engage with existing customers and advertise for new customers.

## PROBLEMS

The smart parking application cannot be used in other suburbs and it will be a hassle for me since I have to the application in different suburbs and I might not know that until I get an order.

I am aware that I must pay more than I should without me knowing it when I am using different smart parking applications.

I always have trust issues on the security of mobile payment although I know that nowadays mobile payment is inevitable.

I am concerned whether I able to find a safe parking space that allow me to safely park my car without breaking it.

## NEEDS

I need an app with straightforward instructions and simple interface.

I also want an app that allow me to reserve a parking space prior to my arrival.

I need an app that can guarantee the security of mobile payment and be transparent of the amount of money that I should pay.

I would love to have an app that can be used in different suburbs.

## EXISTING SOLUTIONS

Existing smart parking applications