

Google Maps Parking Prototype

Group 2

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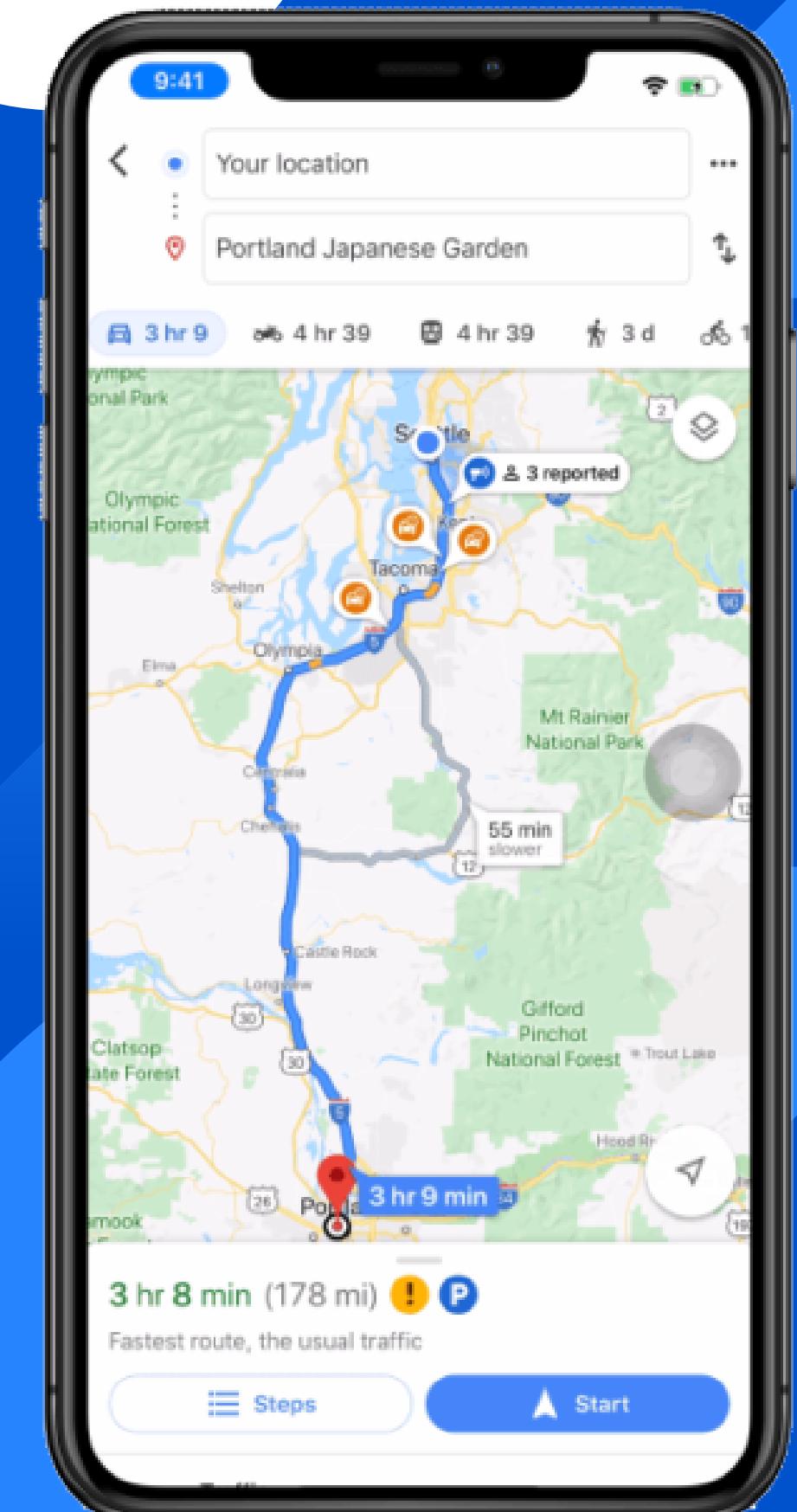
OUTLINE

- PRODUCT/COMPANY
- PROPOSED INNOVATION
- RATIONALE
- DESIGN AND PROTOTYPING/WIREFRAMING
- USABILITY TESTING - PROCESS AND RESULTS
- LESSONS LEARNED/TAKEAWAYS

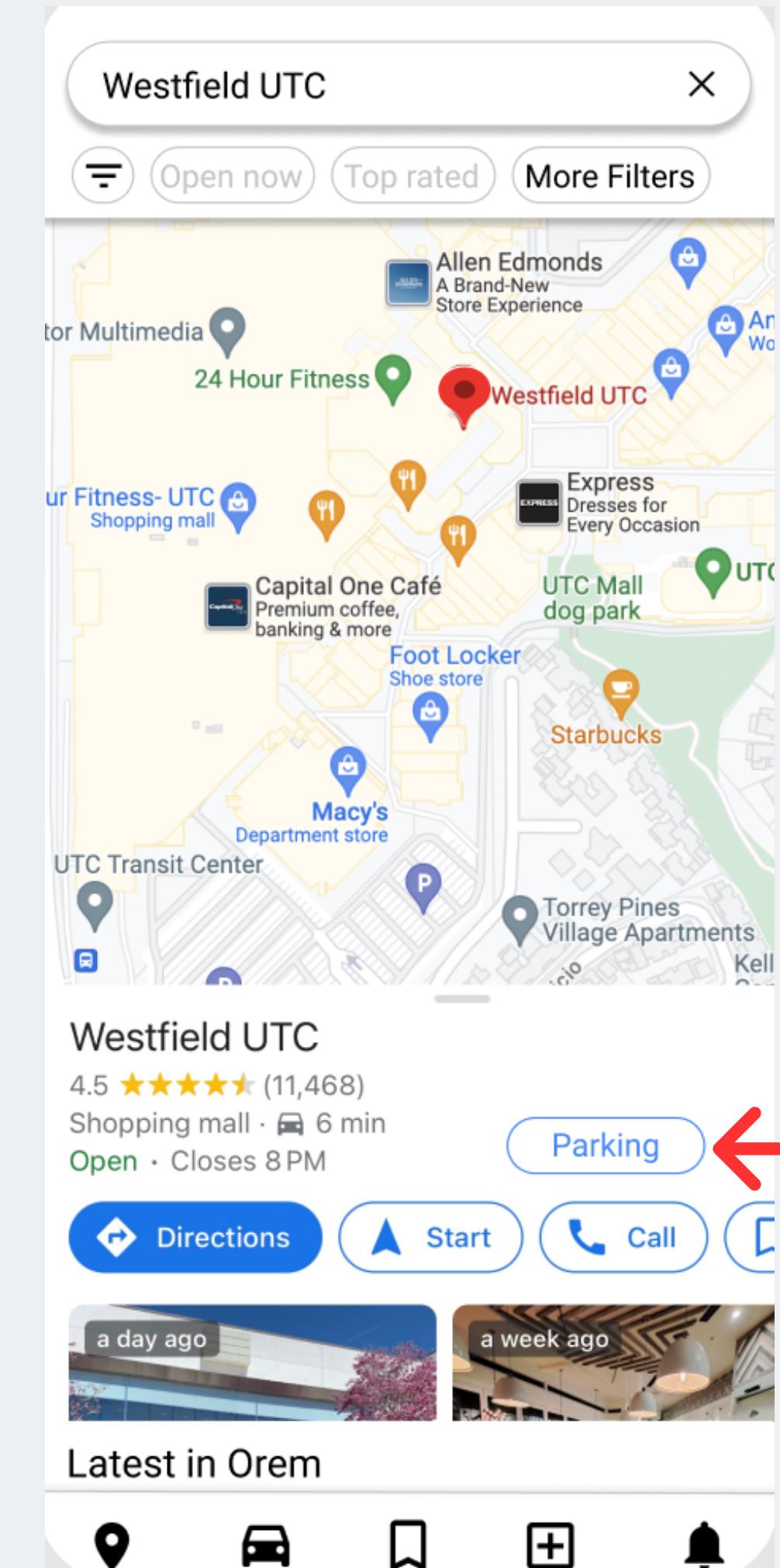
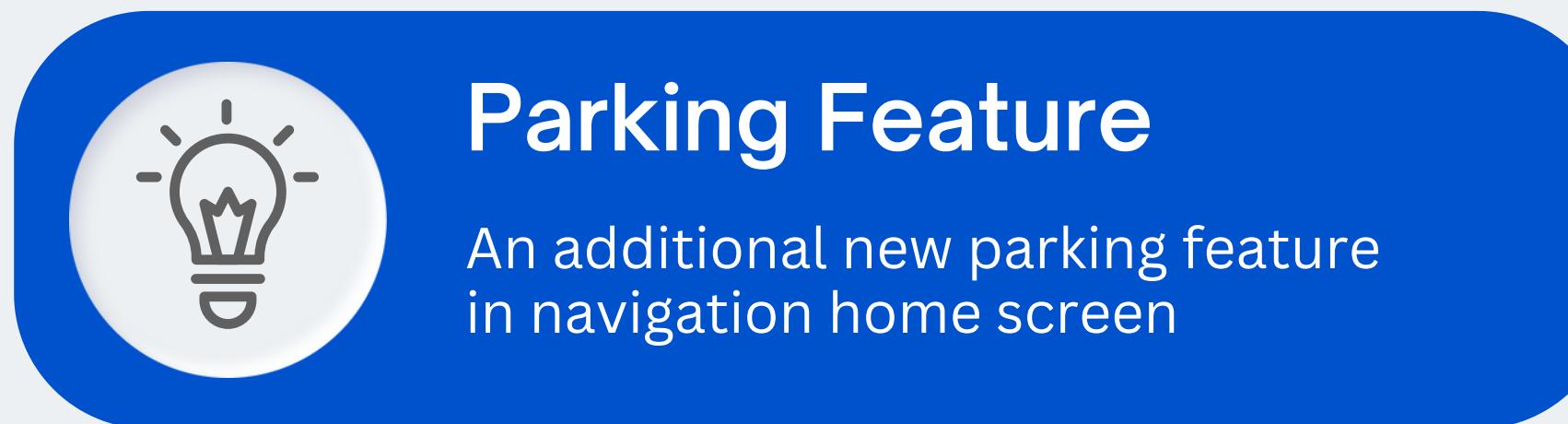
GOOGLE MAPS APPLICATION

- **Widely Used and Loved:** Google's mapping application is a global favorite!
- **Power at Your Fingertips:** It provides real-time and comprehensive worldwide mapping info.
- **User-friendly and Advanced:** Despite its advanced features, it maintains a user-friendly interface.
- **Seamless Navigation:** With turn-by-turn directions and public transit details, getting from A to B has never been smoother.

Explore and
navigative your
world



Our Proposed Innovation



Customer Persona

Alex - The Frequent Traveler

- **Demographics:** Male, 35 years old, single, professional consultant
- **Psychographics:** Enjoys traveling, tech-savvy, values convenience
- **Behavior Patterns:** Frequently travels for work and leisure, relies on Google Maps for navigation
- **Motivations:** Seeks hassle-free parking experiences to save time and reduce stress during travel
- **Pain Points:** Often struggles to find available parking spaces in unfamiliar cities, wastes time searching for parking spots

Emily - The Urban Commuter

- **Demographics:** Female, 28 years old, married, software engineer
- **Psychographics:** Environmentally conscious, values reliable information
- **Behavior Patterns:** Commutes daily to work, heavily relies on Google Maps for navigation and public transportation information
- **Motivations:** Wants to minimize her carbon footprint and make informed decisions about transportation options
- **Pain Points:** Difficulty finding reliable parking options near public transportation hubs, uncertain about parking availability at different stations



Google Maps





Unmet Needs



Google Maps



Real-time Parking Availability Updates

- Provide users with real-time parking availability updates for different parking stations or areas.
- Help users plan their trips and choose the most convenient parking spot based on availability.
- Save time and reduce frustration by providing accurate parking information.

Integrated Parking Information for Public Transportation

- Display parking information specifically for public transportation stations.
- Include parking percentage or availability for nearby parking lots or garages.
- Assist users in making informed choices about whether to drive or take public transportation, considering parking availability and other factors.



Rationale

Justification for the New Innovation:

- Increasing demand for personalized experiences and recommendations in digital mapping.
- Need for Google Maps to stay competitive.

Alignment with Strategy:

- AI-driven recommendation system enhances user experience.
- Supports accurate mapping data & navigation services for a diverse user base.

Fulfillment of Customer Needs Through Interviews:

- Insights from user surveys and interviews on preferences and pain points.
- Findings show demand for personalized recommendations, trip planning, and dining options.

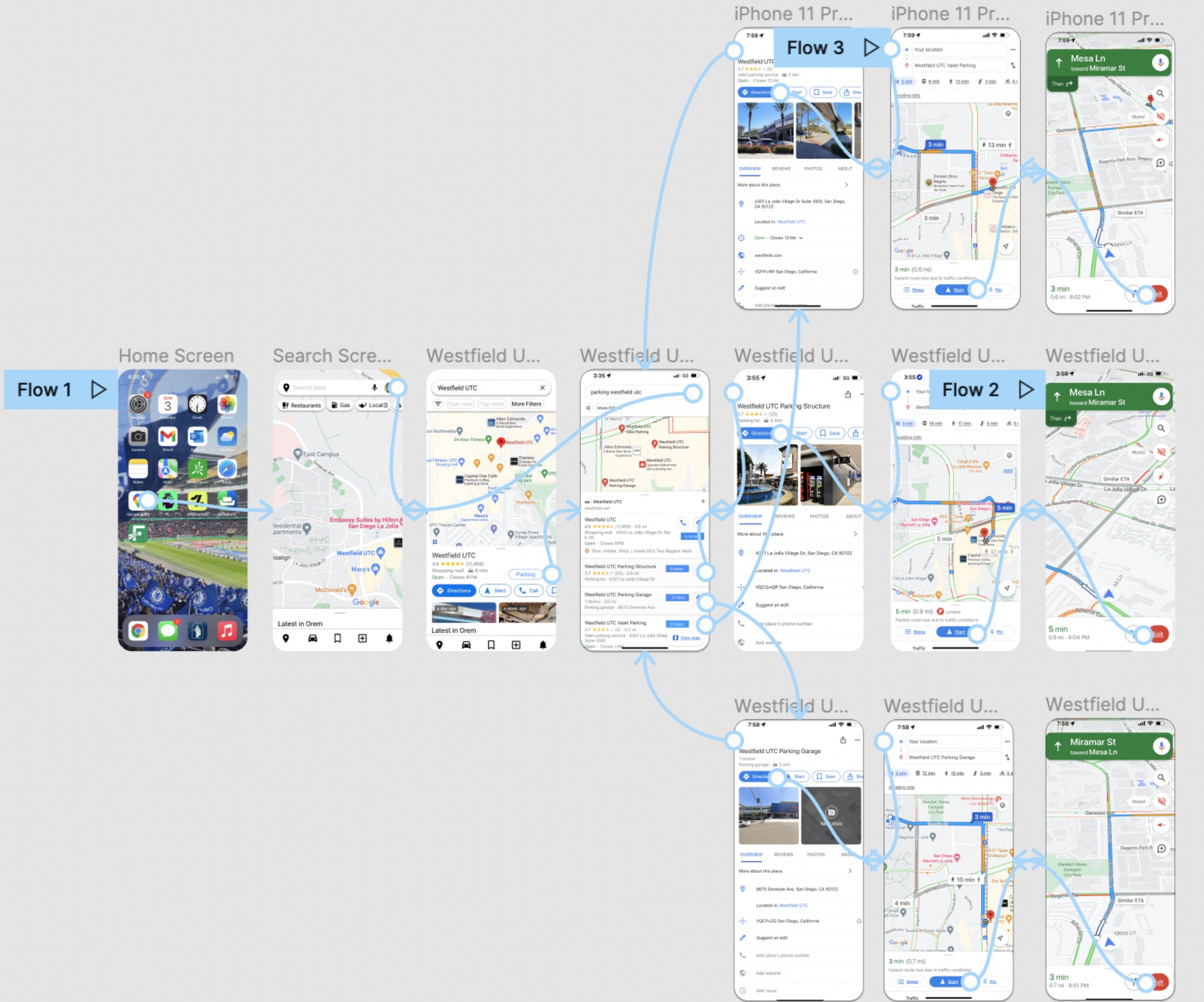
Prioritization Rationale:

- Data analysis and decision-making process for AI-driven recommendation system.
- Factors considered: user preferences, market trends, business impact.

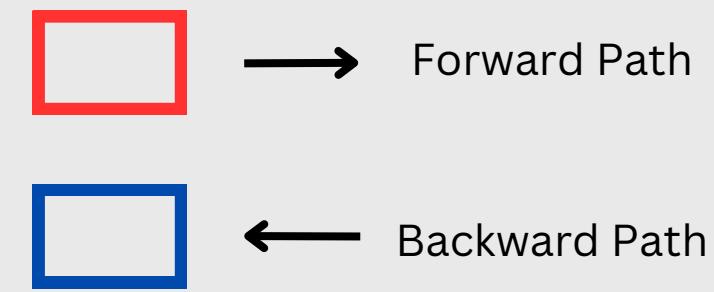
DESIGN AND PROTOTYPING/WIREFRAMING



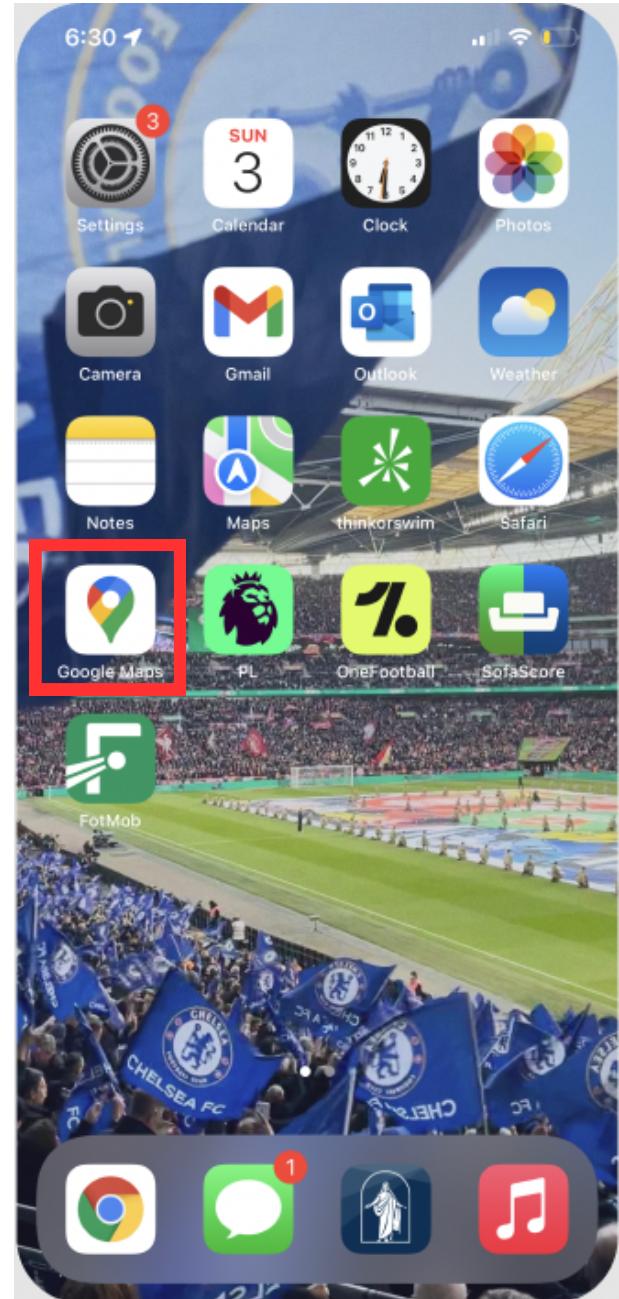
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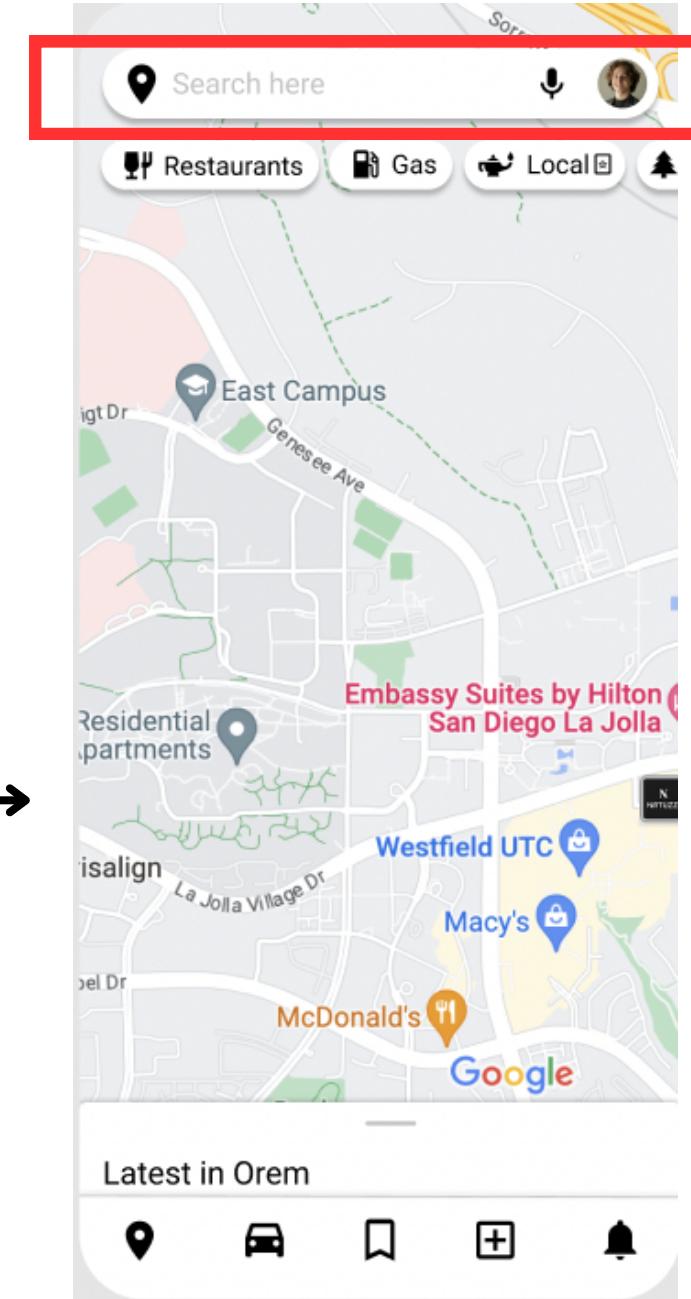
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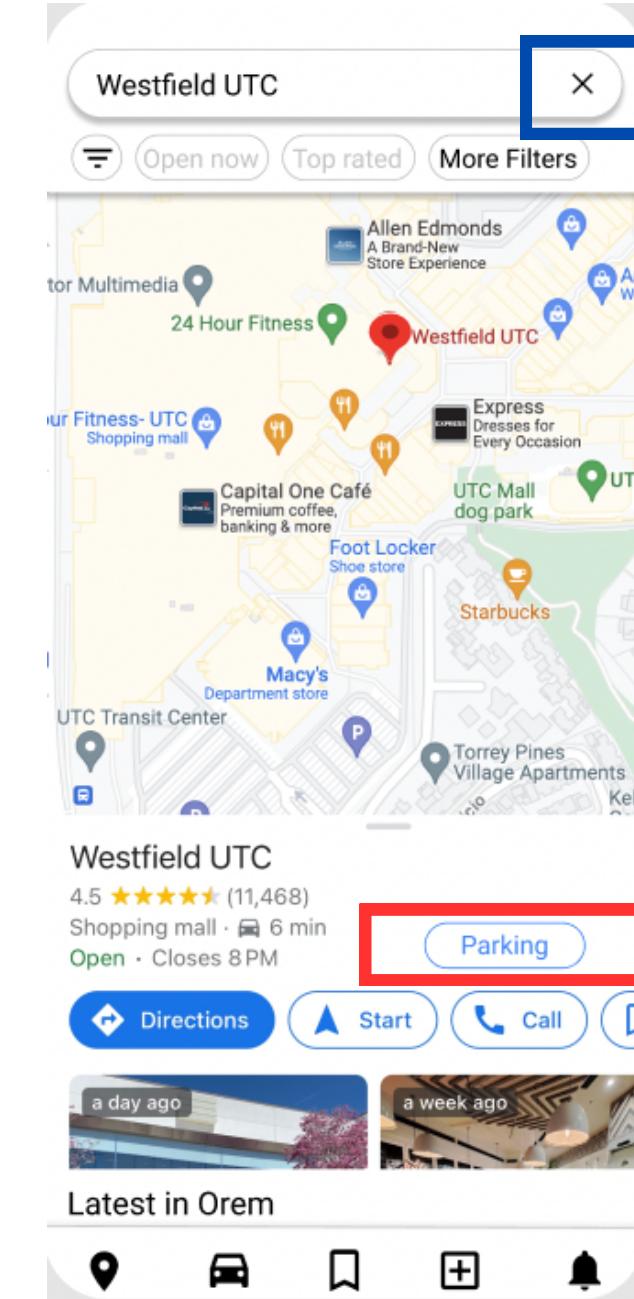
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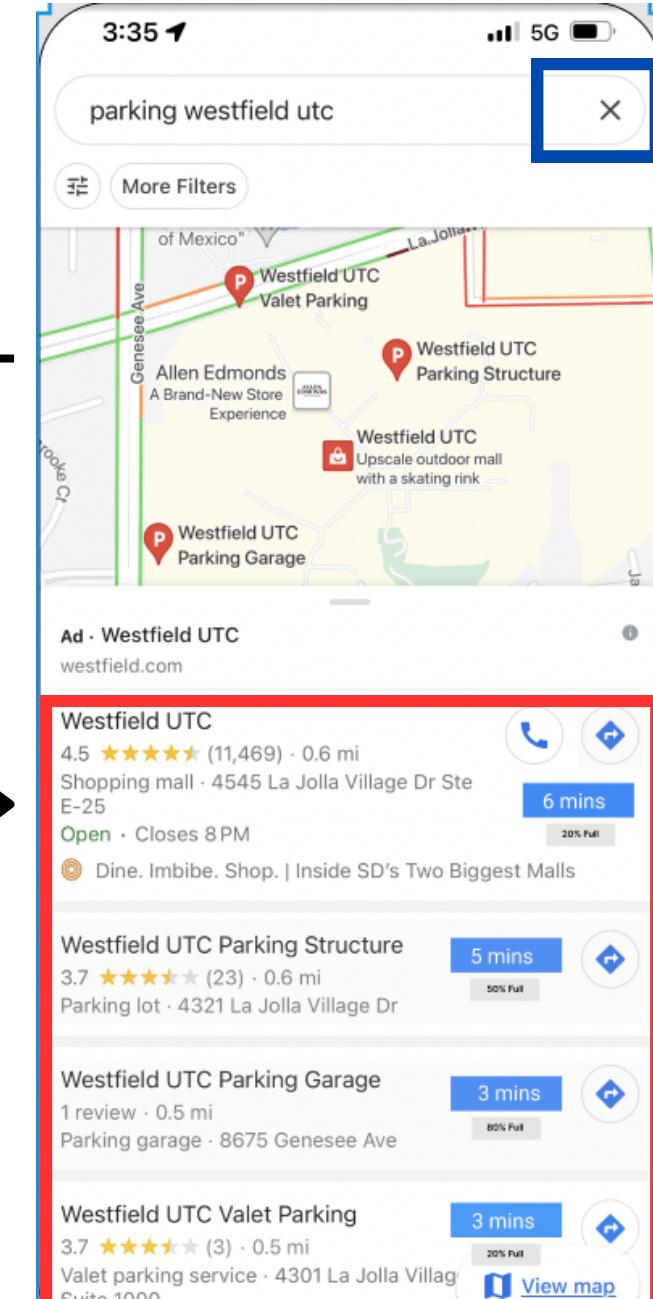
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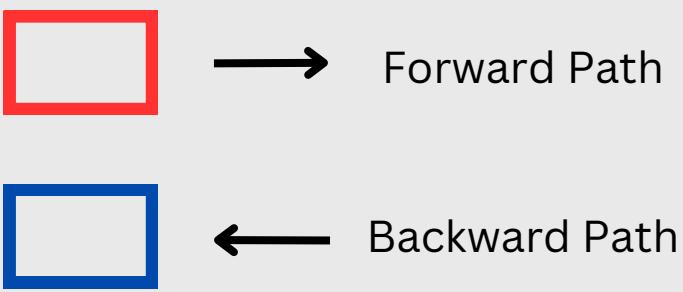
Frame 1: Home Screen

Frame 2: Google Maps Search Bar

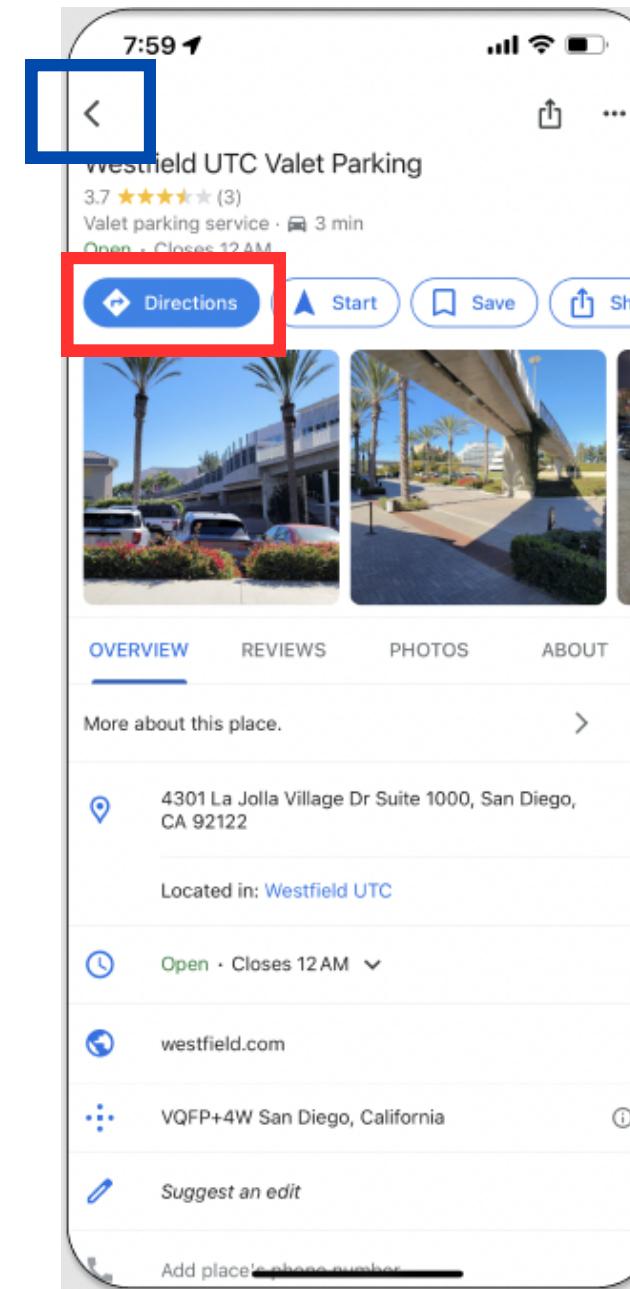
Frame 3: Search for your Destination

Frame 4: Output of Parking Results Near Destination

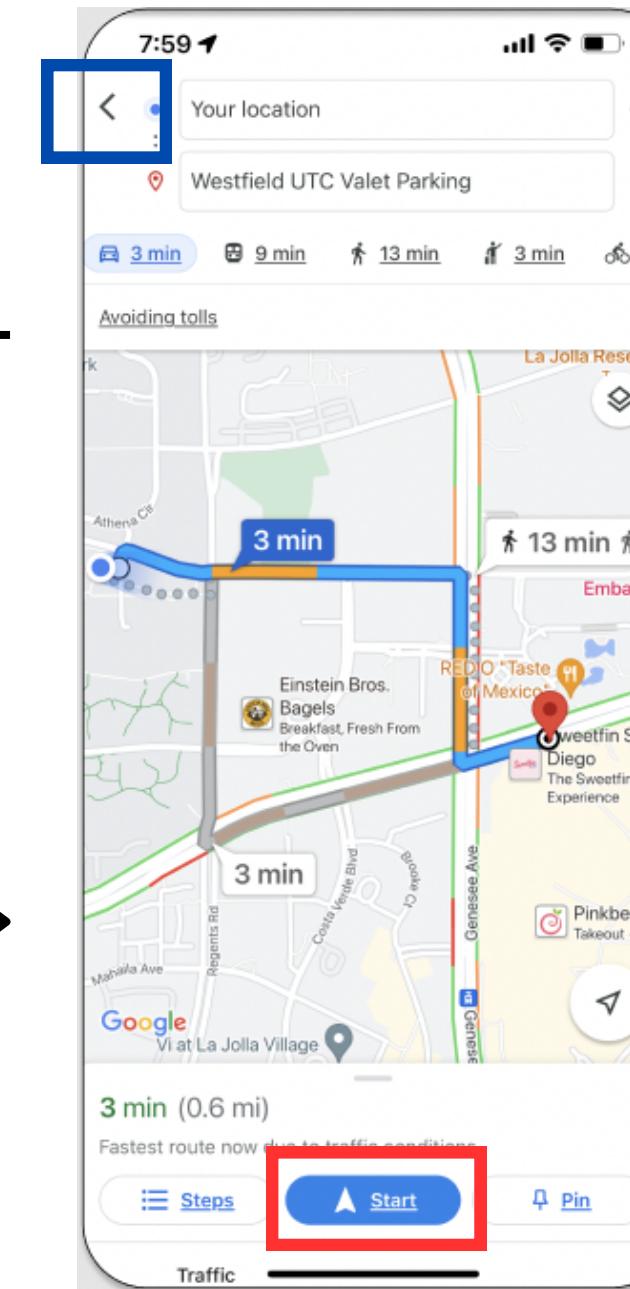
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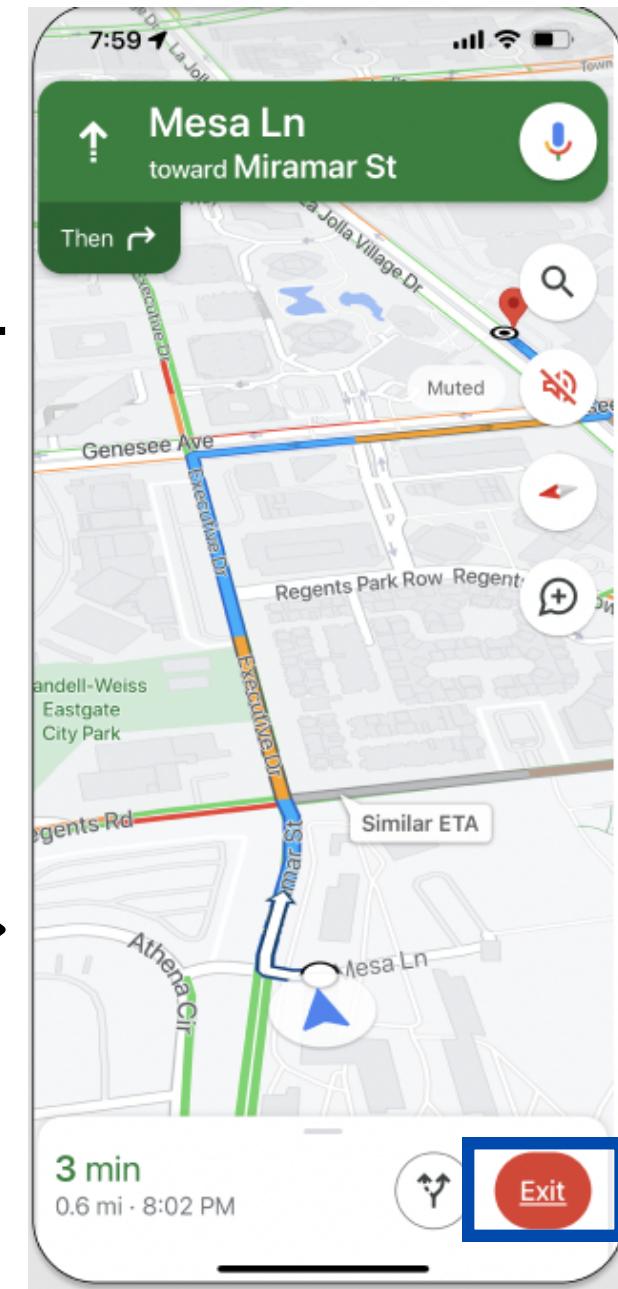
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Frame 5: Overview/ Details

Frame 6: Start Directions/ Choose Mode

Frame 7: Directions Begin

USABILITY TESTING



PROCESS AND RESULTS



USABILITY TESTING OVERVIEW & RESULTS

TEST 1

SUMMARY

TOTAL TESTERS: 2
TESTER PROFILE: FEMALE-
MALE, 18-50 Y/O

RESULTS

SUCCESSFUL TESTS: 2
UNSUCCESSFUL TESTS: 0
TECHNICAL ISSUES: 2

TEST 2

SUMMARY

TOTAL TESTERS: 3
TESTER PROFILE: FEMALE-
MALE, 18-50 Y/O

RESULTS

SUCCESSFUL TESTS: 3
UNSUCCESSFUL TESTS: 0
TECHNICAL ISSUES: 2

TEST 3

SUMMARY

TOTAL TESTERS: 3
TESTER PROFILE: FEMALE-
MALE, 18-50 Y/O

RESULTS

SUCCESSFUL TESTS: 3
UNSUCCESSFUL TESTS: 0
TECHNICAL ISSUES: 0

Lessons Learned/Takeaways

A

Directions in our first user trial should have been more clear in so the user testers could properly understand the task they were given and therefore provide us with more relevant feedback.

B

In an ideal scenario, we would roll out the test to a more diverse group of users since this feature is intended to be used by people from all backgrounds.

C

Integration of more transportation and navigation features is encouraged as users really liked our feature and want more such features.





THANK YOU