

ParkNow

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Project overview



The product:

ParkNow is a mobile app and responsive website designed to help users find, dispute, and manage their parking tickets easily. The target users include regular drivers who face parking violations and need a hassle-free way to resolve issues.



Project duration:

November, 2024 - December, 2024



Project overview



The problem:

Users often struggle with managing their parking tickets due to complicated processes and lack of information.



The goal:

To create a user-friendly platform that simplifies the process of finding, disputing, and paying for parking tickets.

Project overview



My role:

UX designer



Responsibilities:

- User research
- Wireframing
- Prototyping
- Usability testing

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: Summary



Conducted interviews and surveys to understand user pain points related to parking violations. Initial assumptions about user frustration were validated through direct feedback.

User research: pain points

1

Difficulty in finding ticket information

This guided the design of a centralized ticket management feature.

2

Complicated payment processes

Led to the development of streamlined payment options.

3

Lack of clear dispute processes.

Resulted in creating an intuitive dispute submission workflow.

4

Confusion over violation statuses.

Influenced the design of a clear status indicator system.

Persona: Jordan

Problem statement:

Jordan is a busy young professional who needs intuitive website navigation and effective search filters in the ParkNow app because he wants to manage parking tickets and payments quickly and stress-free while on the go.



Jordan

Age: 28

Education: Bachelor's degree in Business Administration from a local university.

Hometown: Seattle, Washington

Family: Jordan is single and has a close-knit family, including his parents and a younger sister who is still in college.

Occupation: Marketing Specialist at a tech startup, where he manages digital campaigns and social media strategies.

"Efficiency is key; I need solutions that fit seamlessly into my busy life, so I can focus on what really matters."

Goals

- To easily find and review his parking tickets without navigating through complicated menus.
- To complete parking ticket payments swiftly and securely, minimizing time spent on transactions.
- Seeks a straightforward process for disputing parking violations, ensuring he can submit evidence and track the status with minimal hassle.
- A real-time updates about his parking tickets and upcoming payments to stay informed and avoid late fees.

Frustrations

- I struggled with websites that have complicated navigation, making it difficult to quickly find and manage his parking tickets.
- Doesn't receive timely notifications about the parking tickets or payment statuses, leading to anxiety about potential late fees.
- Lengthy payment procedures that require multiple steps, which can be time-consuming and inconvenient.
- Faced challenges when trying to filter parking options effectively, making it hard to find relevant information quickly.

Jordan, a busy young professional, opens the ParkNow app during his lunch break to check his parking tickets. Frustrated by the complex navigation, he struggles to find the ticket management section quickly. After finally locating it, he feels anxious about potential late fees as he realizes he hasn't received any updates on his ticket status. Once he completes the payment, he feels relieved but remains cautious about the app's security. Jordan's journey highlights his need for a more intuitive and efficient way to manage his parking tickets.

User journey map

I created a user journey map of Jordan's experience using the site to help identify possible pain points and improvement opportunities.

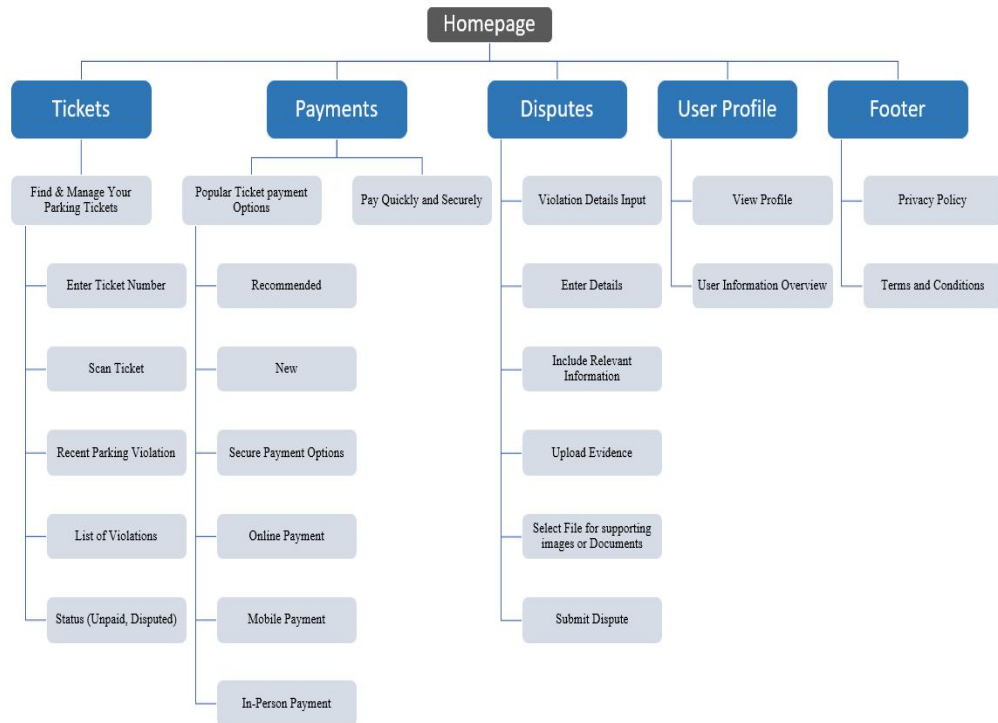
Persona: Jordan

Goal: Quickly access and manage parking tickets to avoid late fees and streamline payments.

ACTION	Access Ticket Information	Make Payment	Dispute Ticket	Receive Notifications	Manage Account Settings
TASK LIST	A. Open the app and navigate to the ticket management section. B. View all active parking tickets.	A. Select a ticket to pay. B. Enter billing details and payment method. C. Confirm payment.	A. Choose a ticket to dispute. B. Upload evidence and provide details. C. Submit the dispute.	A. Enable notifications for ticket updates and payment reminders. B. Check notifications regularly for status updates.	A. Update personal information and payment methods. B. Set preferences for notifications.
FEELING ADJECTIVE	Frustrated by complex navigation when trying to find ticket information.	Anxious about missing payment deadlines without timely reminders.	Relieved when payments are processed quickly and securely.	Confident in disputing tickets but worried about the outcome.	Satisfied when receiving prompt updates on ticket statuses.
IMPROVEMENT OPPORTUNITIES	Simplify navigation to make accessing ticket information more intuitive.	Implement real-time notifications for payment deadlines and ticket statuses.	Streamline the payment process to reduce the number of steps required.	Enhance the dispute submission process with clear instructions and easy evidence upload options.	Allow users to customize notification preferences based on their needs.

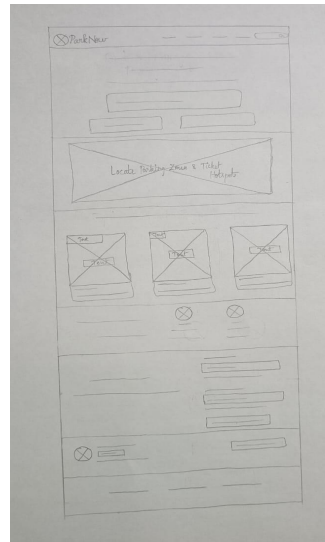
Sitemap

The ParkNow sitemap is designed to provide a clear and intuitive navigation structure for users looking to manage their parking tickets effectively. It includes essential sections such as Tickets, where users can find and dispute their violations, and Payments, which offers various payment options for convenience. The Disputes section allows users to easily contest tickets by submitting relevant evidence. Additionally, the User Profile section personalizes the experience, while the footer provides access to important information like privacy policies. This sitemap ensures that users can effortlessly navigate the app to resolve their parking issues.



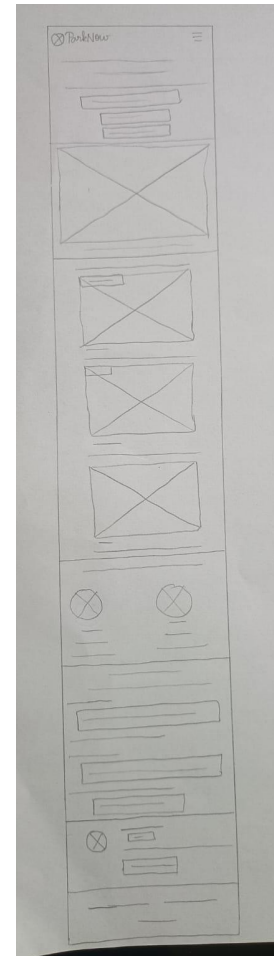
Paper wireframes

The paper wireframe for the ParkNow app consists of five different screen variations focusing on the Ticket Management Page, aimed at enhancing user interaction and clarity. Each version explores various layouts for displaying active tickets, including ticket details, payment options, and dispute functionalities. The primary goal was to identify the most intuitive design that facilitates quick access to essential features while minimizing user frustration. Feedback from peers led to refining the wireframes by simplifying navigation and emphasizing critical actions, resulting in a more user-friendly final design.



Paper wireframe screen size variation(s)

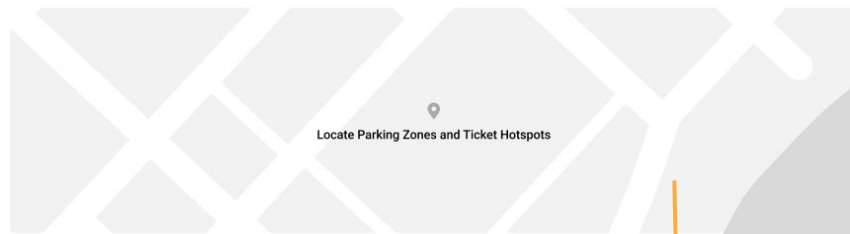
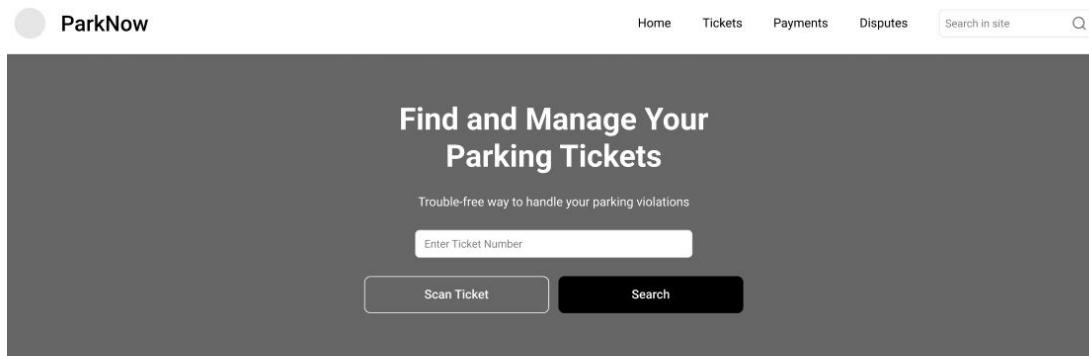
Because ParkNow Users access the site on a variety of different devices, I started to work on designs for additional screen sizes to make sure the site would be fully responsive.



Digital wireframes

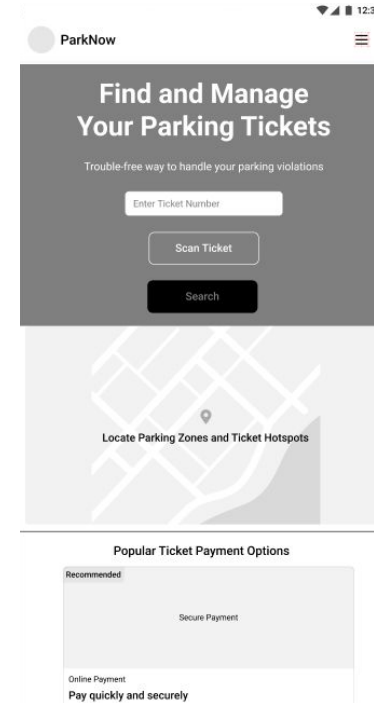
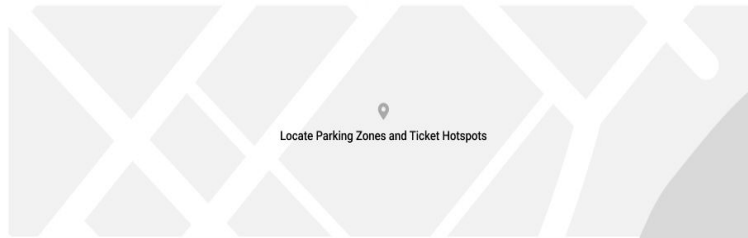
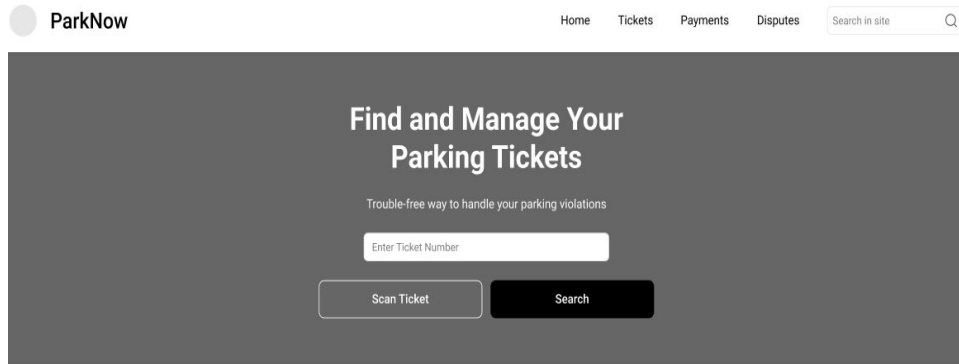
Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience.

Prioritizing useful button locations and visual element placement on the home page was a key part of my strategy.



Map Showing the parking zones and Ticket Hotspots.

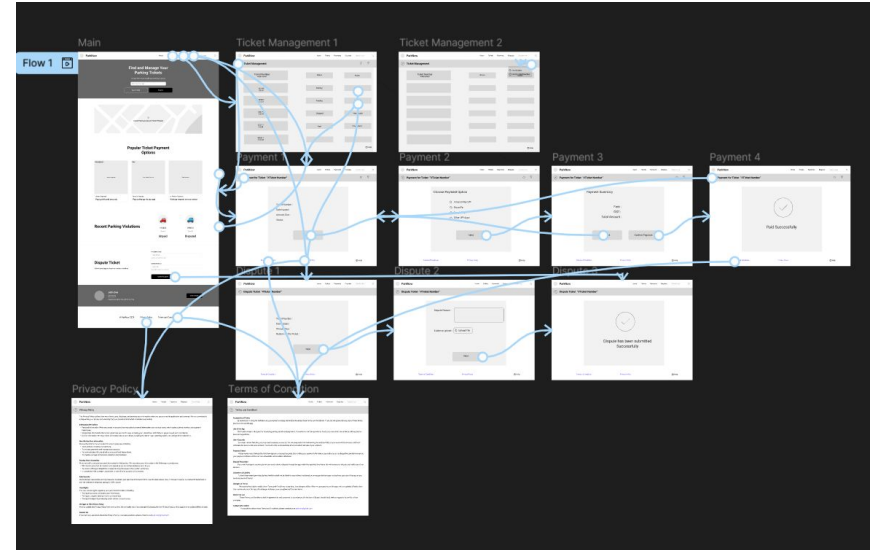
Digital wireframe screen size variation(s)



Low-fidelity prototype

In the ParkNow app, I developed several low-fidelity prototypes to explore different screen variations and enhance the user experience. The prototypes included key screens such as the Ticket Management Page, Payment Page, and Dispute Submission Page. Each prototype aimed to streamline user interactions based on feedback gathered from initial user research.

The user flow begins with the Home Page, where users can navigate to manage their parking tickets. From there, they can access the Ticket Management Page to view active tickets and select one for payment or dispute. Upon clicking "Pay Now," users are directed to the Payment Page, where they can enter their payment details. If they choose to dispute a ticket, they are taken to the Dispute Submission Page to provide necessary information and evidence.



View [ParkNow](#) low- fidelity prototype

Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

The usability studies conducted for the ParkNow app provided valuable insights into user interactions and areas for improvement. Below are three key findings from the studies:

1

Navigation Confusion

Users struggled to locate key features, indicating that the navigation structure needed simplification to enhance accessibility and user flow.

2

Payment Process Clarity

Participants expressed uncertainty during the payment process, suggesting that clearer labeling and step-by-step guidance would improve user confidence and reduce errors.

3

Dispute Submission Complexity

Users found the dispute submission form overwhelming, highlighting the need for a more streamlined approach with fewer fields and clearer instructions to facilitate easier submissions

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Based on the insights from the usability study, I made changes to improve the disputes evidence submit. One of the changes I made was adding the upload button to access device images or documents . This allow users to dispute violations directly through the app by submitting evidence, such as photos or documents, along with a clear explanation of their case.

Before usability study

The mockup shows a 'Dispute Ticket' form with a light gray background. At the top, there is a navigation bar with 'ParkNow' and links for 'Home', 'Tickets', 'Payments', and 'Disputes'. A search bar is also present. The form itself has a title 'Dispute Ticket' and a subtitle 'Submit your dispute details to contest a violation'. It contains two main sections: 'Violation Details' with a text input field and a label 'Enter details', and 'Upload Evidence' with a text input field and a label 'Upload Evidence'. Below the 'Upload Evidence' section is a green button labeled 'Submit Dispute'. A green box highlights the 'Upload Evidence' section, and a green arrow points from it to the right, indicating a transition to the next mockup.

After usability study

The mockup shows the 'Dispute Ticket' form with a light blue background. The layout is similar to the previous one, but with a few changes. The 'Upload Evidence' section now has a green box with a white upload icon and the text 'Upload Evidence' and 'Upload file'. Below this is a label 'Upload Images or Documents'. The green button labeled 'Submit Dispute' is still present. A green arrow points from the 'Upload Evidence' section to the right, indicating a transition to the next mockup.

Mockups

Based on the insights from the usability study, I made changes to improve the chances of selecting dispute reason. One of the changes I made was adding the option radio to select the dispute options . This allow users to choose dispute violations directly through the app by clicking the options , along with a clear explanation of their case.

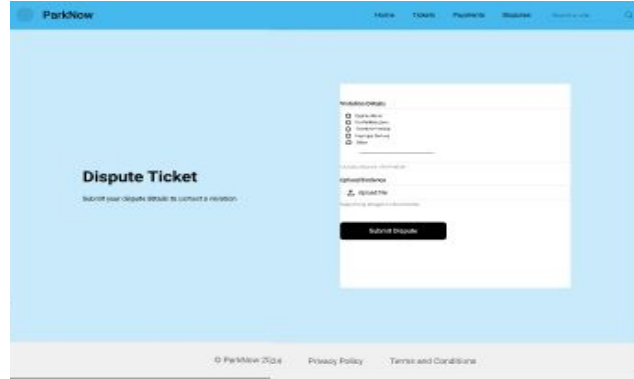
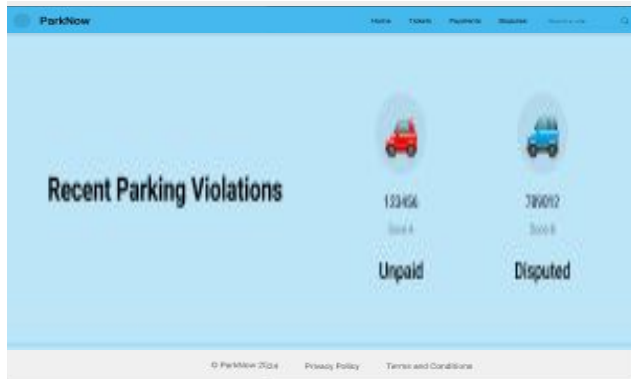
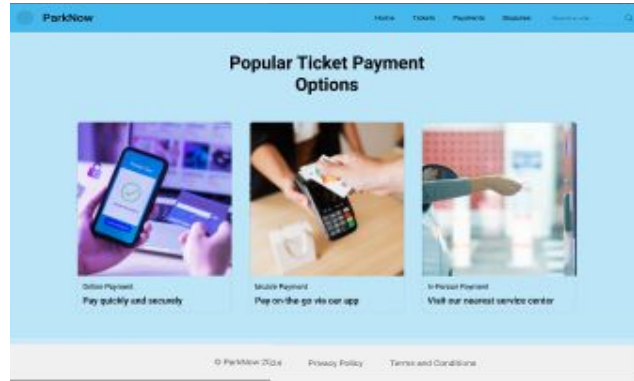
Before usability study

The mockup shows a 'Dispute Ticket' form with a header 'ParkNow' and navigation links 'Home', 'Tickets', 'Payments', 'Disputes', and a search bar. The form title is 'Dispute Ticket' with the subtitle 'Submit your dispute details to contest a violation'. The 'Violation Details' section has a text input 'Enter Details' and a link 'Include relevant information'. The 'Upload Evidence' section has a file selector 'Select file' and a link 'Supporting images or documents'. A 'Submit Dispute' button is at the bottom. The footer contains '© ParkNow 2024', 'Privacy Policy', and 'Terms and Conditions'.

After usability study

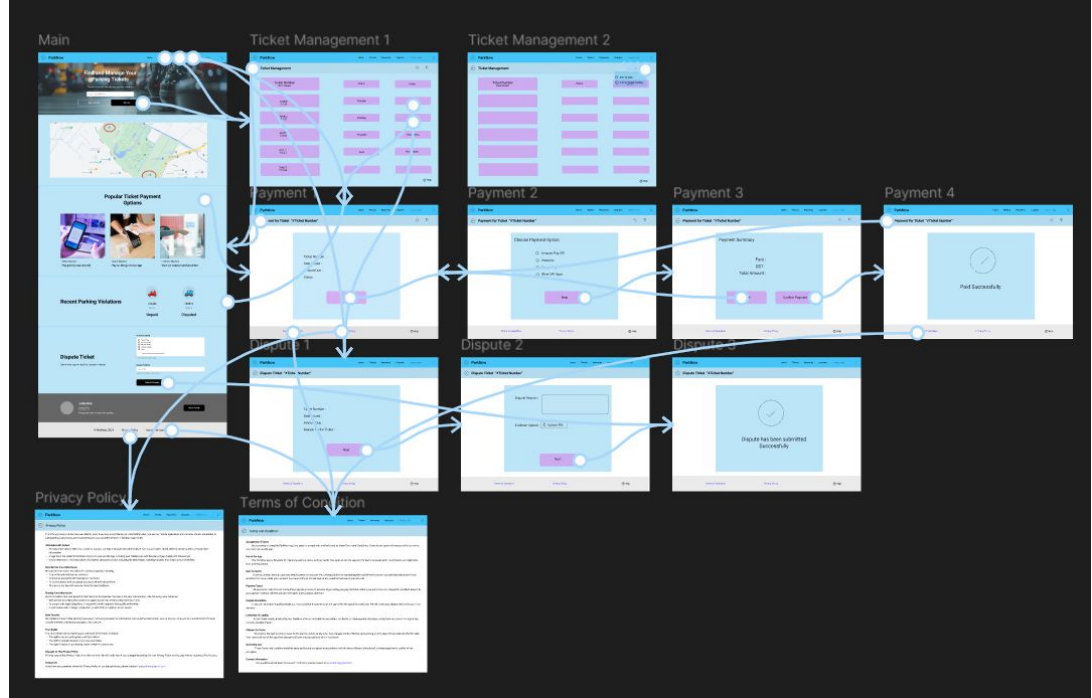
The mockup shows the 'Dispute Ticket' form after the usability study. The 'Violation Details' section now includes radio buttons for 'Excessive Noise', 'No Parking Zone', 'Overhead Parking', 'Improper Parking', and 'Other'. The 'Upload Evidence' section has a file selector 'Upload file' and a link 'Supporting images or documents'. A 'Submit Dispute' button is at the bottom. The footer contains '© ParkNow 2024', 'Privacy Policy', and 'Terms and Conditions'. A green arrow points from the 'Enter Details' input in the 'Before' mockup to the radio button options in the 'After' mockup.

Mockups: Original screen size



High-fidelity prototype

[Links to low-fidelity prototypes of different screen variants and brief description of the user flow + how you responded to and implemented peer feedback]



Accessibility considerations

1

I ensured that text and background colors meet WCAG guidelines for contrast, making it easier for users with visual impairments to read and navigate the app without straining their eyes.

2

The app was designed to be fully navigable using a keyboard, allowing users with mobility impairments to access all features without relying on a mouse, thereby enhancing overall usability.

3

All images and icons in the app include descriptive alt text, ensuring that users who rely on screen readers can understand the content and functionality of visual elements effectively.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Insert one to two sentences summarizing the impact of your designs. In the real world, you'd include data like number of downloads or sign ups, but since this is a course project, you can include a positive quote from a peer or study participant.



What I learned:

Throughout the ParkNow app project, I gained valuable insights into the UX design process, including the importance of user research in identifying pain points and informing design decisions. I learned how to effectively create wireframes and prototypes to visualize ideas and test usability. I discovered the significance of incorporating peer feedback to refine designs and enhance user experience.

Next steps

1

Conducting further usability testing to gather more user feedback on the latest design iterations, ensuring that all features meet user needs effectively.

2

I plan to implement a beta testing phase with a select group of users to identify any remaining issues before the official launch.

3

I will focus on developing a marketing strategy to promote the app and increase user adoption, leveraging insights gained from user research to tailor messaging that resonates with our target audience.

Let's connect!



Let's connect! I would like to hear from you and discuss my work further. You can reach me at kvani11021@gmail.com to review more of my projects.