

PARKEASE PRODUCT FOR DELIVERY DRIVERS

Product Strategy with Product Roadmap and Epics

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PRODUCT SPEC FOR PARKING APPLICATION FOR DELIVERY DRIVERS LIKE UBER EATS AND DOORDASH

1)-PRODUCT SPECIFICATION

Summary:

A parking application that provides delivery drivers of popular apps like Uber Eats and DoorDash with parking spots in advance, so they can deliver without worrying about parking tickets. The application will use real-time data from sensor-based parking detection systems to provide accurate and up-to-date information about available parking spots.

User Need/Problem:

Delivery drivers of popular apps like Uber Eats and DoorDash often struggle to find parking spots while they are on delivery, which can lead to delays and parking tickets. The parking application aims to solve this problem by providing drivers with parking spots in advance.

Business Metrics:

- Number of active users
- Number of parking spots reserved
- Number of parking tickets avoided
- User satisfaction rate

Primary Research:

- User interviews with delivery drivers of popular apps like Uber Eats and DoorDash to understand their pain points and needs when it comes to finding parking spots.
- User testing to validate the effectiveness of the application in solving the problem and meet the users' needs.

Secondary Research:

- Competitor analysis to understand the existing solutions in the market and identify opportunities for differentiation.
- Benchmarks to measure the performance of the application against industry standards.
- Surveys to gather feedback from the users and understand their satisfaction with the application.

Features in the form of Jobs-to-be-done:

- Drivers will be able to find and reserve parking spots in real-time
- Drivers will be able to pay for parking in the app
- Drivers will be able to report parking spots that are not available

- Drivers will be able to view parking history
- Drivers will be able to rate parking spots
- **Push notifications:** Drivers will be notified about the availability of parking spots near their delivery location.
- **Navigation:** The application will provide turn-by-turn directions to the selected parking spot.
- **Search filters:** Drivers will be able to filter parking spots by availability, location, price, and other factors.
- **Multi-language support:** Application will support different languages; it will make it easier for drivers who are not fluent in the language of the city they are delivering in.
- **Driver ratings:** Drivers will be able to rate parking spots based on factors such as ease of access, safety, and cleanliness.
- **Reviews:** Drivers will be able to read reviews of parking spots written by other drivers.
- **Time tracking:** The application will track the time a driver spends searching for a parking spot, and the time they spend parked.
- **Time reminder:** Application will have a feature for setting a reminder for the driver to move the car when the parking time is about to expire.
- **Safety:** The application will have a safety feature that will allow the driver to share their location with a trusted contact, in case of an emergency.
- **Availability:** Application will have a feature that will show the parking spots that are available for the specific time the driver is looking for.
- **Cost Comparison:** Application will allow the driver to compare the cost of different parking spots.
- **Weather information:** Application will provide the weather forecast for the driver's delivery location.

2)- COMPETITOR ANALYSIS:

The below table shows the potential competitors for the product along-with features that are not present in current product, that this new product can exploit and bring overall better experience for the delivery drivers.

Company	Funding	Investors	Customers	Target Market, Key Metrics	Special Features	Feature proposed for our app
SpotHero	\$57M	Lowercase Capital, OCA Ventures, AutoTech Ventures	Drivers, Fleet Managers, Parking Operators	Cities in the US and Canada, Utilization rate of parking spots	Reserve parking spots in advance, pay for parking through the app, view parking history, report unavailable parking spots,	Push notifications for available parking spots, turn-by-turn directions to the parking spot, search filters for parking spots, multi-language support, driver ratings for parking spots, reviews for parking

Company	Funding	Investors	Customers	Target Market, Key Metrics	Special Features	Feature proposed for our app
					user-friendly interface	spots, time tracking for search and parking time, reminder for moving the car, safety feature to share location with a trusted contact, availability feature that shows parking spots that are available for the specific time the driver is looking for, cost comparison feature, weather forecast for the delivery location
Parkmobile	\$43M	Fontinalis Partners, TDF Ventures, Upfront Ventures	Drivers, Fleet Managers, Parking Operators	Cities in the US and Canada, Transactions per month	Reserve parking spots in advance, pay for parking through the app, view parking history, report unavailable parking spots, integration with popular delivery apps	Push notifications for available parking spots, turn-by-turn directions to the parking spot, search filters for parking spots, multi-language support, driver ratings for parking spots, reviews for parking spots, time tracking for search and parking time, reminder for moving the car, safety feature to share location with a trusted contact, availability feature that shows parking spots that are available for the specific time the driver is looking for, cost comparison feature, weather forecast for the delivery location
Parkwhiz	\$47M	Jump Capital,	Drivers, Fleet	Cities in the US and	Reserve parking spots in advance,	Push notifications for available parking spots,

Company	Funding	Investors	Customers	Target Market, Key Metrics	Special Features	Feature proposed for our app
		OCA Ventures, 500 Startups	Managers, Parking Operators	Canada, Transactions per month	pay for parking through the app, view parking history, report unavailable parking spots, integration with popular delivery apps	turn-by-turn directions to the parking spot, search filters for parking spots, multi-language support, driver ratings for parking spots, reviews for parking spots, time tracking for search and parking time, reminder for moving the car, safety feature to share location with a trusted contact, availability feature that shows parking spots that are available for the specific time the driver is looking for, cost comparison feature, weather forecast for the delivery location

3)- CUSTOMER INTERVIEWS AND VALIDATION

These are some interview questions that needs to be asked to the customers while interviewing them for the Parking application:

- Can you tell me about a time when you had trouble finding a parking spot while on a delivery?
- How do you currently go about finding parking spots while on a delivery?
- How much time do you typically spend looking for a parking spot while on a delivery?
- Have you ever received a parking ticket while on a delivery? If so, can you tell me about that experience?
- How important is it for you to find a parking spot close to your delivery location?
- How do you currently pay for parking while on a delivery?
- Have you ever used a parking app before? If so, what did you like and dislike about it?
- What features do you think would be most useful in a parking app for delivery drivers?
- Are there any specific areas of the city where you find it particularly difficult to find parking while on a delivery?

- Are there any other challenges or frustrations that you face while trying to find a parking spot while on a delivery?
- How much are you willing to pay for a parking spot?
- How do you think an app that provides parking spots in advance would benefit you?
- Can you think of any other solutions that could help you find parking spots while on a delivery?
- How likely are you to use an app that makes it easy for you to find and reserve parking spots in real-time?
- How often do you make deliveries?

These questions are designed to elicit specific and detailed responses from the interviewees, and will help you understand their pain points, needs, and preferences when it comes to finding parking spots while on a delivery. They are also formulated in a way that does not lead the interviewee to a specific answer, allowing you to gain more insights.

In real-time some customer interviews were done in-person and some using google forms survey. The survey was designed to understand end-users needs. There was total 8 questions asked and the response for each of them was recorded. The responses are displayed below in graphical format, exported directly from Google forms. Here are the results of the survey:

Are you a food delivery driver?

30 responses

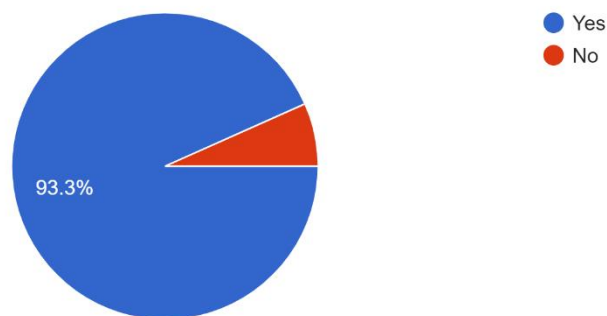


Figure 1: 93% are Delivery drivers who filled the survey.

How often do you have trouble finding parking while on a delivery ?

30 responses

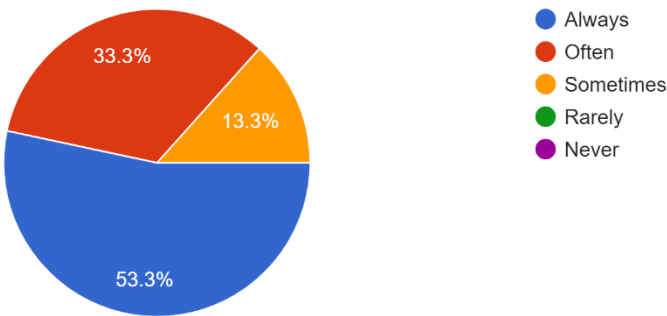


Figure 2: Majority (53.3%) of the delivery drivers are always having trouble parking.

On a scale of 1-5 how much does trouble finding parking while on a delivery, impact your delivery time? (1 being not impacted at all, 5 being a huge impact)

30 responses

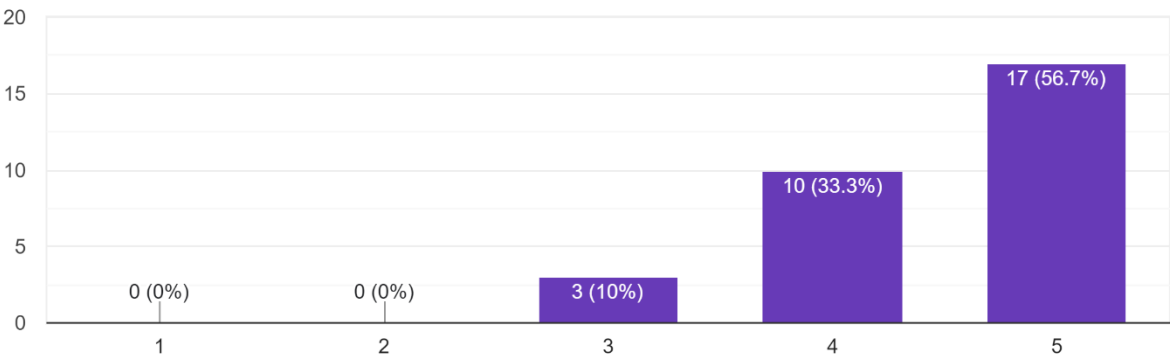


Figure 3: Majority (56.7%) of delivery drivers reported as parking having major impact on their delivery time.

Have you ever missed a delivery window or bad customer review because of late delivery due to trouble finding parking?

30 responses

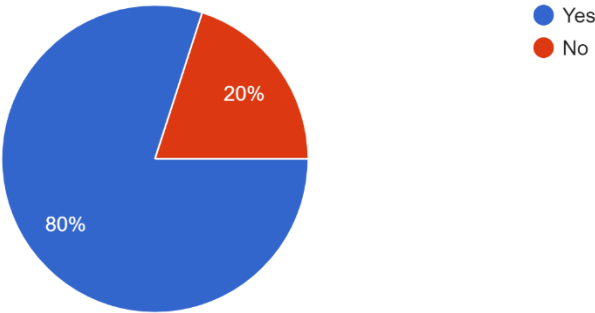


Figure 4: Majority (80%) of delivery drivers reported missing delivery due to trouble finding parking spots.

How much time do you spend on average looking for a parking spot while on a delivery?

30 responses

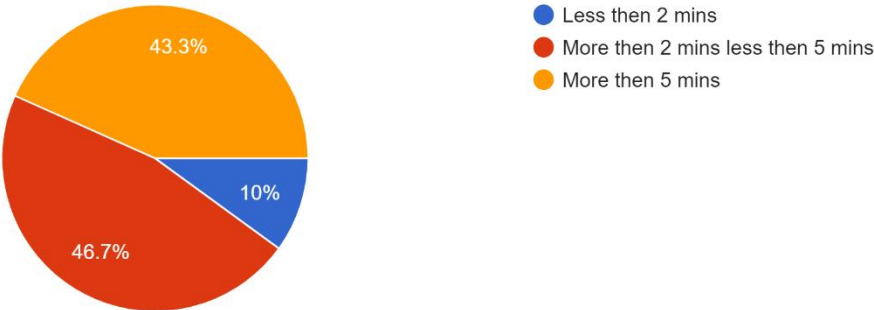


Figure 5: 43.3% delivery drivers reported they take more than 5 mins to find parking spots

Did you ever got a parking ticket while making deliveries?

30 responses

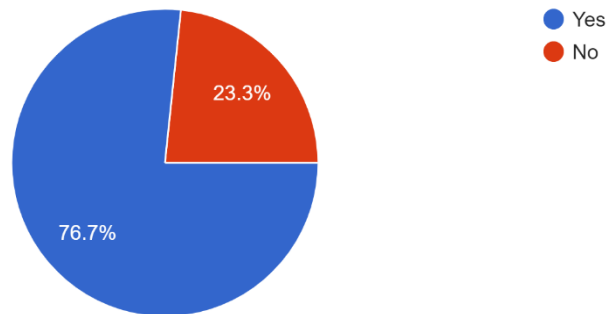


Figure 6: Majority (76.7%) of delivery drivers reported they have got parking tickets while completing deliveries.

Are you aware of any current parking apps that assist delivery drivers with finding parking spots? If yes do you use them?

30 responses

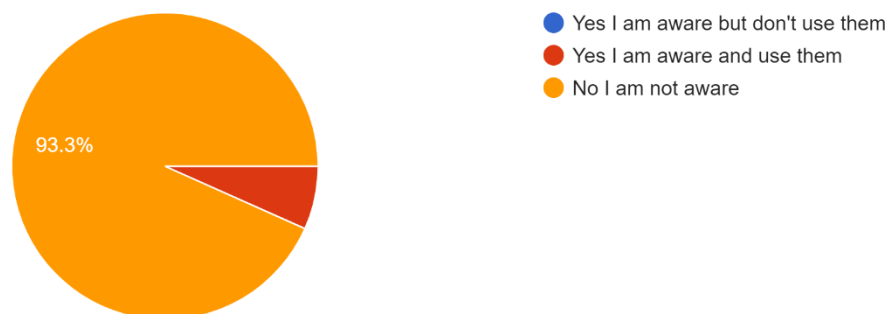
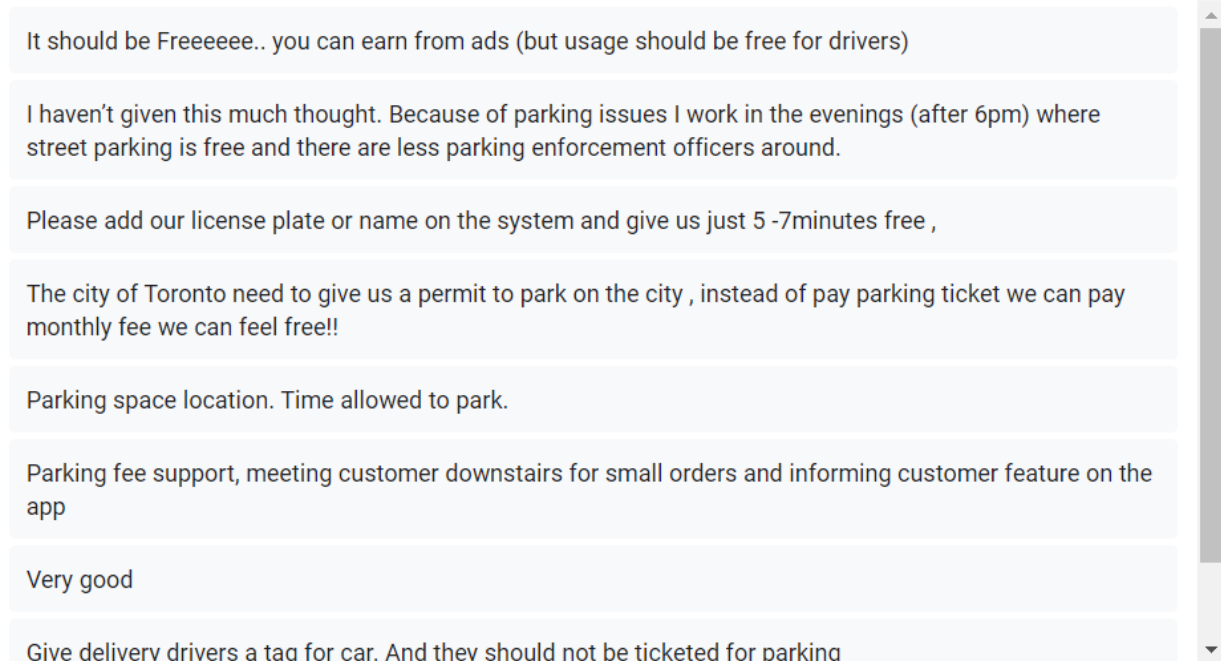


Figure 7: Majority (93.3%) delivery drivers reported they are not aware of any app that solves this problem.

In your opinion, what features would be most helpful in a parking app for delivery drivers? (Open-ended question)

9 responses

A screenshot of a Google Forms survey titled "In your opinion, what features would be most helpful in a parking app for delivery drivers? (Open-ended question)". It shows 9 responses from delivery drivers. The responses are: "It should be Freeeeee.. you can earn from ads (but usage should be free for drivers)", "I haven't given this much thought. Because of parking issues I work in the evenings (after 6pm) where street parking is free and there are less parking enforcement officers around.", "Please add our license plate or name on the system and give us just 5 -7minutes free ,", "The city of Toronto need to give us a permit to park on the city , instead of pay parking ticket we can pay monthly fee we can feel free!!", "Parking space location. Time allowed to park.", "Parking fee support, meeting customer downstairs for small orders and informing customer feature on the app", "Very good", and "Give delivery drivers a tag for car. And they should not be ticketed for parking". The form has a vertical scrollbar on the right side.

It should be Freeeeee.. you can earn from ads (but usage should be free for drivers)

I haven't given this much thought. Because of parking issues I work in the evenings (after 6pm) where street parking is free and there are less parking enforcement officers around.

Please add our license plate or name on the system and give us just 5 -7minutes free ,

The city of Toronto need to give us a permit to park on the city , instead of pay parking ticket we can pay monthly fee we can feel free!!

Parking space location. Time allowed to park.

Parking fee support, meeting customer downstairs for small orders and informing customer feature on the app

Very good

Give delivery drivers a tag for car. And they should not be ticketed for parking

Figure 8: Feedback regarding potential ideas for the new app, open ended response from drivers.

These are the survey results of real-time google forms survey. The survey is still open and it can accessed from this link : [Google Forms Survey](#)

It was observed that this is a real problem, and it needs to be solved, since customers have provided their inputs and it can be deduced from it that a product for finding parking spot must be there.

4)- PRODUCT STRATEGY AND PRODUCT VISION

Product Strategy:

- Target delivery drivers of popular apps like Uber Eats and DoorDash who are facing difficulties in finding parking spots while on a delivery and receiving parking tickets.
- Provide a solution that uses real-time data from third party API's systems to provide parking spots accurately and efficiently in advance.
- Create a user-friendly and easy to use application that integrates with popular delivery apps and offers a variety of features to meet the needs of delivery drivers.

Product Vision:

- To become the go-to parking app for delivery drivers in Canada, providing them with real-time, accurate and efficient parking solutions, thus reducing the stress and time spent looking for parking spots and avoid parking tickets.
- To make the app a one-stop solution for the delivery drivers with features like turn-by-turn direction, cost comparison, weather forecast and many more to make their job more efficient and easier.
- To make the app available in multiple languages and support different platforms, to reach a wider audience.
- To make the app so good that it becomes a model for other countries to follow.

5)- CUSTOMER JOURNEY AND OPPORTUNITIES

1. **Persona:** Delivery Driver (John)
2. **Scenario:** John is a delivery driver for Uber Eats in Toronto. He frequently faces difficulty finding parking spots while making deliveries in the city.
3. **Goals and Expectations:** John wants an easy and efficient way to find available parking spots before starting his deliveries. He also wants to avoid getting parking tickets and save time and money on parking.
4. **Touchpoints:**
 - John launches the parking app on his smartphone and enters his delivery location.
 - The app uses real-time data from parking providers to show available spots nearby.
 - John can filter the search results by location, cost, and time of availability.
 - John selects a parking spot, and the app provides turn-by-turn directions to the spot.
 - John parks his car and starts his deliveries.
 - The app sends a reminder to John when his parking time is about to expire.
 - John can also rate and review the parking spot after his delivery.
5. **Insights:**
 - **Opportunities:** The app can also provide additional features such as weather forecast for the delivery location, cost comparison feature and safety feature to share location with a trusted contact to improve the overall experience.
 - **Questions:** How can the app improve its algorithm for parking spot search? How can the app encourage more drivers to rate and review parking spots? How can the app integrate with other delivery apps to provide more personalized experience?

This customer journey is an example of how the parking app would be used by delivery drivers like John. The persona, scenario, goals, and expectations provide context for the touchpoints and insights, which can then be used to further develop and improve the app.

5)- PRODUCT ROADMAP WITH EFFORT

Phase 1: Minimum Viable Product (MVP)

Target Date: 4-6 weeks

Impact: Basic functionality of the application will be available for delivery drivers to use.

Effort: Medium

Sub-features:

- Search for available parking spots in real-time using data from sensor-based parking detection systems.
- Reserve a parking spot in advance.
- Pay for parking using the app.
- View parking history.
- Report parking spots that are not available.
- User-friendly interface.
- Support for iOS and Android platforms.

Phase 2: Advanced Features

Target Date: 8-12 weeks

Impact: Additional functionality that will improve the user experience and increase the value of the application.

Effort: High

Sub-features:

- Push notifications for available parking spots.
- Turn-by-turn directions to the parking spot.
- Search filters for parking spots.
- Multi-language support.
- Driver ratings for parking spots.
- Reviews for parking spots.
- Time tracking for search and parking time.
- Reminder for moving the car.
- Safety feature to share location with a trusted contact.
- Availability feature that shows parking spots that are available for the specific time the driver is looking for.
- Cost comparison feature.
- Weather forecast for the delivery location.

Phase 3: Integration and Optimization

Target Date: 12-16 weeks

Impact: Integration of the application with other services and optimization of the application's performance.

Effort: High

Sub-features:

- Integration with popular delivery apps like Uber Eats and DoorDash.
- Optimization of the application's performance.
- Integration with payment gateways.
- Optimization of the user interface.
- Bug fixing and testing.

6)- CREATING EPICS AND USER STORIES OF THE PARKING APP

First the Epic for the parking app is created, then it is prioritized using MoSCoW framework and at last User stories are assigned to the epic.

List of Epics:

- Searching for Parking Spots
- Navigating to Parking Spots
- Managing Parking Time
- Providing Feedback
- Additional features

So, there are total 5 epics, now the User stories are created and assigned to each epic.

Searching for Parking Spots:

- WHEN I am about to start a delivery, I WANT TO see a list of available parking spots nearby SO I CAN find a spot quickly and efficiently.
- WHEN I am searching for a parking spot, I WANT TO be able to filter the results by location, cost, and time of availability SO I CAN find the most suitable spot for my delivery.

Navigating to Parking Spots:

- WHEN I am parking in a spot, I WANT TO receive turn-by-turn directions to the spot SO I CAN find it easily.

Managing Parking Time:

- WHEN I am parked in a spot, I WANT TO receive a reminder before my parking time expires SO I CAN move my car and avoid getting a parking ticket.
- WHEN I am parked in a spot, I WANT TO be able to see how much time is remaining for the parking, SO I can plan my next steps accordingly.

Providing Feedback:

- WHEN I am finished with my delivery, I WANT TO rate and review the parking spot SO I CAN provide feedback and help other drivers.

Additional features:

- WHEN I am on delivery, I WANT TO receive weather forecast for the delivery location SO I CAN plan accordingly.
- WHEN I am on delivery, I WANT TO be able to see cost comparison feature of parking spots SO I CAN choose the most affordable spot.
- WHEN I am parked in a spot, I WANT TO be able to share my location with a trusted contact SO I CAN have a sense of security
- WHEN I am using the app, I WANT TO be able to choose the language in which I am comfortable with, SO I CAN use the app easily.

Each epic represents a broad category of functionality that the parking app will provide. By grouping related user stories into epics, you can better understand the overall scope of the project and track progress towards completing each category of functionality.

Epic Prioritization:

The Epic is now prioritized using MoSCoW framework as shown:

- **Must have:** Searching for Parking Spots, Navigating to Parking Spots and Managing Parking Time
- **Should have:** Providing Feedback
- **Could have:** Additional features

Milestones:

- Milestone 1: Searching for Parking Spots (Must have)
- Milestone 2: Navigating to Parking Spots (Must have)
- Milestone 3: Managing Parking Time (Must have)
- Milestone 4: Providing Feedback (Should have)
- Milestone 5: Additional features (Could have)

The MoSCoW framework allows us to identify the epics that are essential for the app's success (Must have), the ones that are important but can be delivered at a later stage (Should have) and the ones that would be nice to have but are not critical to the app's success (Could have).

The milestones are created based on the priority of epics, it breaks down the epics into smaller chunks which allows you to see progress and track the completion of the project. The milestones provide a clear view of the progress of the project and help to identify if there are any delays or issues that need to be addressed.

User Story Breakdown to sub-tasks and sub-tasks breakdown to steps:

For every story in the epic, it needs to be divided into smaller sub tasks, that way it becomes easier for the developers to pick each sub tasks and complete them one by one. Below is the breaking down of each epic's user stories into smaller sub-tasks and each sub-task has steps that the developer has to follow in order to complete it.

Searching for Parking Spots (Epic)

- **User Story:** As a delivery driver, when I need to find a parking spot, I want to be able to search for available spots near my location or delivery address so I can park quickly and efficiently.

Sub Tasks:

- **Implement a search function that allows users to search for parking spots based on their current location or a specific address.**
 - Step 1: Create a search bar on the app's main screen where users can input an address or use their current location
 - Step 2: Use the geolocation API to retrieve the user's current location
 - Step 3: Use the address or location data to call the third-party API or sensor data to retrieve a list of available parking spots
 - Step 4: Display the parking spots on a map view with markers for easy identification
 - Step 5: Allow users to filter the search results by parking type, cost, and distance
- **Retrieve data from third-party API to show real-time availability of parking spots.**
 - Step 1: Research and integrate with a third-party API that provides real-time parking spot data
 - Step 2: Create an API endpoint to retrieve parking spot data
 - Step 3: Implement a data caching mechanism to store the data locally for offline use
 - Step 4: Schedule regular updates to the cache to ensure the data is up to date
- **Display the parking spots on a map view to allow users to easily identify their location.**
 - Step 1: Implement a mapping library such as Google Maps or Open Street Maps
 - Step 2: Display the parking spots as markers on the map
 - Step 3: Allow users to zoom in and out of the map to view more or fewer parking spots
 - Step 4: Allow users to click on the markers to view more information about the parking spot.
- **User Story:** As a delivery driver, when I am searching for a parking spot, I want to be able to filter the results by location, cost, and time of availability so I can find the most suitable spot for my delivery.

Sub Tasks:

- **Allow users to filter the search results by parking type, cost, and distance.**
 - Step 1: Create filter options such as type, cost, and distance on the search screen
 - Step 2: Retrieve the filter options selected by the user and pass them as parameters to the API call
 - Step 3: Sort the results based on the filter options selected by the user
 - Step 4: Display the filtered results to the user

Navigating to Parking Spots (Epic)

- **User Story:** As a delivery driver, when I have found a parking spot, I want to be able to navigate to the spot with ease so I can find it quickly.

Sub Tasks:

- **Integrate a mapping service to provide turn-by-turn directions to the selected parking spot.**
 - Step 1: Research and integrate with a mapping service such as Google Maps or Open Street Maps
 - Step 2: Allow users to input a destination address or select a parking spot from the search results
 - Step 3: Use the mapping service to calculate the route and display it on the map
 - Step 4: Allow users to choose different modes of transportation (driving, walking, public transit)
- **Display the directions on a map view and provide updates on the user's location and distance to the parking spot.**
 - Step 1: Use the geolocation API to retrieve the user's current location
 - Step 2: Update the user's location on the map in real-time as they move
 - Step 3: Use the mapping service to calculate the distance to the destination and display it on the screen.

Managing Parking Time (Epic)

- **User Story:** As a delivery driver, I want to be able to manage my parking time effectively so I can avoid getting a parking ticket.

Sub Tasks:

- **Allow users to input information about the parking meter such as expiration time, rate, and reminder**
- Step 1: Create an input field for users to input parking meter information on the parking spot detail screen
- Step 2: Allow users to set a reminder for the parking meter expiration time
- Step 3: Display the parking meter information and expiration reminder on the parking spot detail screen
- **Implement a feature to show parking spots with CCTV coverage or parking spot with amenities such as washrooms, etc.**
- Step 1: Research and integrate with a third-party API that provides information about parking spots with CCTV coverage and amenities
- Step 2: Display the information on the parking spot detail screen
- Step 3: Allow users to filter search results based on the presence of CCTV coverage or amenities
- **Allow users to access parking spot images and reviews from other drivers.**
- Step 1: Research and integrate with a third-party API that provides parking spot images and reviews
- Step 2: Allow users to view the images and reviews on the parking spot detail screen
- Step 3: Allow users to leave reviews and rate parking spots

Providing Feedback (Epic)

- **User Story:** As a delivery driver, I want to be able to provide feedback on the parking spots I use so that I can help improve the service for myself and other drivers.

Sub Tasks:

- **Allow users to rate and leave feedback on parking spots**
 - Step 1: Create a rating system and feedback form on the parking spot detail screen
 - Step 2: Allow users to rate the parking spot on a scale and leave a written feedback
 - Step 3: Allow users to submit the feedback and rating
 - Step 4: Display the average rating and number of ratings on the parking spot detail screen
- **Allow users to flag a parking spot for issues**
 - Step 1: Create a feature for users to flag a parking spot for issues such as incorrect information or broken parking meter
 - Step 2: Allow users to provide additional details about the issue
 - Step 3: Send the flag and details to the admin for review
 - Step 4: Send a confirmation to the user that their flag has been received and is being reviewed
- **Allow users to view feedback and ratings from other drivers**
 - Step 1: Create a feature for users to view feedback and ratings from other drivers on the parking spot detail screen
 - Step 2: Allow users to filter feedback and ratings by date or rating
 - Step 3: Allow users to view flagged parking spots and their status on the map.

Additional features (Epic)

3. **User Story:** As a delivery driver, I want additional features such as pre-booking, sharing, and paying for parking through the app so that I can have a more seamless and convenient experience.

Sub Tasks:

- **Allow users to pre-book a parking spot in advance**
 - Step 1: Create a pre-booking feature on the parking spot detail screen
 - Step 2: Allow users to select a date and time to pre-book a spot
 - Step 3: Send a confirmation to the user
 - Step 4: Allow users to cancel or modify the pre-booking
- **Allow users to share parking spot information with friends or other drivers**
 - Step 1: Create a share button on the parking spot detail screen
 - Step 2: Allow users to share the parking spot information via message, email, or social media
- **Allow users to pay for parking through the app**
 - Step 1: Research and integrate with a payment gateway
 - Step 2: Create a payment option on the parking spot detail screen
 - Step 3: Allow users to input their payment information
 - Step 4: Send a confirmation to the user

7)- TECHNICAL QUESTIONS TO ASK THE API WHICH WILL BE CONSUMED BY PARKING APPLICATION:

By asking these questions, we will be able to better understand the capabilities of the API and how it can be integrated into the parking application to provide the functionality required for delivery drivers.

- What kind of data does the API provide? Is it real-time data or historical data? Does it include information on parking spot availability, cost, location, etc.?
- Is the data provided by the API accurate and reliable?
- How frequently is the data updated?
- Is there a limit on the number of requests that can be made to the API per day/week/month?
- What is the format of the data returned by the API? (i.e. JSON, XML, CSV)
- Is there any documentation or sample code provided for integrating the API into an application?
- Does the API require an API key or any other forms of authentication?
- Are there any costs associated with using the API? If so, what are the pricing details?
- Are there any restrictions on usage or data access?
- Does the API have a support team that can help with integration or troubleshooting?

8)- USER SATISFACTION TEST WITH SCENARIOS AND QUESTIONS

These instructions and questions will help you to evaluate how well the parking app meets the user's needs and identify any areas for improvement.

User Testing Instructions:

- User Goal: The user should be able to search for available parking spots quickly and efficiently.
- User Goal: The user should be able to navigate to a parking spot with ease.
- User Goal: The user should be able to manage parking time without worrying about getting a parking ticket.
- User Goal: The user should be able to provide feedback and rate parking spots.

Instructions:

1. First, the user will open the parking app and sign in.
2. Next, the user will search for available parking spots near their current location or near their delivery address.
3. The user will then select the parking spot that they want to park in and navigate to the spot using the provided turn-by-turn directions.
4. Once the user has parked, they will input the parking meter information and set a reminder to avoid getting a parking ticket.
5. After finishing the delivery, the user will rate and review the parking spot.

Questions to ask the user:

- How easy or difficult was it to find a parking spot using the app?
- Was the navigation to the parking spot straightforward?

- How easy or difficult was it to input the parking meter information and set a reminder?
- How satisfied are you with the parking spot you selected?
- How likely are you to use the app again for parking in the future?
- Are there any features that you think would improve the app's usability?
- Are there any issues that you encountered while using the app?

9)- BUSINESS AND CUSTOMER METRICS:

Whenever a product is created its success needs to be measured so that areas of improvements can be identified. Metrics help us to quantitatively measure the success of the product overtime. HEART framework is used here to understand the metrics for this product. HEART Framework is a way to measure user engagement, that includes five elements:

- **Happiness:** Measures overall satisfaction and enjoyment of the user.
- **Engagement:** Measures how actively users are using the app.
- **Adoption:** Measures how many users are using the app.
- **Retention:** Measures how many users return to the app over time.
- **Task Success:** Measures how well users can accomplish specific tasks within the app.

Below is the metrics that will be targeted for the success of this product. Business and customer metrics table:

Framework	Goals	Signals	Metrics
Happiness	Users are satisfied with the parking app	Positive feedback, Net Promoter Score, App Store ratings	Mean satisfaction score, percentage of users who give a rating of 9 or 10, percentage of users who recommend the app
Engagement	Users are actively using the app to find parking spots	Active users, session length, screen flow	Daily active users, monthly active users, average session length, screen flow, drop-off rate
Adoption	A significant number of delivery drivers in Canada are using the parking app	Downloads, user acquisition	Number of downloads, user acquisition cost, conversion rate
Retention	Users return to the app over time to find parking spots	Retention rate	Retention rate by day, week, and month

Framework	Goals	Signals	Metrics
Task Success	Users can find parking spots, navigate to them, manage parking time and provide feedback successfully	Time on task, completion rate, error rate	Average time to complete a task, task completion rate, error rate

By setting goals, signals, and metrics in each letter of HEART, we can measure how well the parking app is meeting the needs of the delivery drivers and identify areas for improvement. This will help to evaluate the success of the app and make data-driven decisions to improve the app experience.

10)- PRODUCT LAUNCH

Once all the metrics are successfully defined, its time to launch the product in market. There are 4 phases for launching the product:

- Pre-Launch
- Soft-Launch
- Public-Launch
- Post-Launch

It's time to fill in the content in each phase of the launch.

Pre-launch:

- Define the target audience: Delivery drivers of popular apps like Uber Eats and Doordash who find it hard to get parking while they are on delivery.
- Conduct a thorough market research:
 - Identify the pain points and needs of delivery drivers through customer interviews, surveys, and online research.
 - Analyze the competition and identify gaps in the market that the parking app can fill.
- Create a list of key features and benefits of the product:
 - Real-time parking availability data provided by third-party API.
 - Advance parking spot booking feature
 - In-app navigation to the parking spot
 - In-app payment option
 - In-app parking history, reservations, and receipts
- Develop a marketing and communications plan that includes messaging, branding, and positioning:
 - Branding: "ParkEase"
 - Positioning: "Ease the parking worries of delivery drivers"
 - Messaging: "Never worry about parking tickets while on delivery"
- Create a landing page and website to promote the product.

Soft launch:

- Reach out to a small, targeted group of beta users: 50-100 delivery drivers in Toronto
- Gather feedback through user testing and interviews to improve the product and make any necessary adjustments.
- Build a list of early adopters and influencers in the industry.

Public launch:

- Announce the launch of the product through a press release, social media, and email marketing campaign:
 - Press release: "ParkEase - the revolutionary parking app for delivery drivers"
 - Social media campaign: "Say goodbye to parking tickets with ParkEase"
 - Email marketing campaign: "Introducing ParkEase - the ultimate parking solution for delivery drivers"
- Reach out to early adopters and influencers to get them to try the product and provide feedback.
- Host an event or webinar to introduce the product to the market.

Post-launch:

- Monitor the product's performance and gather feedback from customers.
- Use the feedback to improve the product and make any necessary adjustments.
- Continuously promote the product through marketing campaigns, social media, and events.
- Continuously gather feedback from delivery drivers and partners and improve the product accordingly.

10)- CONCLUSION

Delivery drivers do their job to make some extra income since their primary job is not able to pay for their needs. However, they often face challenges while looking for parking when they are completing deliveries. This product will solve their problem and will provide seamless experience so that more people can take interest in doing deliveries and Uber Eats customers don't have to wait for so long to get their orders since delivery drivers reject them. The reason is simple, they are unfamiliar with the delivery location and are afraid to waste time while finding parking spots near delivery location or pickup locations. This product will solve that problem once and for all.