



Lean Canvas

EasyParking

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Problem

- URI's parking portal is not very straightforward to access
- Limited parking spots during peak hours pose a challenge for students, faculty, and staff.
- Students often struggle to remember exactly where they parked

Solution

- Provide real-time traffic data to inform users about parking lot availability.
- Utilize location-based services to guide users to the nearest parking

Key Metrics

- *How many people are using the app to check open parking spots*
- *How many people are actually responding when they leave*

Unique Value Proposition

- Instant visibility into parking lot availability, enabling users to plan their parking in advance.
- Effortlessly save and retrieve parking spots with a single tap for convenience and peace of mind.

Advantage

- Accessibility to the closest available parking lot
- Centralized platform offering all parking-related services.

Channels

- IOS and Android
- Have a customer service email
- Ai for simple questions

Customer Segments

- URI students/faculty/staff/visitors
- General public (maybe)

Cost Structure

\$40 dollars for thinkable.

Revenue Streams

Ad banners