

Park*idle*



Your favourite park finder.

Scenario

Simone, a car driver.

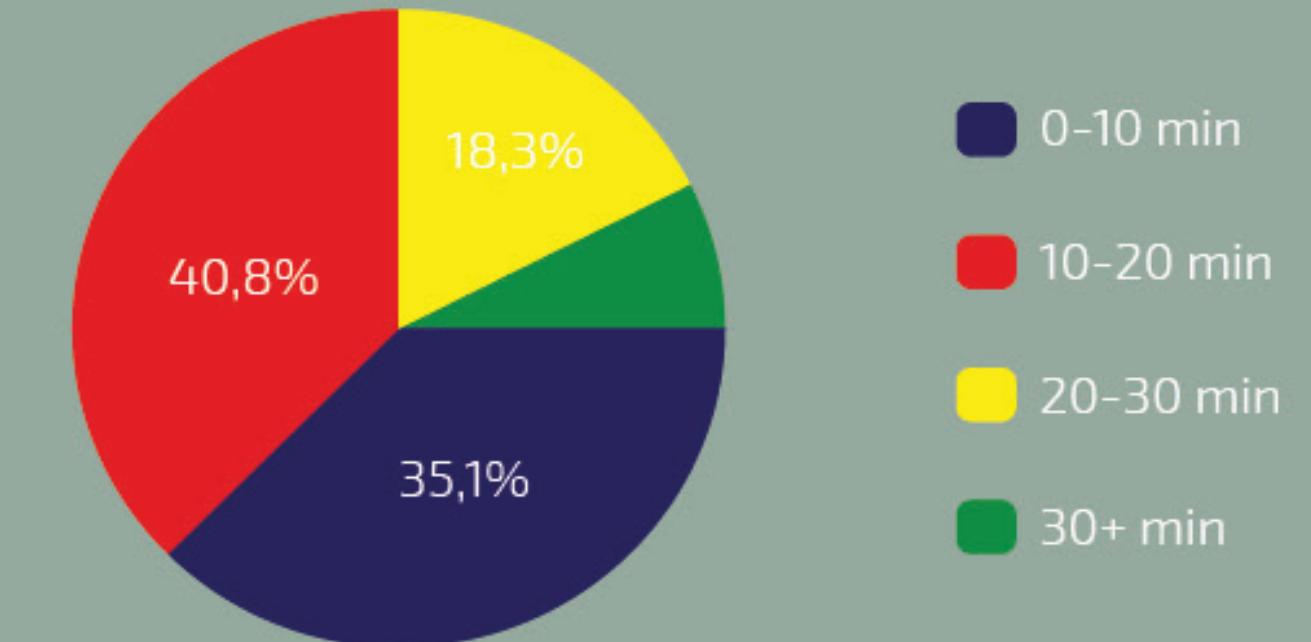


Every Morning:

- In office at 8:30AM
- Wake up at 7AM
- 30 minutes route
- Ready and leave at 8AM

How much time do you spend every day to find an empty parking?

262 answers

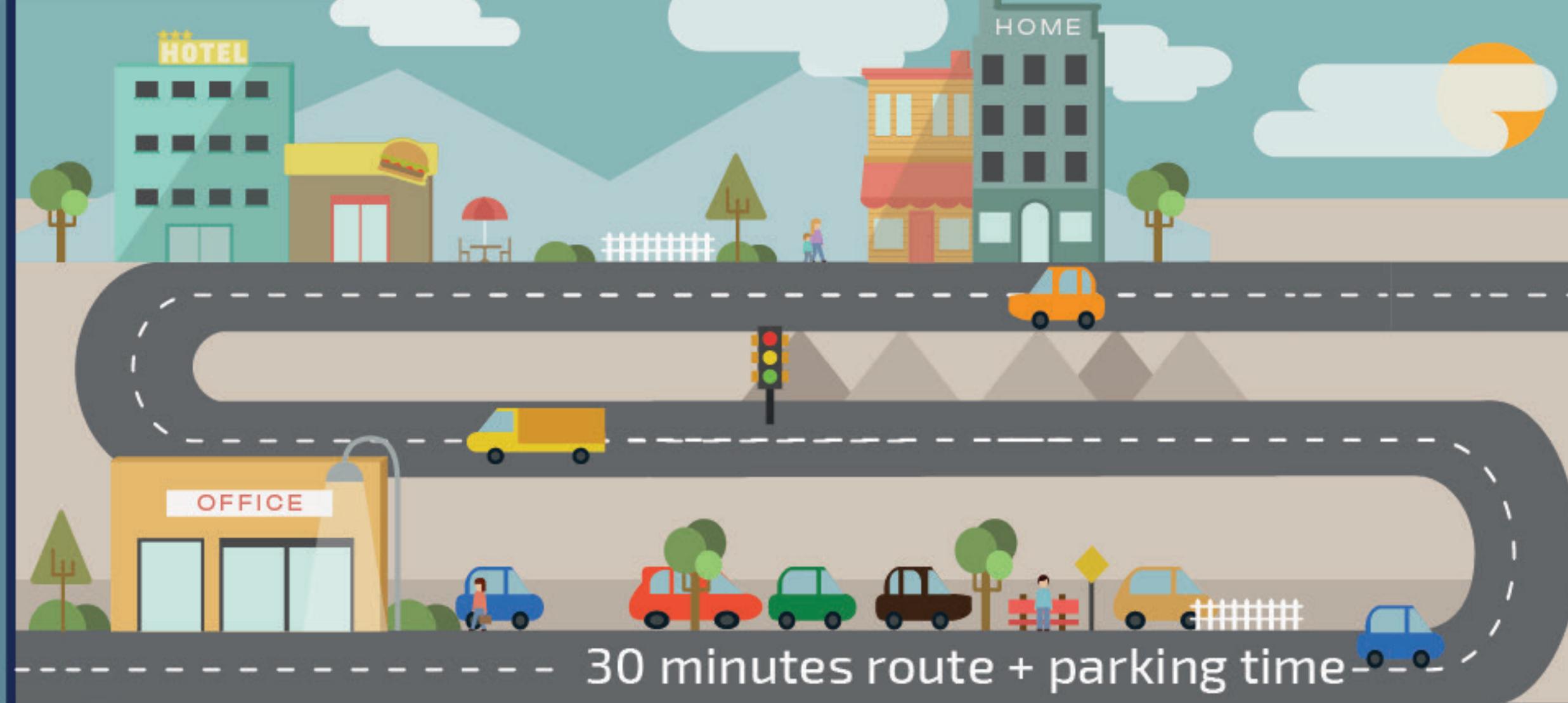


10 minutes average to find an empty parking spot.

7AM



Without Parkidle



He will often be late



Maybe he can wake up earlier...



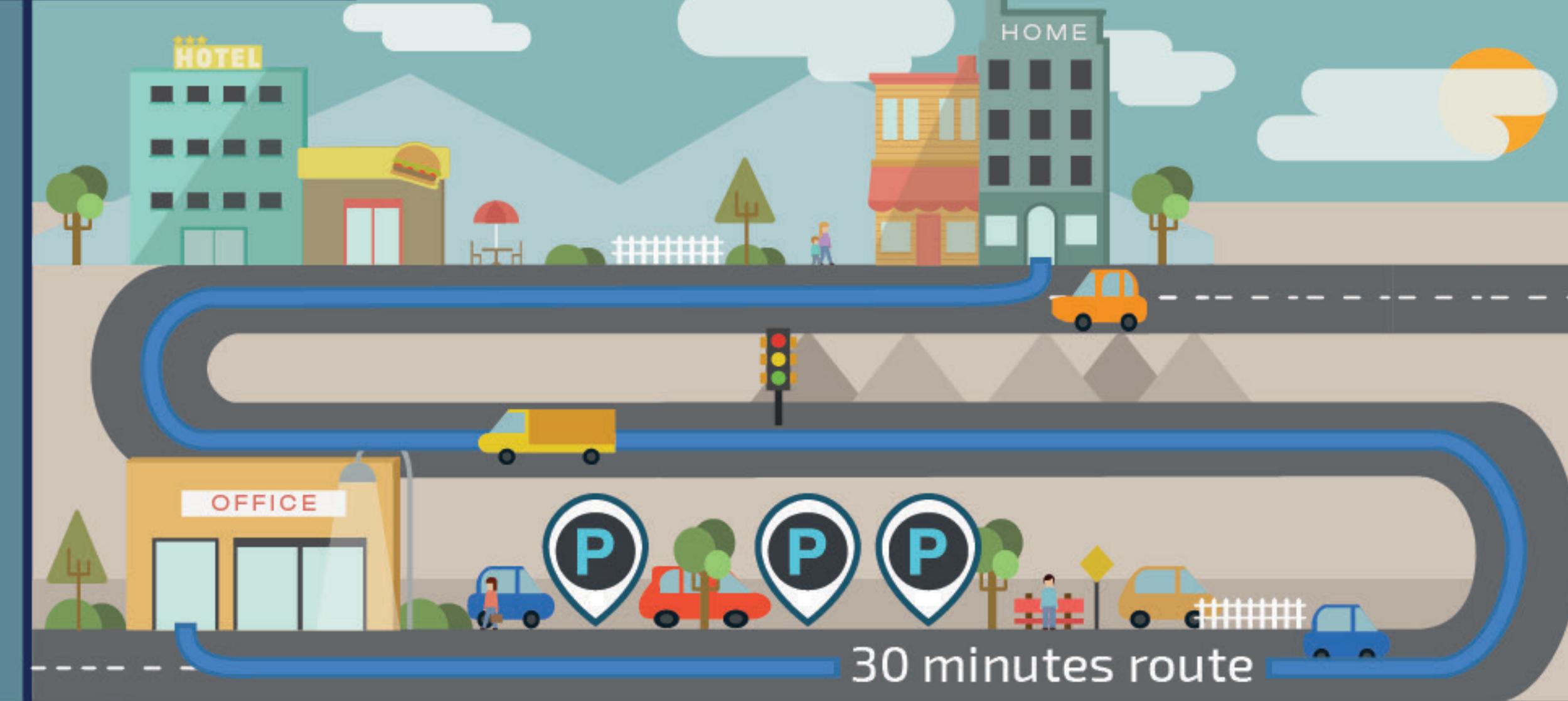
But you know...



7 AM



With ParkIdle



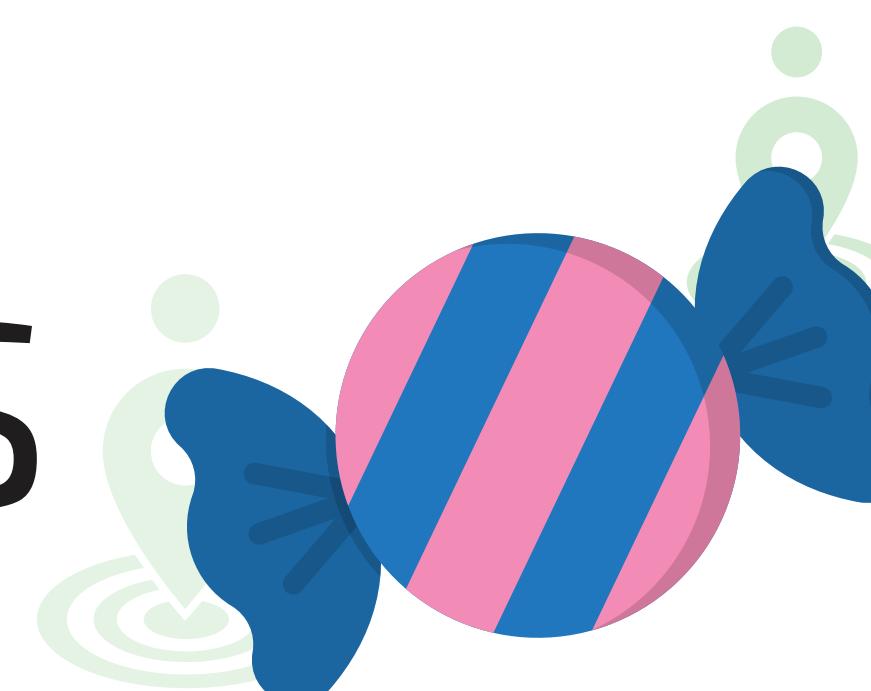
30 minutes route

Increasing chance to find an empty parking spot.
Simone will rarely be late.



Parkidle

is



User-friendly

“It should be a *reliable*
and *intuitive* app.”

ParkIdle is community

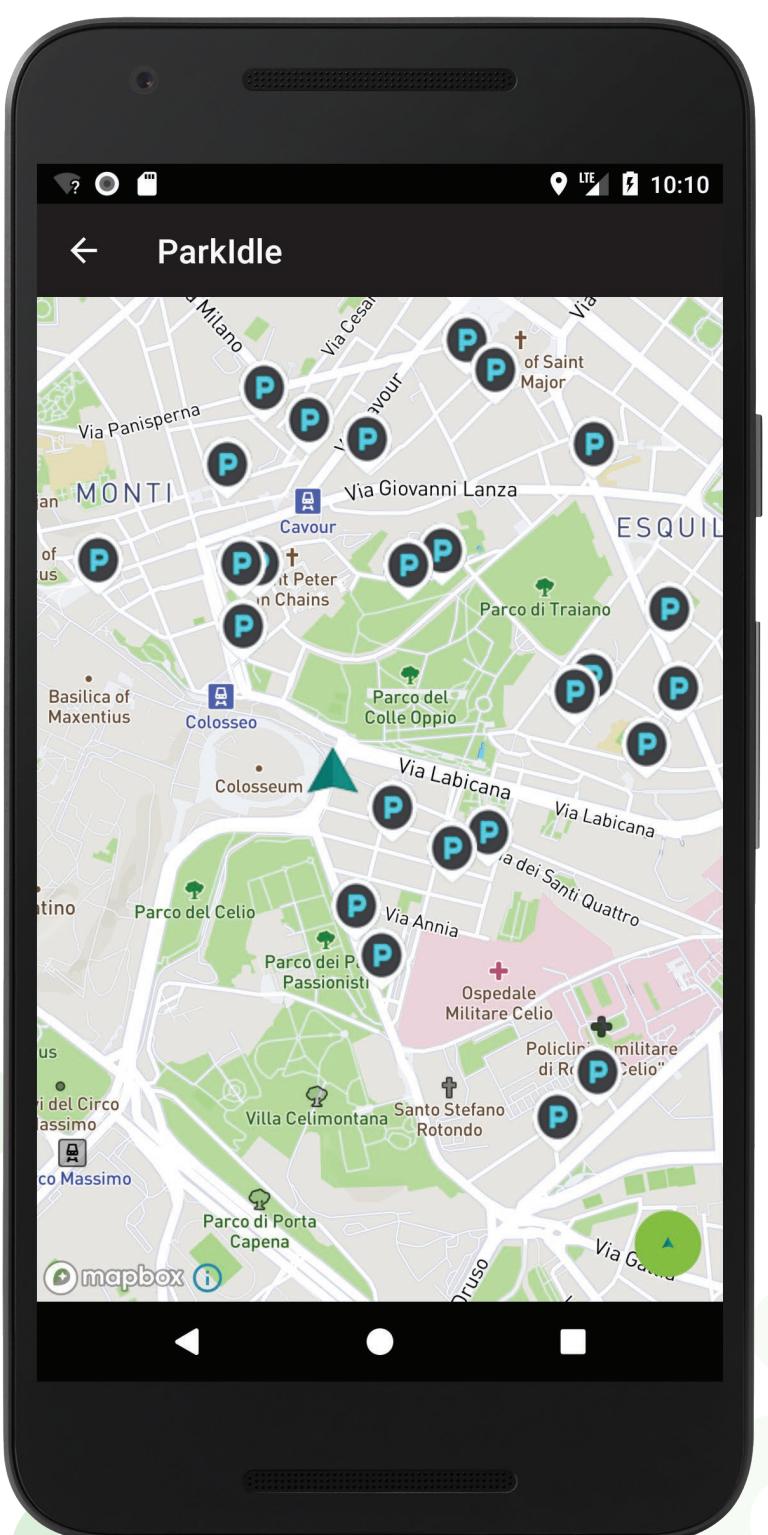


Login with Google
or Facebook

Automatically share your
motion activity

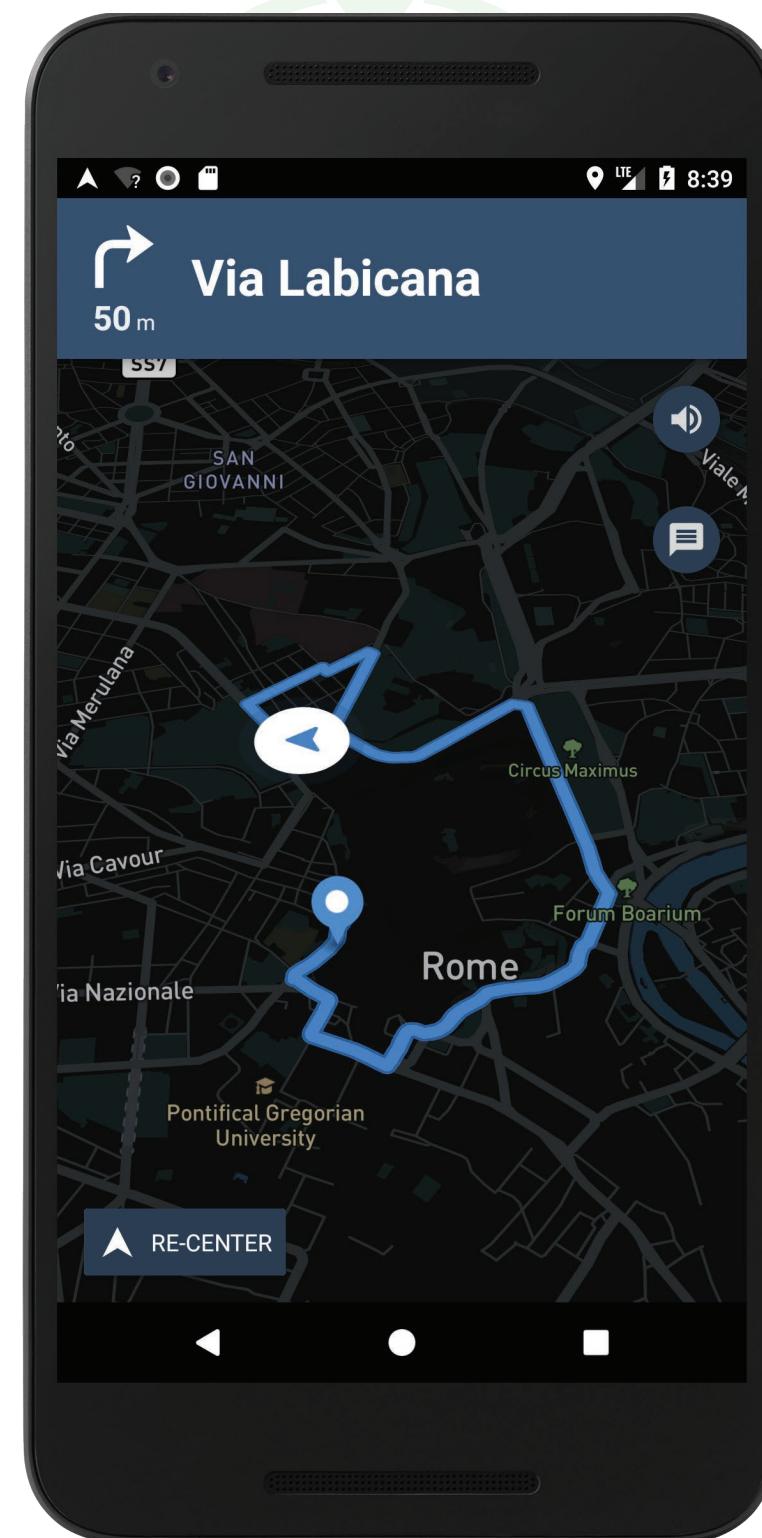
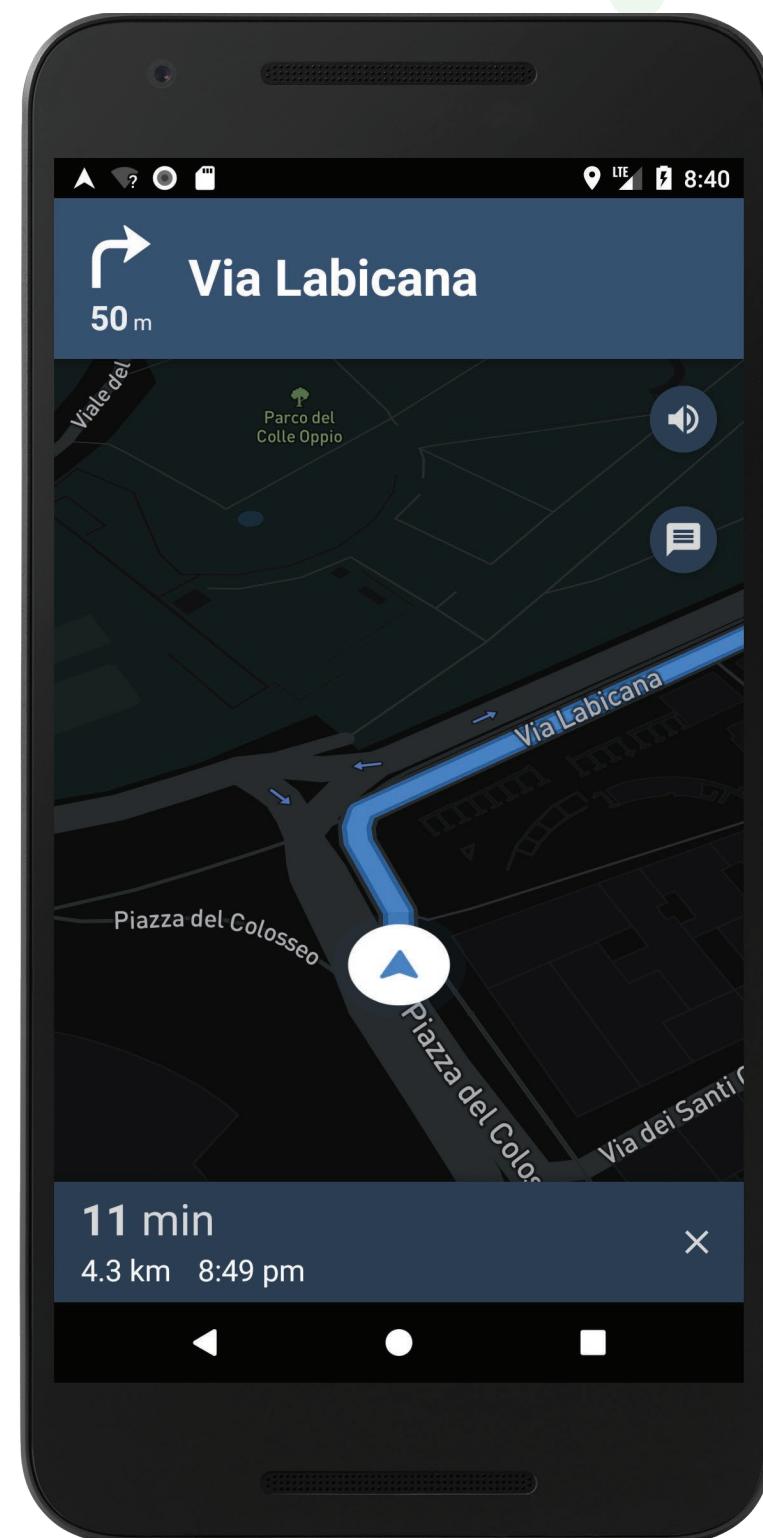
“Automatically set
whether a spot is free or occupied,
without the user having to set it manually ,”

Parkldle is map



Showing others activities
anonymously

ParkIdle is navigation



Just click on
a  marker
and navigate to it.

“Also give directions on where to park,
so you do not have to look at the screen”

“Set destination to get
to the parking spot”

Reducing pollution

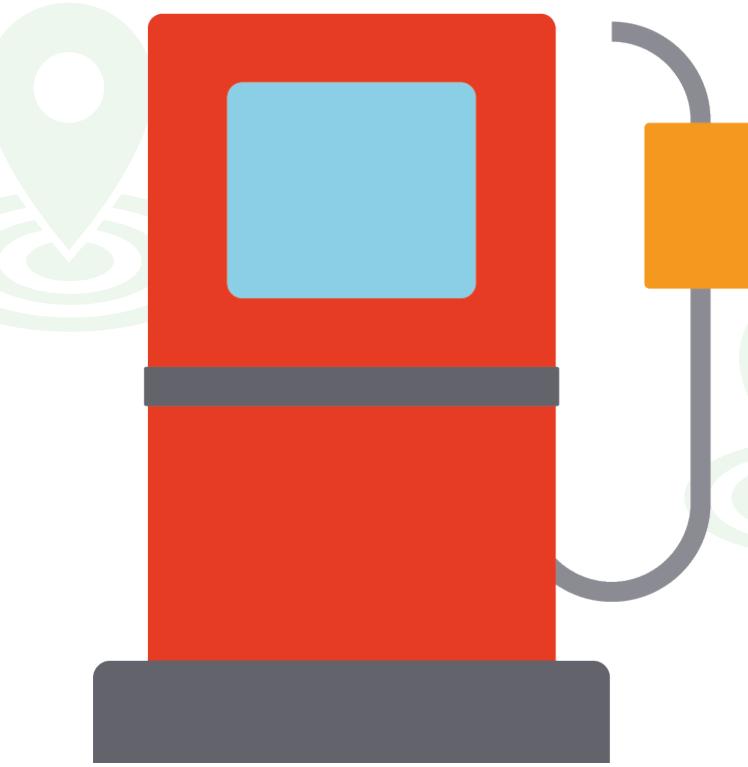
Saving Time



“No comment, the only thing I can say is that there would be less waste of time if everyone use it ,”



Saving Fuel



“Definitely useful. It would save time. With the hectic life of these time, every minute is precious ,”

Providing Traffic Data



Collecting all the shared activities
on a database

Why choose Parkidle?

Good question!

That's why

APP	FEATURE	NoHW	Automated	High Precision	Public space referred	Saves where you parked
APP	FEATURE	NoHW	Automated	High Precision	Public space referred	Saves where you parked
ParkIdle		✓	✓	✓	✓	✓
ParkTag		✓	✓	✗	✓	✗
EasyPark		✓	✗	✗	✓	✗
AppyParking		✗	✓	✓	✓	✗
Parkopedia		✓	✓	✓	✗	✗
Parkme parking		✓	✓	✓	✗	✗

How to provide such a free service?

Some ideas about it.



Oh I'm sorry,
but I forgot to say
that Parkidle is **totally free**.

Partnership with 3rd parties



“Specify whether
the parking lots are paid”

MyCicero? Pyng?

We'll see.



“Differentiation between
free parking spots and paid parking spots
(the app notifies you which type of parking is available and where)”

Selling traffic data

How busy is this road?

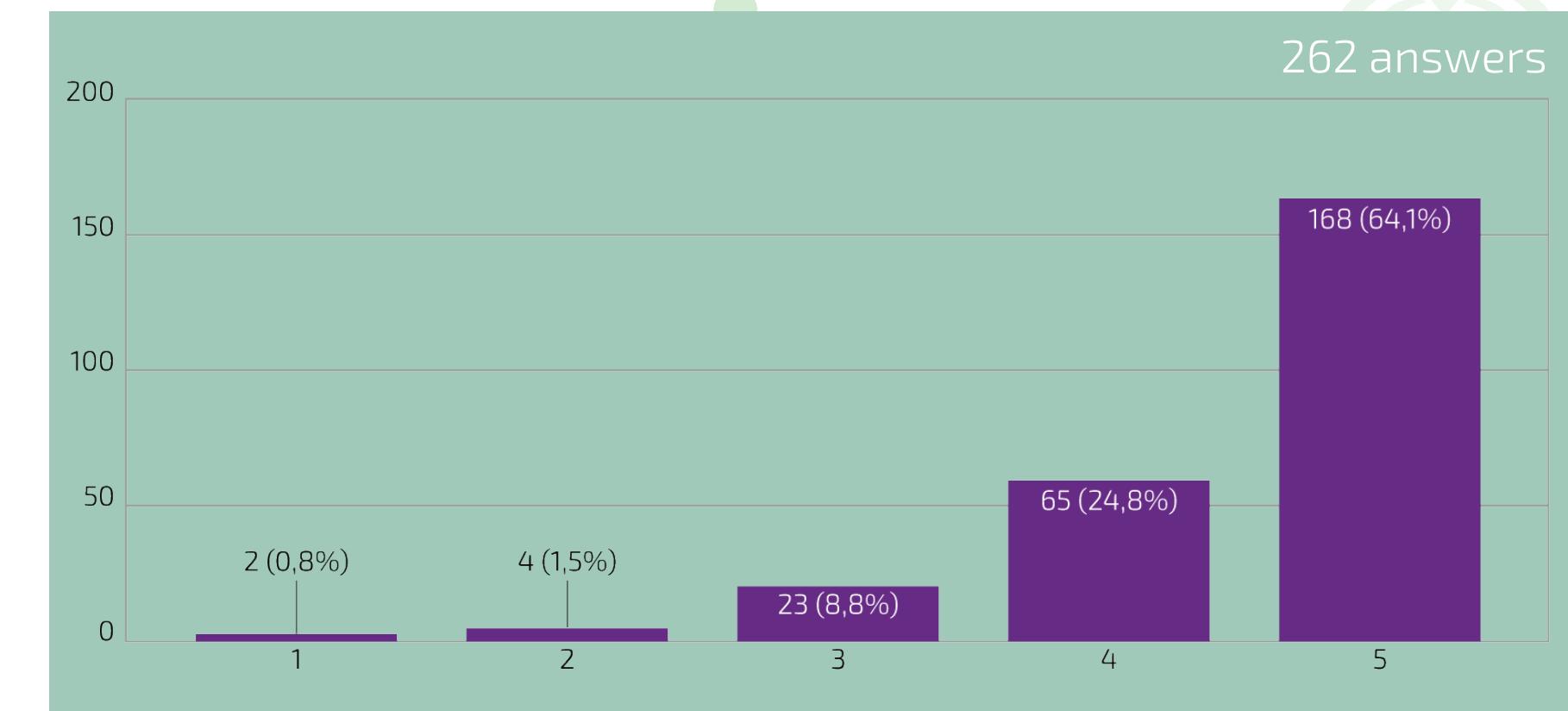
Parking/leaving average?



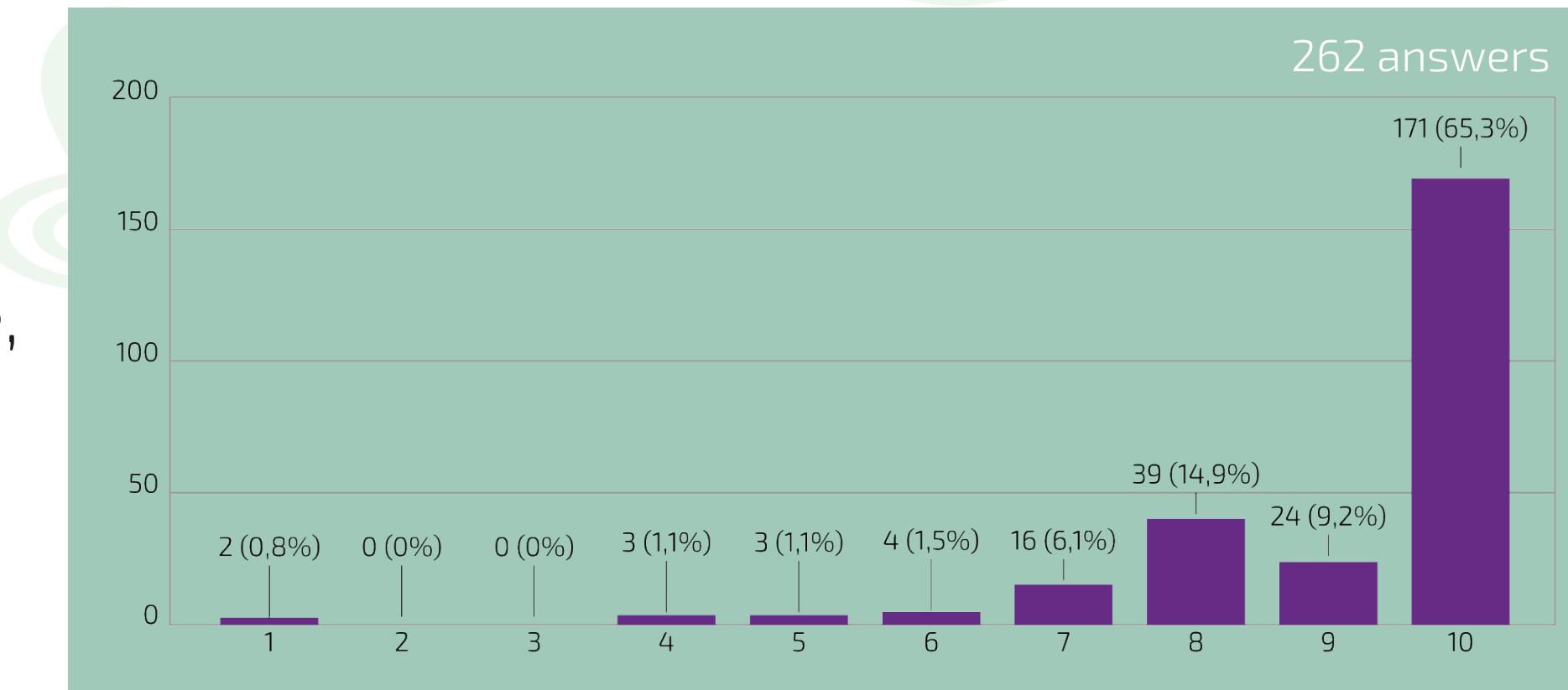
How to reach customers?



In your opinion,
how real is the problem
of finding parking in the city?



Would you find useful an application
that allows you to view, in real time,
the empty parking spots near you?

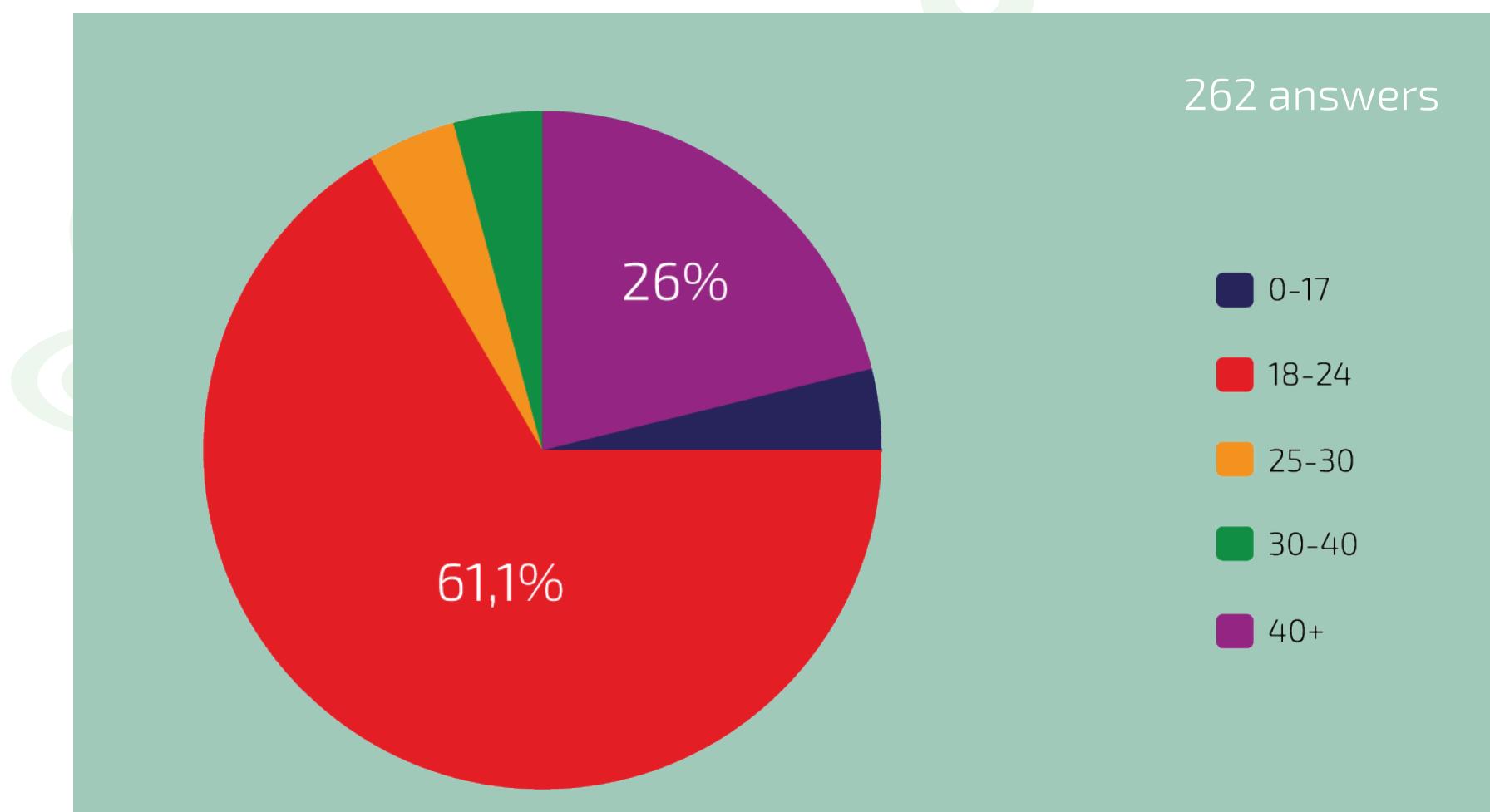


Social sharing

On 18-35 years people target

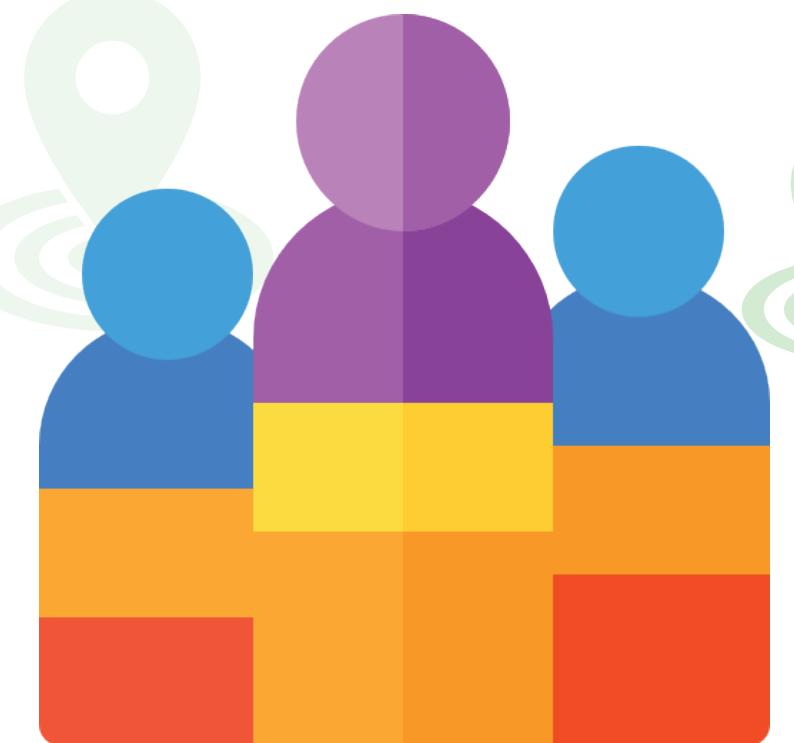


Age:



Ranking and awards system

Giving parking vouchers
to whom reach certain goals



ParkIdle RoadMap

