



# Parköde

Your favourite park finder

# Scenario

Simone, a car driver.

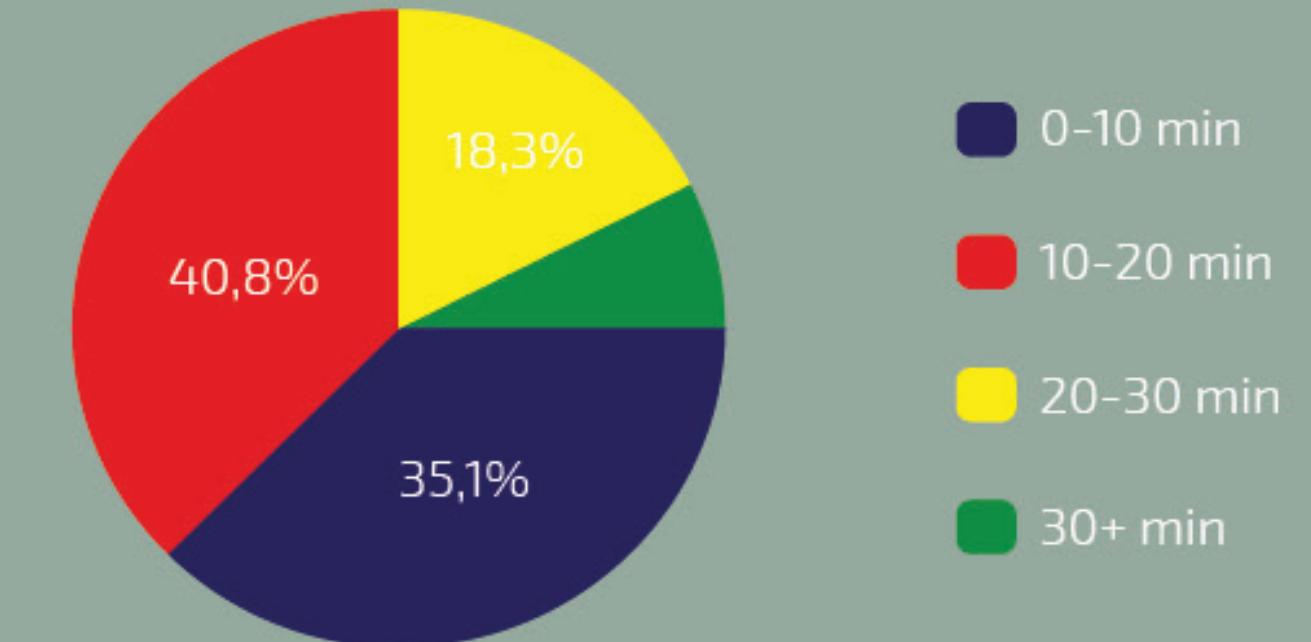


Every Morning:

- 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

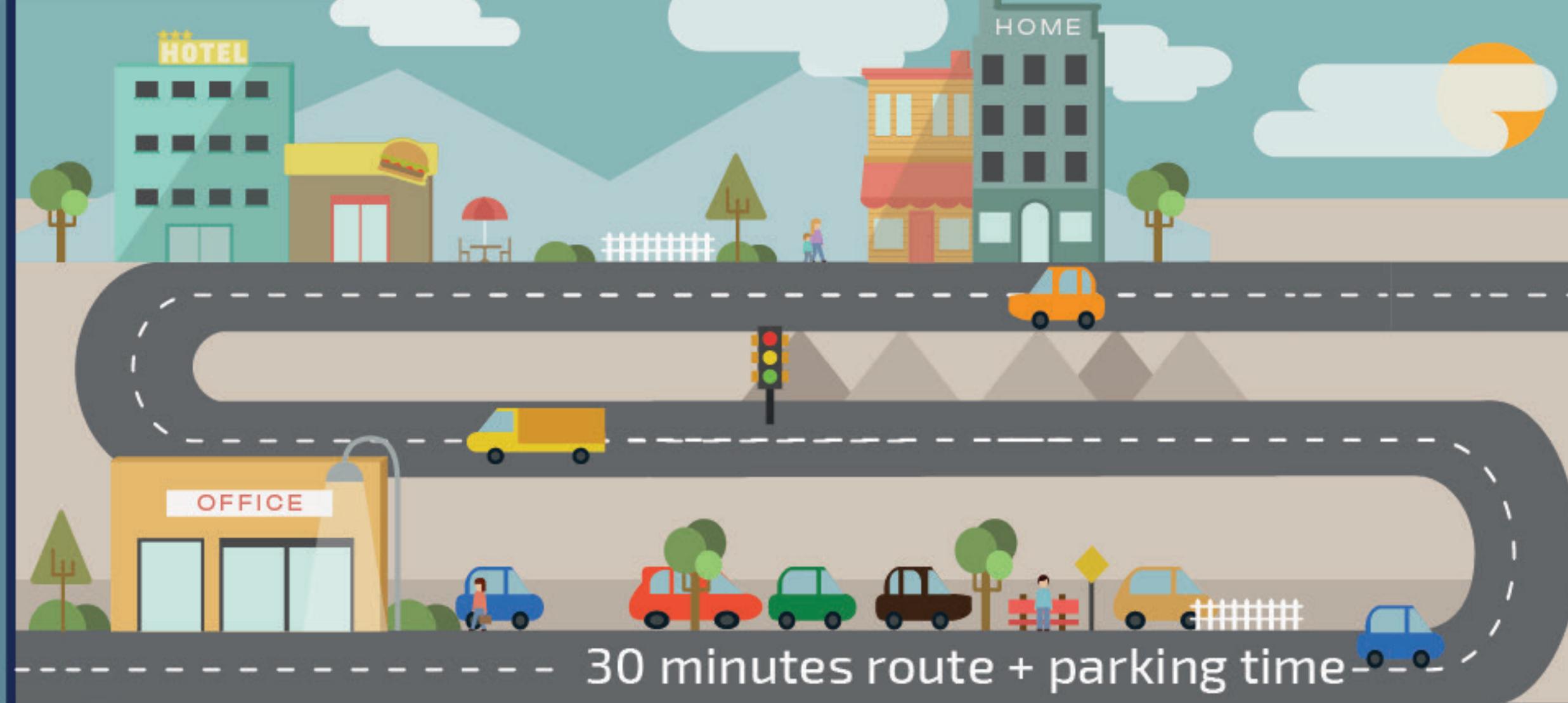


10 minutes average to find an empty parking spot.

7AM



## Without Parkidle



He will often be late



Maybe he can wake up earlier...



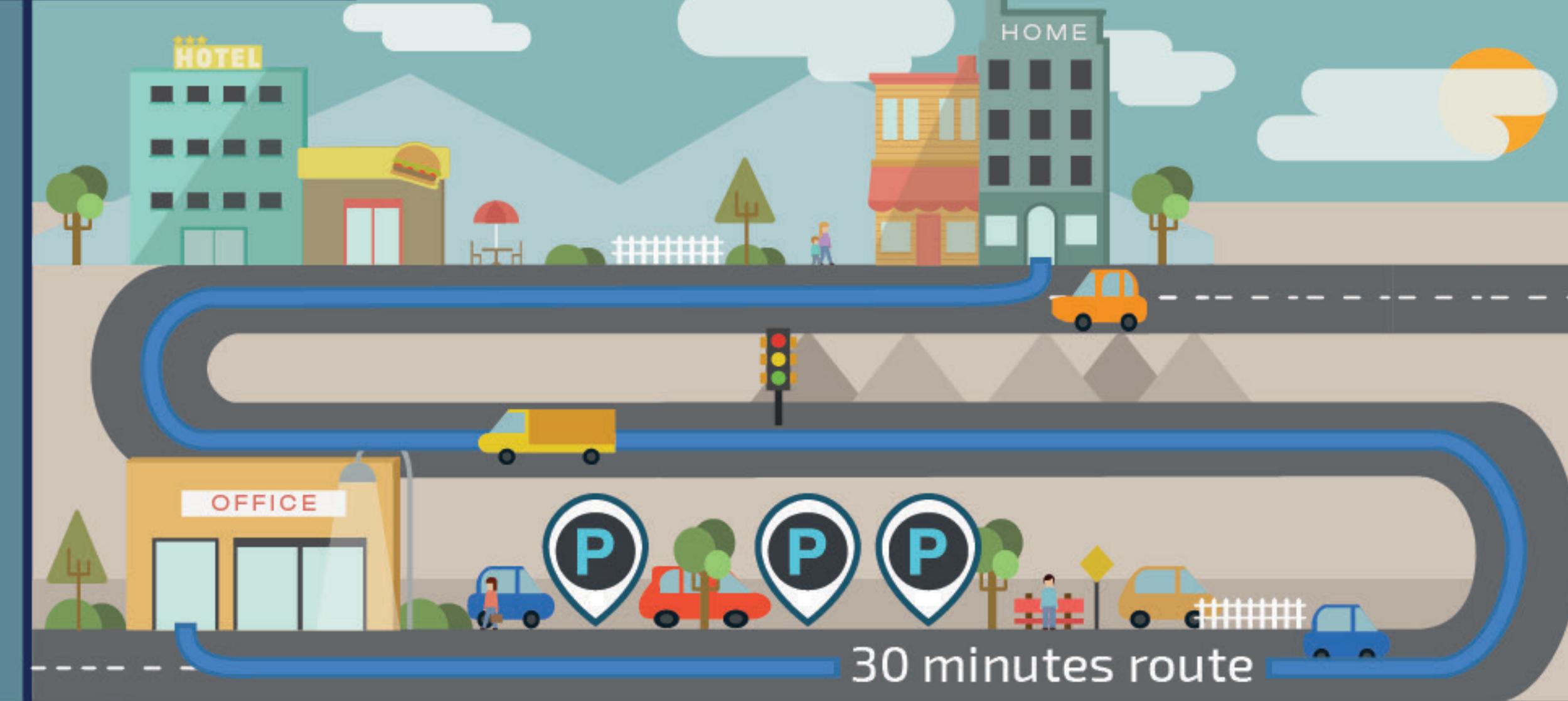
But you know...



7 AM



## With Parkidle



30 minutes route

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

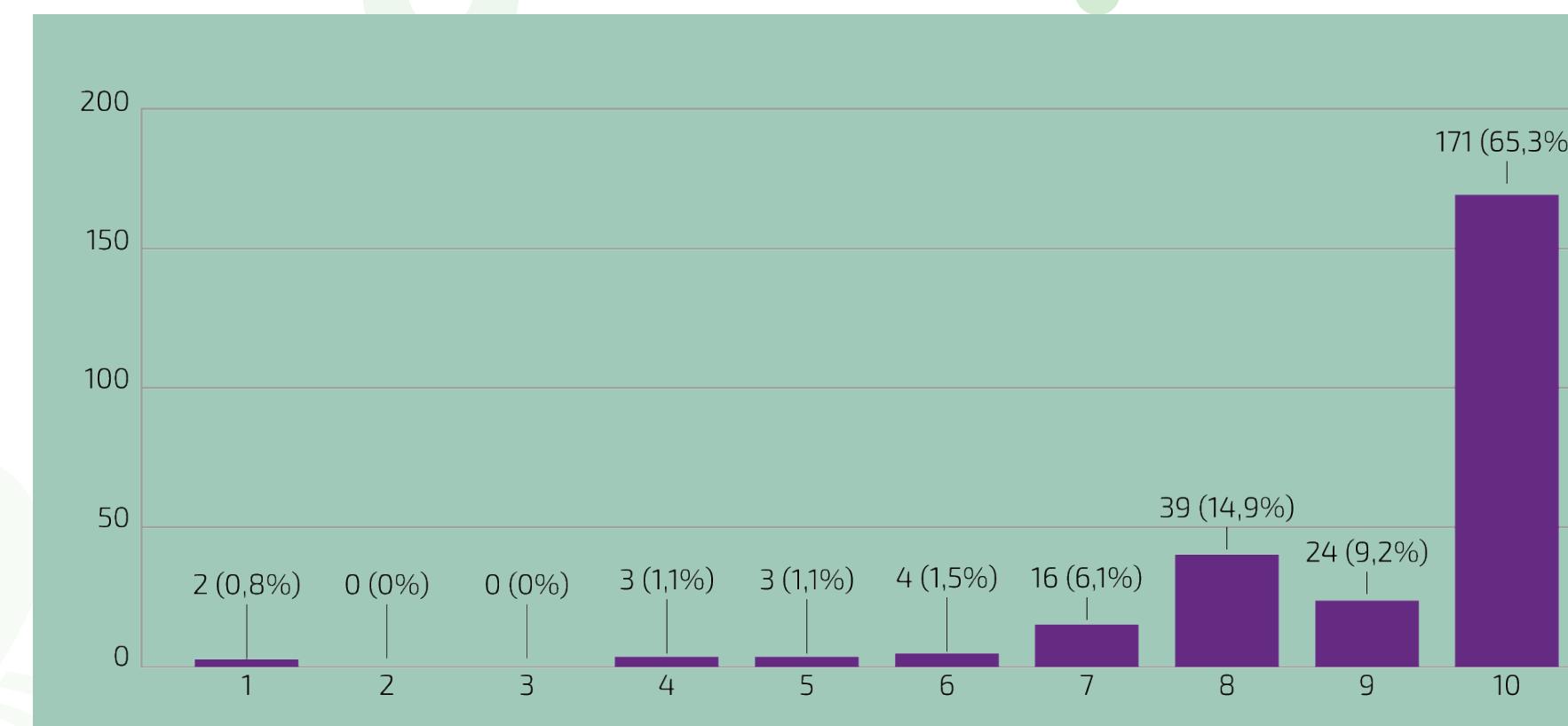
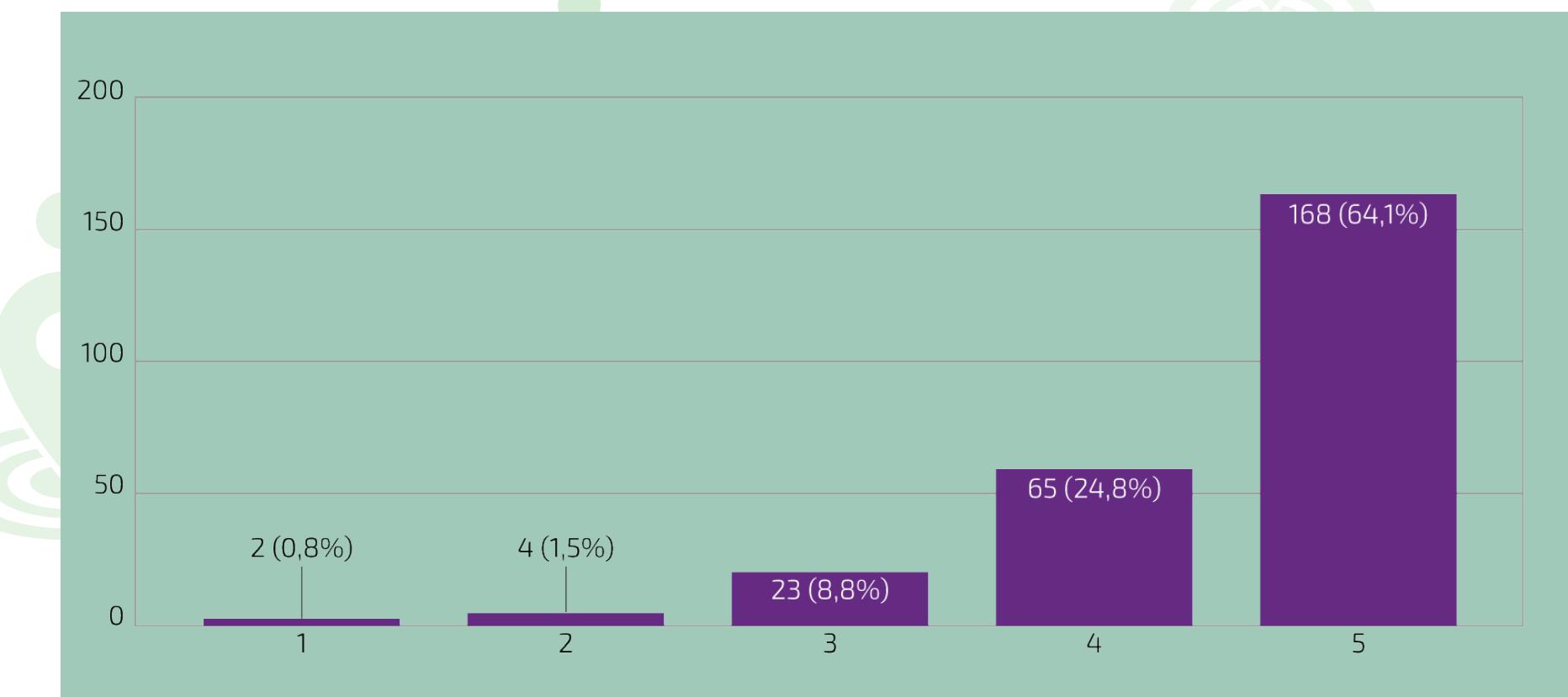


# An evolving project

1st Survey > Idea's evaluation

250+ total answers

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?

# An evolving project

2nd Survey > Community brainstorming

200+ total answers

Different marker **colors** based on time

Create a **home marker** in the map,  
to know faster if there are free spots near home

The application has to be **automated**,  
because no one wants to click a button  
to share the parking spots while driving

A button that shows me the **nearest** parking spot

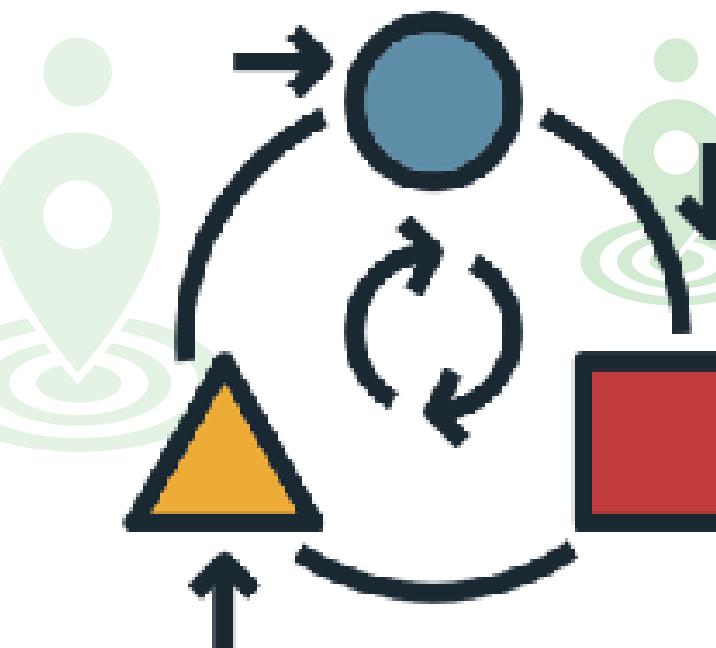
You should specify the **distance**  
from a specific parking spots when i click it

You should be able to set the **range of distance**  
in which you want your parking spot to be.  
In order to get targeted notification

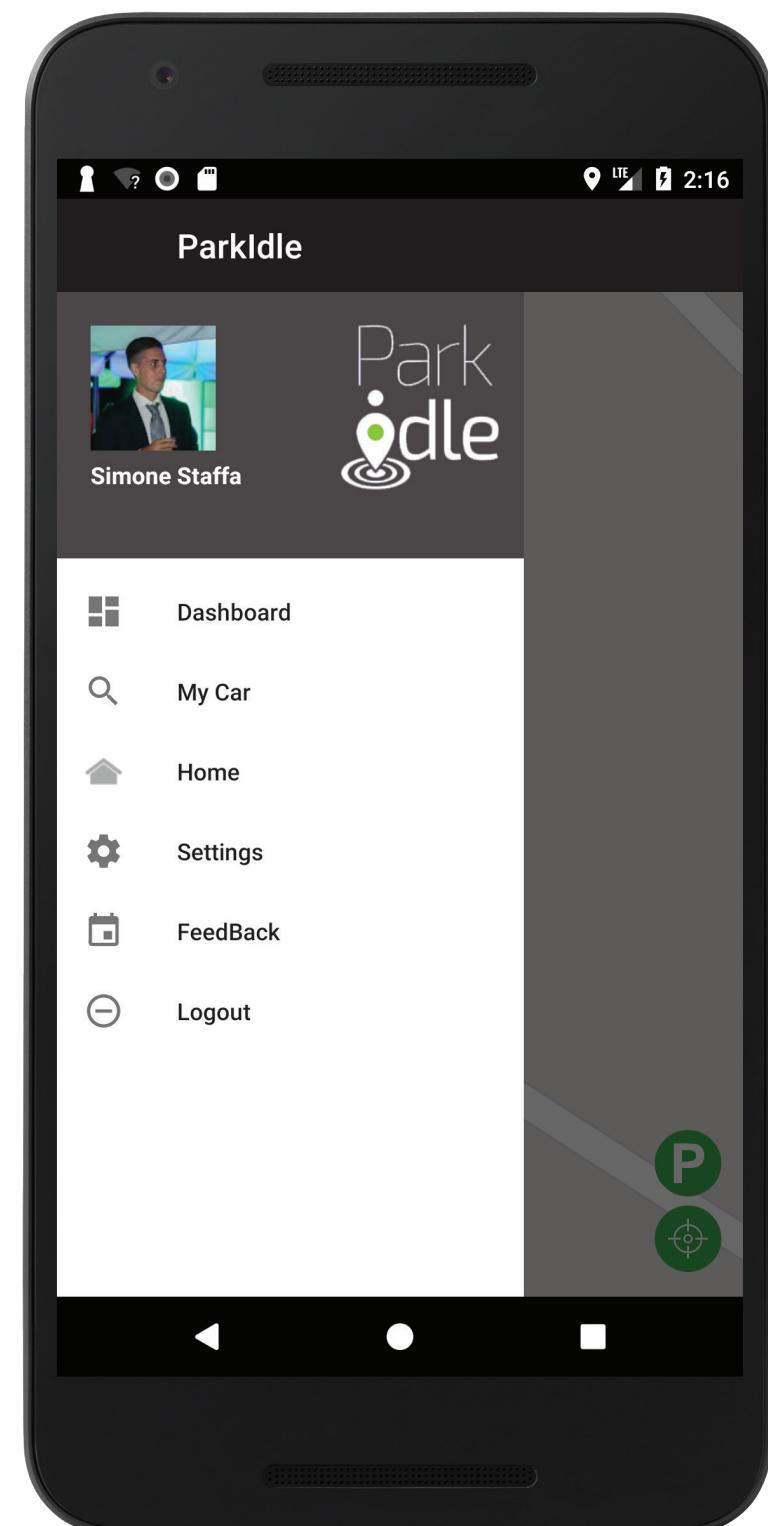
The app should automatically **save**  
**where you park** your car

Show **when** a parking spot  
has been freed

**Instant notification** when there's  
a new empty parking spot near you



# Parkidle is community



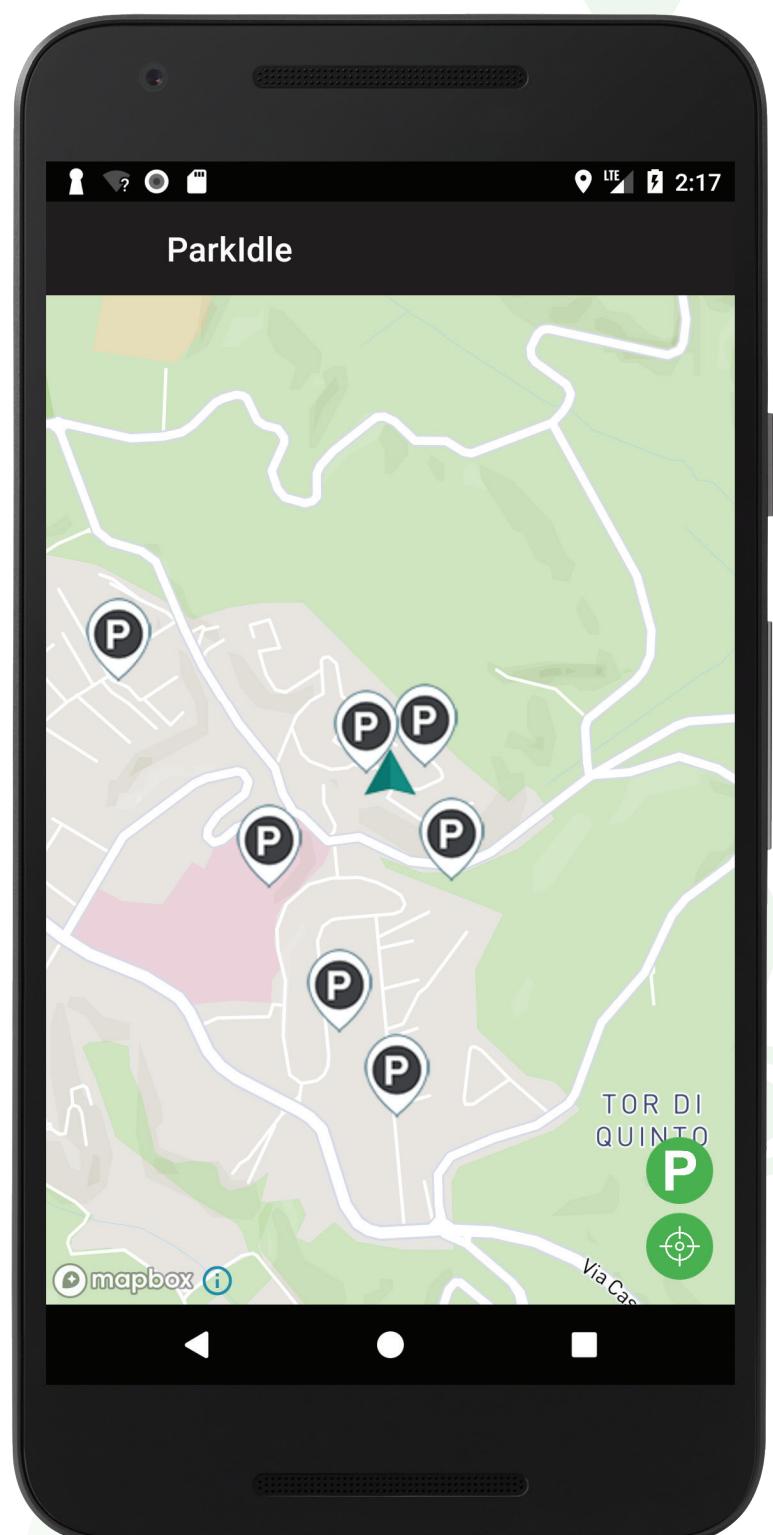
Login with **Google** or **Facebook**

**Side left menu with utilities**

**Settings:**

- language
- set notification's range of distance
- metric
- set home position

# Parkldle is map



<5 minutes



5 < minutes < 10



10 < minutes < 20



> 20 minutes

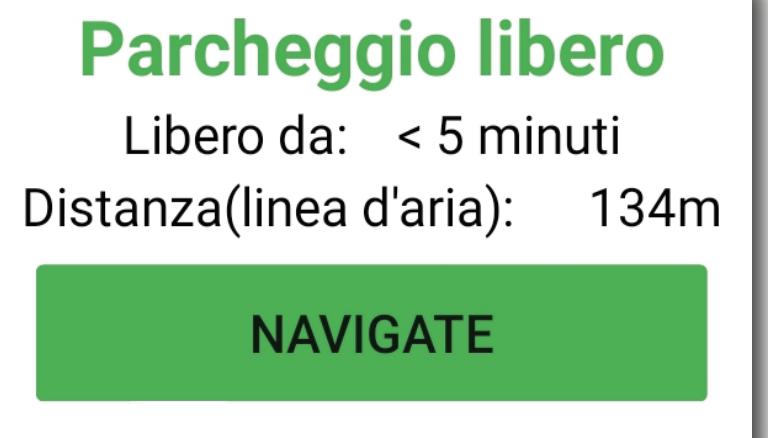
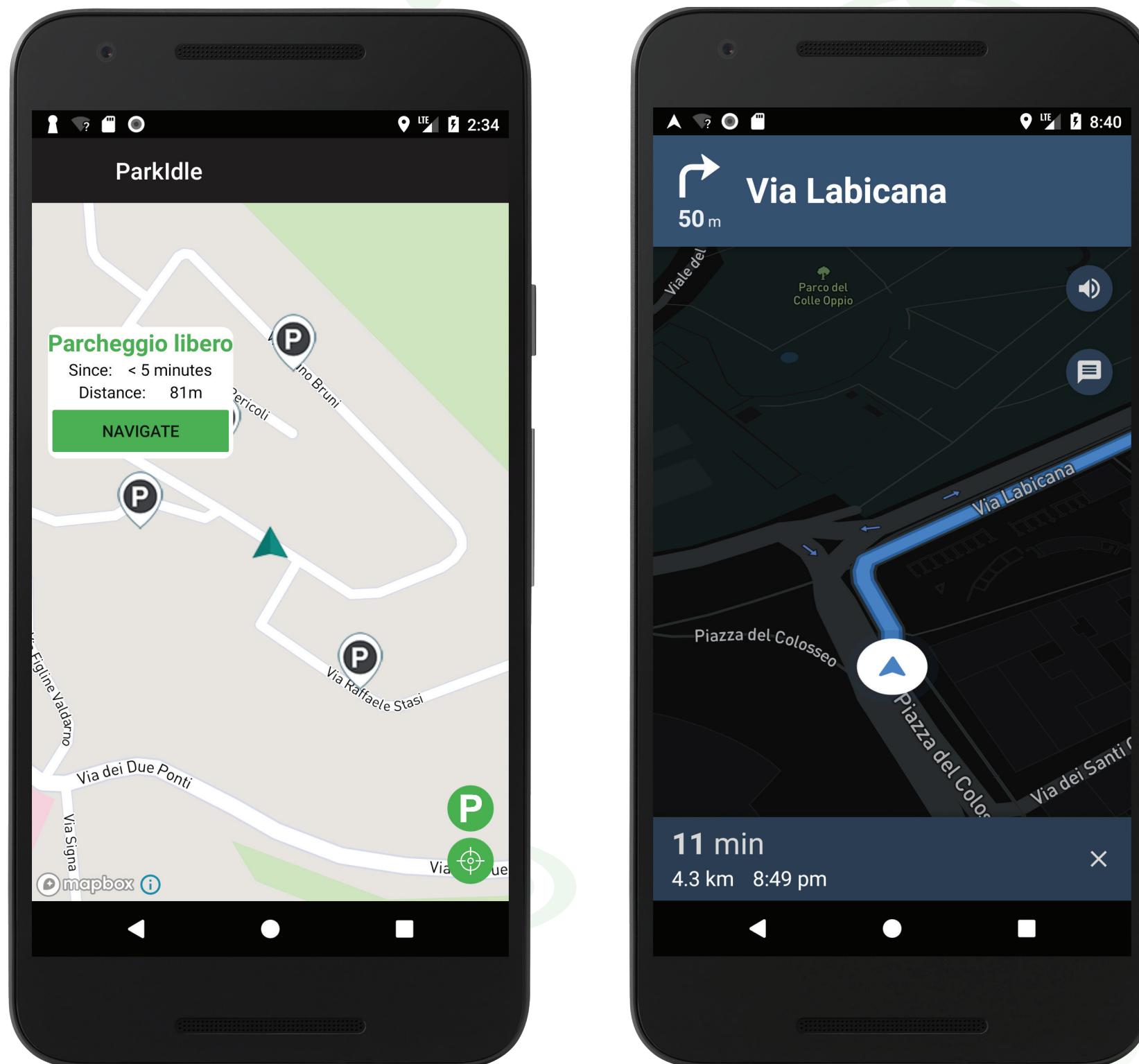


Shows the nearest parking spot



Recenters camera

# Parkidle is navigation



Click on a  to have info about it

Then if you want  
you can navigate to it

# ParkIdle is automated

Activity Detection with **GPS** and **Sensors** every 20s



Still



Walking



Running



Bicycle



Vehicle

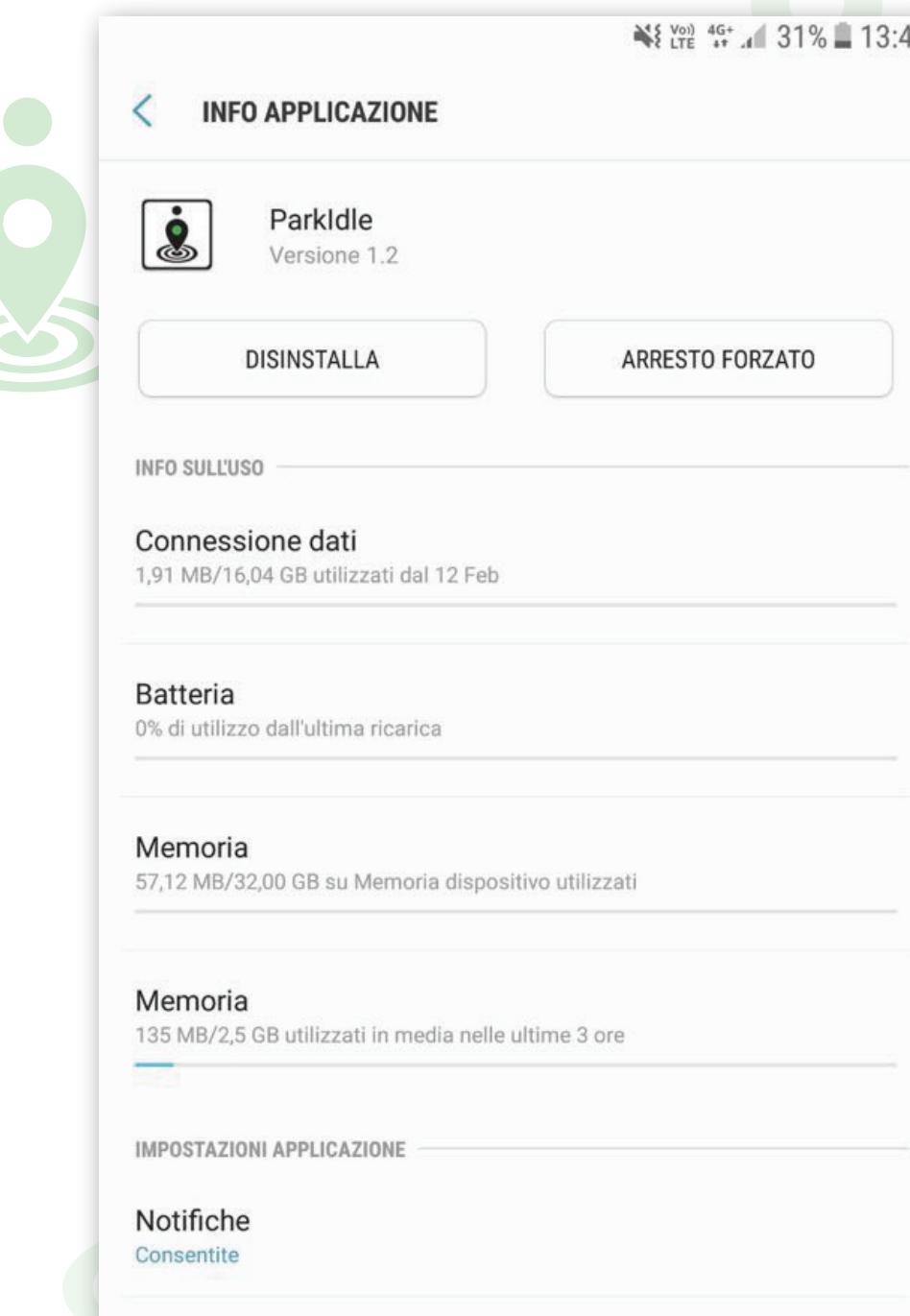
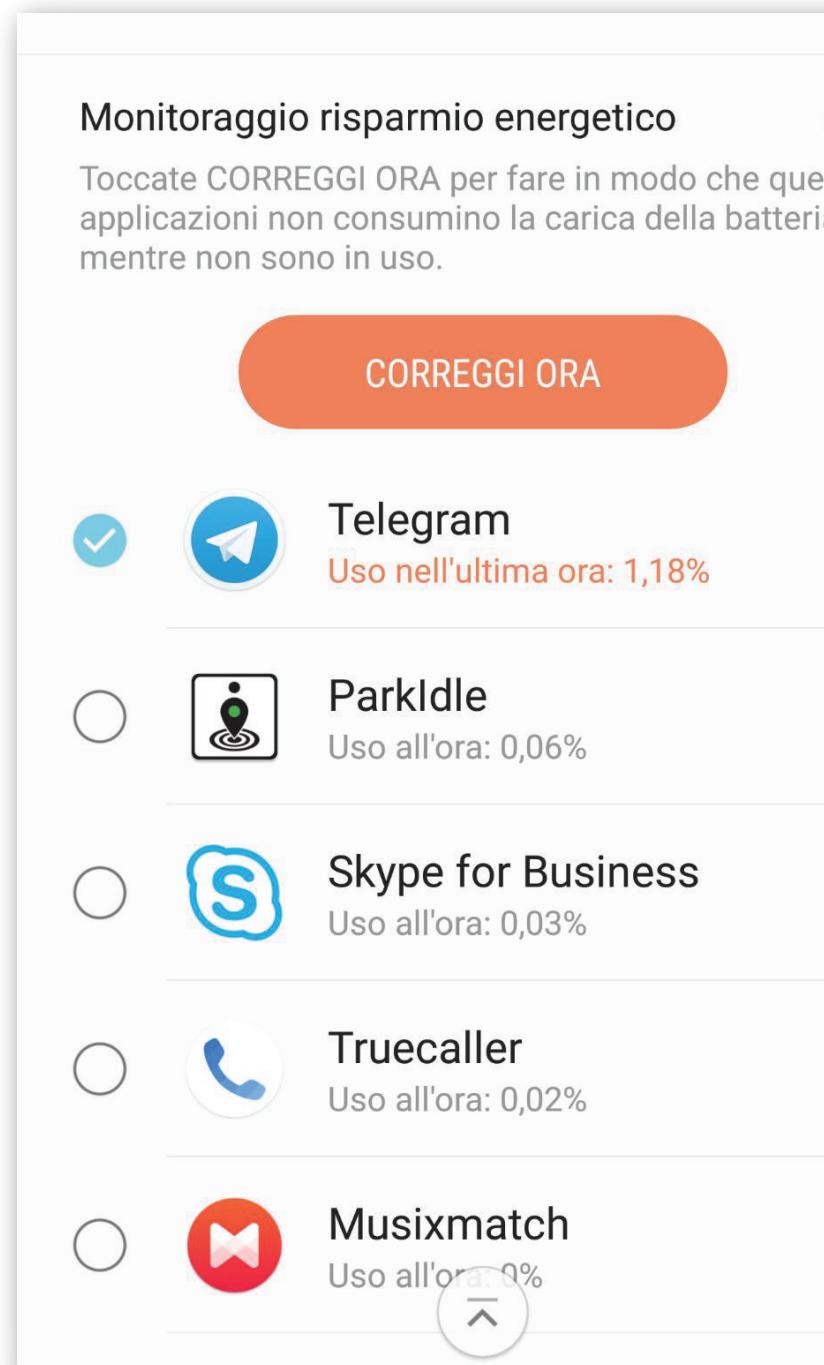
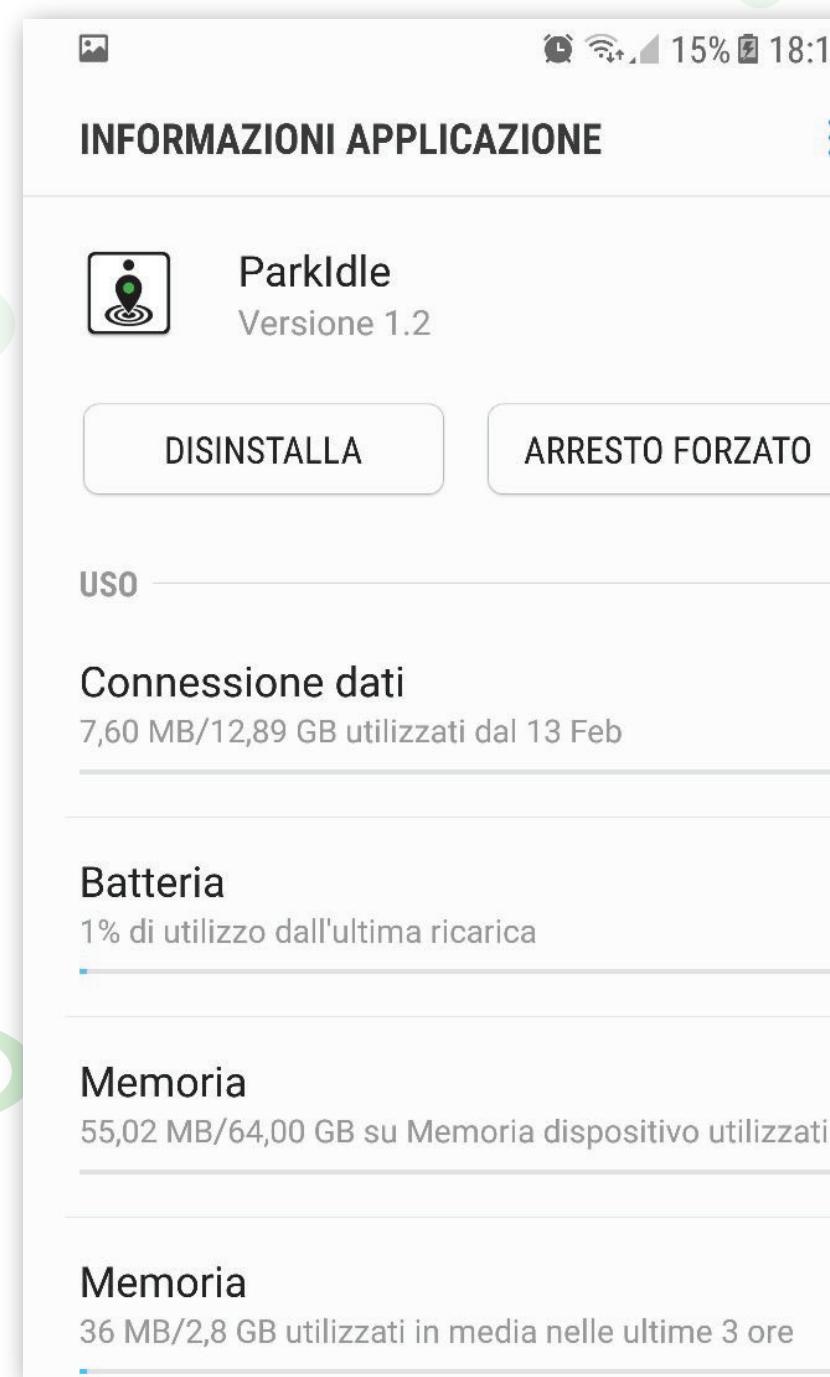
Departed Event = Empty Parking Spot



Arrival Event = Where you parked



# Parkidle is battery saver



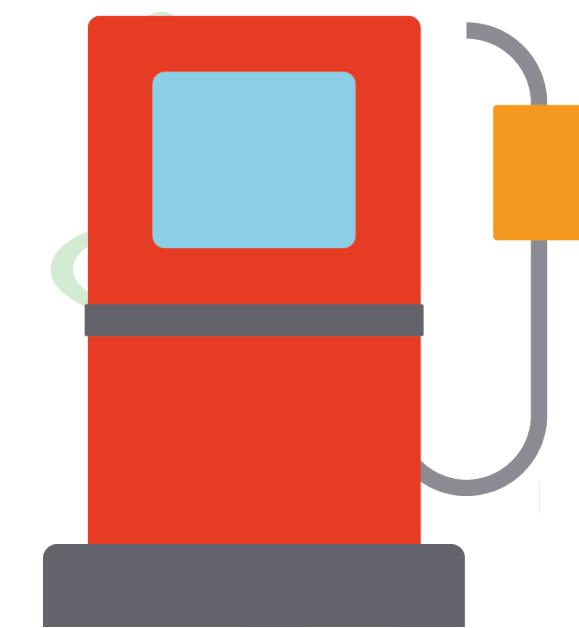
# Benefits

Reducing pollution

Saving Time



Saving Fuel



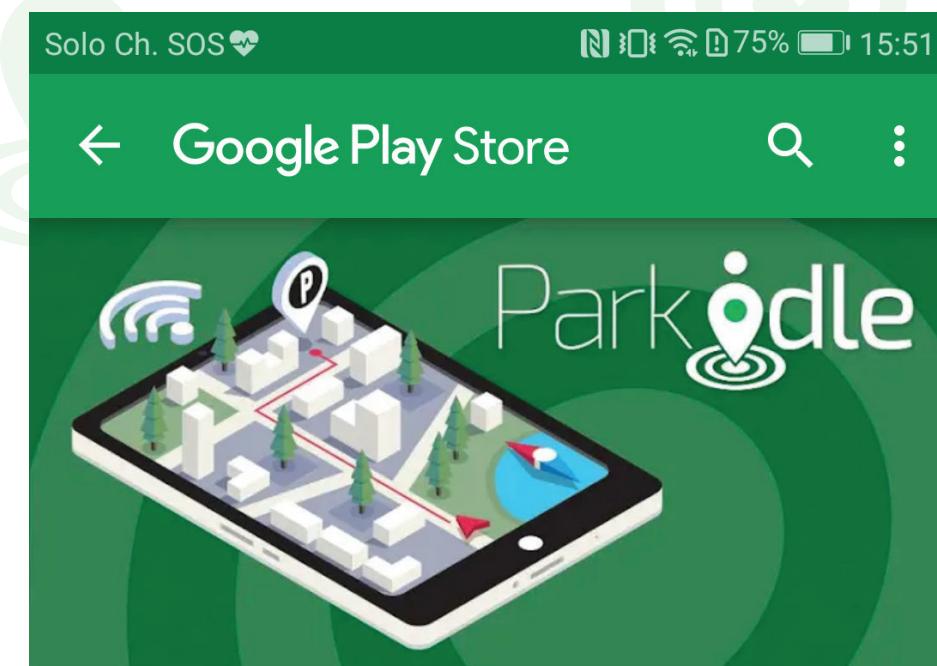
Providing Traffic Data



# Why choose ParkIdle

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		✓	✓	✓	✗	✗

# Alpha is out now!



**Parkidle (non rilasciata)**  
Parkidle Group  
! Supervisione dei genitori

DISINSTALLA

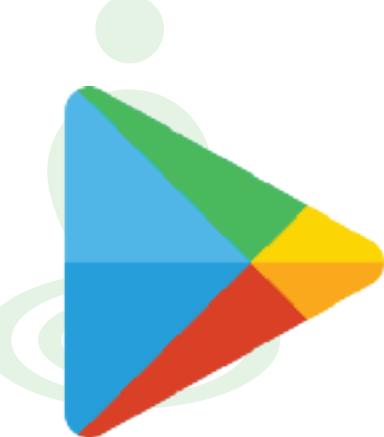
AGGIORNA

Più di 0 di download

! L'app installata non è stata ancora  
rilasciata.

Trovare parcheggio non è mai stato così  
semplice!

★ NOVITÀ



[play.google.com/apps/testing/app.parkidle](https://play.google.com/apps/testing/app.parkidle)



# How to reach customers?

## STICKERS CAMPAIGN

NCÈ MAI PARCHEGGIO OH 

CHE CULO! AH NO  
C'È UNA SMART... 

PURE  PARCHEGGIO  
OGGI DOMANI

## Social sharing

On 18-35 years  
people target



## Ranking and awards system

Giving parking vouchers  
to whom reach certain goals



# How to provide such a free service

Partnership

with 3rd parties



Selling traffic data

Privacy problem...  
we have to see



# Road map

