Josh is a 20 year old college student who just overslept his big exam. Rushing to eat breakfast, collect gatherings, and run out the door- he remembers he needs gas in his car.

While filling up gas, josh gets a text that he has been rejected from his internship at the statehouse for this summer. In addition, he has just spilled a gallon of gasoline on the floor while distracted by his phone.

Josh finally arrives to campus 20 mins past the start of class to find out that his go to parking garage is full to the brim...
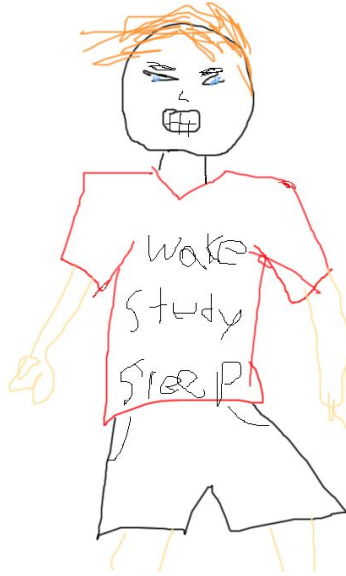
As Josh angrily drives away he turns on his podcast to lighten up when an advertisement reads aloud a new app called *The Parking App.* Josh learns the app is intended to eliminate parking overflow with sensors and real time updates on available parking spots through the use of a phone!

With a sense of hope, Josh immediately downloads *The Parking App* and checks for available spots/garages. Against all odds, Josh finds an available parking spot about a block away from his exam room thanks to the app.

Josh parks his riddled car and sprints to class. Josh enters an empty class for the professor to walk in and exclaim that the entire class including himself was late due to parking issues! They were able to park as a result of this new app called *The Parking App*. As Josh is heavily relieved, he aced the exam and lives a park happy life as a result.

This is John. He lives in Irmo and commutes to UofSC every morning. He leaves his house at 8am. Parking is scarce so he struggles to find parking most mornings.

John is serious about his studies but he keeps arriving late to his classes. He heard about a simple app called The Parking App that allows him to see where parking spots are open so he can get to class faster.

John downloads the app and is able to tell how it works right away. He looks in the garage and finds where his car is parked. He is able to get all this information and the time it will take to get to that spot.

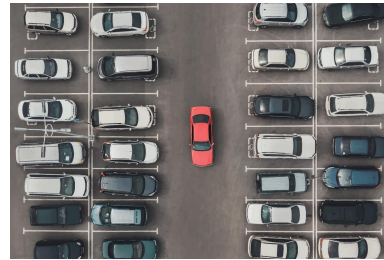John uses the app every morning now. It allows him to find parking spots and get to class on time!

John is able to enter the destination he's going to and The Parking App recommends parking spots to him that he otherwise have never found on his own.

This greatly improves John's productivity. As a result, he is able to feel comfortable about being able to find a parking spot and he is able to graduate that much easier.
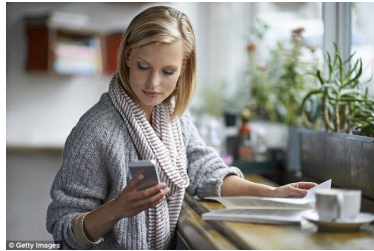
Samantha is a Marketing professor at UofSC who has to commute to and from campus everyday to teach and provide for her family.
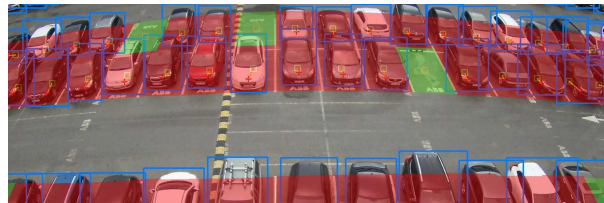

She struggles to find parking near her building on time because the university oversold parking passes and now everyone scrambles to find a spot. She hates being late to class because she is extremely passionate about teaching.

She hears her students talking about a parking app that allows them to see where parking spots are available in places they are looking to find. She asks them about it and she downloads it off of the app store.

She sets up an account when she gets home and looks at how the app works. She turns on notifications for the parking lot and garage that are closest to her building so that she can be notified when spots are available.

She looks at the different features of the app and sees how it shows what spots are available and which spots are already taken. She is now at peace of mind knowing it will not be as difficult to locate a spot now.
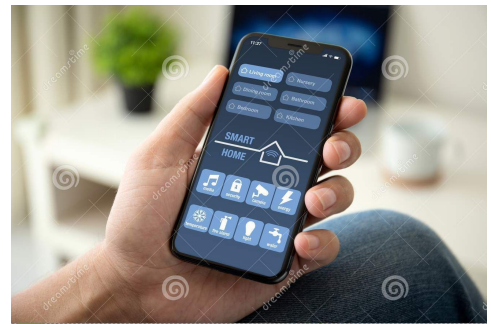

On her way to school the next day she gets a notification that there are three available spots near her building and now knows exactly where to go instead of mindlessly searching for any spot.

She is happy that she can now be on time to all of her classes knowing it is extremely easy to locate available parking instead of searching for too long and making her late to her classes. Samantha can now provide the education that she promised to all of her students.

John Parker is a businessman in Columbia, SC. He needs to make sure he and his customers have convenient parking near is restaurant in downtown.
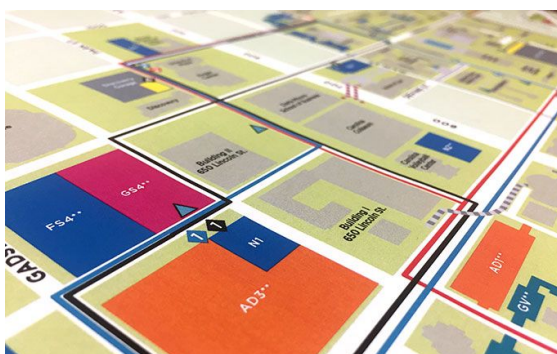

In order to ensure the best parking possible for him and his customers, John uses the new phone app to track parking spots in parking garages around town.

By downloading the app, John and his customers can view available parking spots around the city. This helps avoid loss of time, frustrations, and parking violations.

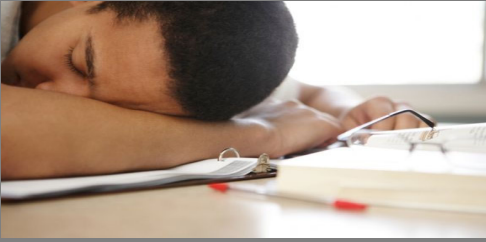To use the app, the user is to download it on the app store.

An interactive map will display on the screen and the user will be able to reserve parking spots, view available parking in the area, and see pricing for parking around the city.

By users like John and his customers, the city of Columbia is able to avoid parking violations, city traffic, and unnecessary law enforcement involvement! Download the Parking App today!

BY: LANDON MICHAEL

Paul wakes up to the sound of his phone buzzing, it's 8:05 a.m. and he has class in 25 minutes! Living off campus, Paul has to commute and find a parking spot in very little time which is hard enough when not in a rush.

1

Hurrying to get ready, Paul throws on his clothes, grabs his computer bag, and gets his keys and runs out the door. Panicking, Paul starts to remember a parking app for college students that helps them find parking. PARKING APP! Quickly he downloads it and puts in his info.

2

As Paul drives through traffic (making sure not to speed too much!), the "PARKING APP" is directing and showing him where available parking spots near his desired location.

3

As Paul continues driving, the "PARKING APP" notified him that the current parking area he was looking at became FULL! Quickly, he refreshed the search engine, the app showed another nearby parking spot with 8 spots still available.

4

After parking, Paul looks at his watch to check the time. He is astonished to find out he has 7 minutes to get to class; which is plenty of time. He knows that without have using that app to help him find parking he would have easily been late trying to find somewhere to park.

5

Thanks to "PARKING APP" Paul was able to find a parking spot on campus near his class with ease. Allowing him to get to class on time and present his project he had been working on.

6