ParkingEase

Shopping Mall Parking App

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# Product Introduction

**Overview:**

The innovative parking application ParkingEase enables shopping malls to streamline their parking services for visitors. Through its real-time features the app enables users to see available spots and get easy navigational assistance combined with secure digital payment methods that offer ease to users during their parking experience.

**Key Features:**

* Before reaching the mall, visitors can view in real-time which parking spots remain available through the app features. The app will guide users toward opened parking locations through automatic navigation instructions. Online parking ticket entry and exit occurs through QR codes together with license plate recognition systems.
* Users can utilize the reservation system through which they can pre-book their preferred parking locations for added convenience. The application allows visitors to make cashless payments using various alternative payment options for parking expenses.
* Security Alerts: Receive notifications about your parked vehicle.
* EV Charging Spot Finder: It helps users search for electric vehicle charge spots and makes reservation bookings.

The facility enables disabled visitors to locate dedicated parking locations effortlessly.

**Benefits:**

* Reservation system benefits users who want to skip searching for a parking spot within the parking area during peak hours.
* Convenience: Manage parking remotely with a user-friendly interface.
* Security: Ensure your vehicle’s safety with integrated security features.
* Efficiency: Optimize parking space utilization for mall operators.

**Traffic headaches completely disappear when using ParkingEase since it delivers ultimate parking convenience at the mall through an enjoyable experience.**

# Product Vision

**Research On Similar Apps**

1. **ParkMobile**

* **Good:**

Offers digital payments for parking.

Users can check parking spots in real time through its service.

The platform enables users to access both cities and parking garages without interruptions.

* **Bad:**

Limited reservation options in many locations.

New users encounter complexities when trying to use this system because of various zones together with different pricing options.

Users sometimes encounter payment-related technical issues within the application.

* **Features to Use in ParkingEase:**

**Real-time availability tracking.**

**Digital payments.**

**Easy user interface with clear navigation.**

1. **SpotHero**

* **Good:**

Users can make advance booking for their parking spots through the application.

Discounts and promotions for pre-booking.

Clear pricing structure.

* **Bad:**

The service operates within particular locations throughout cities together with their selected garages.

Users sometimes encounter troubles while booking as parking slots get fully reserved.

The application does not provide up-to-date information about vacant parking spaces.

* **Features to Use in ParkingEase:**

Reservation system for guaranteed parking.

Discounts are available for those who book their parking early and the pricing system remains totally straightforward.

Integration with EV charging stations.

|  |  |  |
| --- | --- | --- |
| Product Vision Statement | | |
| FOR | Visitors who use shopping malls for parking expect a non-stop parking experience. | Example: ParkingEase is for shopping mall visitors, such as daily shopper, family or business professional who require an easy, quick and convenient way to parking without suffers time looking for a space. |
| WHO | Customers experience difficulties finding parking spots while waiting in line for too long and dealing with poorly managed payment systems. | Example: Many shoppers spend a lot of time searching for parking, difficulties with complicated payment systems, and do not find accessible parking spaces. Parking process should be streamlined, and mall experience should be improved with a smart solution. |
| The ParkingEase is a smart parking app | | |
| THAT | It provides real time parking availability, guided navigation, cash free payment and such other conveniences that makes parking hassle free. | Example: It ensures a stress-free parking experience by giving real time availability updates diagonal parking and paying over the net, thus avoiding the hassles that normally come with parking and saving time. |
| UNLIKE | Traditional mall parking system that is manual and much frustrating leading to delays in entering and exiting the parking lot. | Example: In comparison, existing mall parking systems from this Vaunt spire are manual searching, physical tickets, and cash-based payment, resulting in inefficiency and delay form. |
| OUR PRODUCT | Picked up with real time tracking, easy navigation and a completely digital experience, to give the best, fast, convenient and stress-free parking solution. | Example: Based on real world tracking, reservation, and Navigate functionality, our product provides parking efficiency optimization, waiting time reduction, and user convenience improvement. |

# Features

# Personas

## What is a persona?

## Persona 1

## Persona 2

### Persona 3

# Scenarios

## What is a scenario

## Scenario 1

## Scenario 2

## Scenario 3

# User Stories

## What is a user story?

## User story 1

## User story 2

## User story 3

## User story 4

## User story 5

## User story 6

# Prototype

## What is a prototype?

## Tool used to create prototype( briefly say if you found it easy or not)

## URL or screenshot (not all, some)