

# Expert Interview Documentation – OOONO

## Background:

### Context:

The conversation aimed to gather feedback on the OGAP parking app (MVP) in order to further validate the concept. In particular, the feasibility of the community component was the main reason for conducting the interview.

### Participants:

- Interviewers: Moritz Hoeltl, Felix Klingenstein, Luca Martini, Tim Weidenberg, Pascal Daume
- Expert: Country Manager DACH @OOONO

### Setting:

Online Zoom-Meeting, 45-60 min

### Date:

11.12.2025

### Disclaimer:

This interview was conducted as a semi-structured, openly led expert interview and was deliberately held without audio recording in order to stay as close as possible to the character of a natural conversation and to obtain qualitative insights from an expert perspective, rather than primarily aiming to meet strict academic standards. The following documentation is therefore based on notes taken during the interview as well as a memory protocol prepared immediately afterwards.

## 1. Introduction

The conversation began with an introduction to the “OGAP” project and the participants. The purpose of the interview was to validate an MVP that generates real-time data for urban areas through community reporting (users report a parking spot as free when leaving). It was explained that the interview aimed to assess practical feasibility, the community approach, and monetization opportunities from an expert perspective.

## 2. Meet’n Greet

The interview partner introduced his background at OOONO. He has 15 years of experience building communities and data-driven business models (including exits to corporations such as Stellantis). He emphasized that he is also in exchange with ministries, which could open up potential synergies for the parking app.

## 3. The „Facts“

As an entry point, basic information about OOONO’s way of working and its target audience was discussed:

- **Data foundation:** OOONO collects detailed vehicle profiles (including vehicle length).
- **Core target group:** Currently predominantly male, 50+. For the parking app, he expects the target group to start at around 30 years old (family formation as a driver of car dependency).
- **Data protection:** In Germany, license plate anonymization/blurring is a mandatory technical requirement and a key constraint.

## 4. The Heart of the Matter

Once a comfortable conversation atmosphere had been established, the core concept of the parking app was analyzed:

- **Urban focus:** The expert praised the focus on cities. This simplifies scaling significantly, as only a critical mass within a city is required (approx. 50,000–100,000 active users within a week for launching in cities such as Munich or Berlin).
- **Community challenge:** He warned that the majority of users will not actively contribute data. Even at OOONO, the 10/90 rule applies: 10% of users generate 90% of the content.

## 5. Let's Explore

This part of the interview went deeper into user retention mechanisms and monetization:

Topic	Key insights & recommendations
Gamification	Use digital incentives (“Parking King of Munich”), leaderboards, and roles (e.g., “Parking Scout”) to reward the 10% highly active users.
Monetization	Public parking cannot be monetized directly. The “top-tier” option is selling data to third parties (B2B, e.g., Apple/Maps or Bosch), though data quality will only become sufficient in a second step.
User Experience	The “context switch” (hand-off to Google Maps for navigation) is not an issue as long as the problem (parking scarcity) is severe enough. The key is optimizing the customer journey upon arrival.
Chicken-and-egg problem	Recommendation: “Early bird” rewards (e.g., 1 year free for the first 10,000 users) and an initial push through partnerships with parking garages or supermarkets (e.g., Edeka).
Expectation management	To avoid disappointment, zones should be marked by probability (yellow/green), based on historical data (e.g., similar to Google-style approaches).

The expert emphasized the need to track hard KPIs from day one:

- Active users & registrations
- Time between registration and first activity
- Ratio of released vs. occupied parking spots
- Referral rate (sent vs. activated)

## 6. Wrap-up

The expert emphasized that the current timing for OGAP is favorable, as there is still no dominant market solution and the user pain is clear. However, he also highlighted the need to act quickly: automotive companies and mobility players are increasingly exploring parking-related data and assistance solutions, which could accelerate competitive developments in the near term. He offered to continue supporting the team as a mentor and to facilitate contacts with potential partners such as blitzer.de. The interview ended with a positive outlook on a potential beta phase in Munich, Hamburg, or Berlin.