

A photograph of a city street at sunset. The scene is dimly lit, with the warm glow of the setting sun creating a strong lens flare in the center. Tall buildings line both sides of the street. An elevated train track runs across the middle of the frame, with a train visible. Pedestrians are crossing the street in the foreground, and cars are visible further down the road. A large orange triangle is on the right side of the image, and a white triangle is at the bottom left.

OpenSpot

“

*We used a Design Thinking approach and
created a proto-persona*

”



HELLO!

I am Carl Rae Jepson

I am a freelance photographer
in New York City.

I drive everywhere for work.

A little bit about Carl

- ▶ He drives an SUV
- ▶ He gyms at LA Fitness
- ▶ Tight schedule on weekdays
- ▶ Part-time barista at Starbucks
- ▶ Teaches some photography classes

Carl's Needs/Obstacles

Needs car

To carry all of his studio equipment, camera equipment and lighting equipment.

City Life

City Traffic and density takes a lot of time away from potentially meeting with clients. But also serves as a potential for meeting a lot of clients.

Budget

As a freelance photographer, financial safety is important. Budgeting is core in that safety.

“

Based on this general city commuter, we have decided to build an app that helps him find parking spots easier

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Here's OpenSpot

An app that serves as an Airbnb for driveways

Benefits

Passive income

Allows homeowners to passively earn honest income for providing parking for commuters in dense city areas

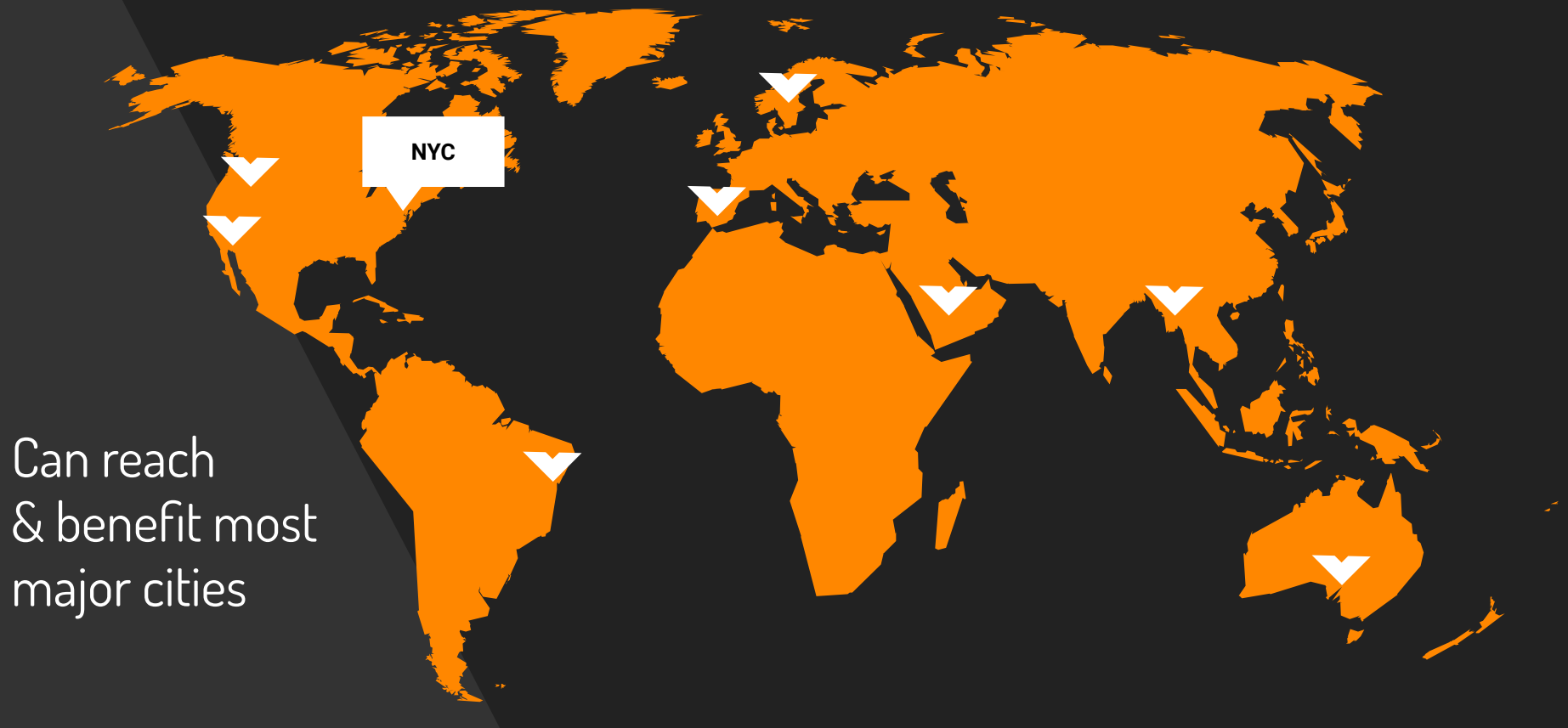
Saves Time

Alleviates time and pressure for commuters to find parking (at similar or lower cost)

Increase Mobility

Increased mobility in the city, allows traffic to travel and comfortably reach their destination after finding parking, thus supporting the overall economy.

Scalability



Uber inspired



infrastructureless

middle-man service

We are just purely software, connecting people that can mutually benefit each other

Payment

A Venn diagram consisting of three overlapping circles. The left circle is orange and labeled 'Commuter'. The right circle is orange and labeled 'Owner'. The central circle, where all three overlap, is dark gray and contains a list of payment methods: 'Venmo', 'PayPal', 'Zelle', and 'Stripe'. The background features a dark gray header with the title 'Payment' and an orange footer. A light gray geometric shape is visible on the left side of the slide.

Commuter

Venmo
PayPal
Zelle
Stripe

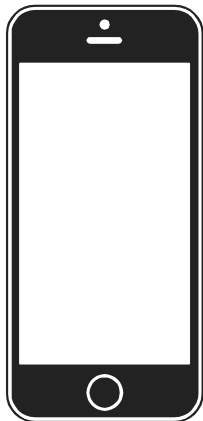
Owner

Platform Decision



ANDROID APP

Maybe android studio



iPHONE APP

Maybe iOS
development in swift



WEB APP

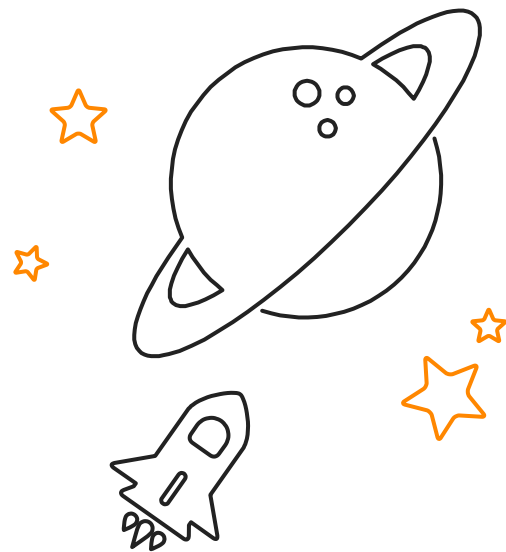
Maybe Develop for
Web, accessible via
smartphone

Software Architecture




In Discussion

We are trying to research and match the best tools that can connect with each other on the project



Maybe adopting a Layered Architecture



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graph LR; A[Presentation Layer] --> B[Business Layer]; B --> C[Persistence Layer]; C --> D[Database Layer]
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Presentation
Layer

Business
Layer

Persistence
Layer

Database
Layer

6,124\$

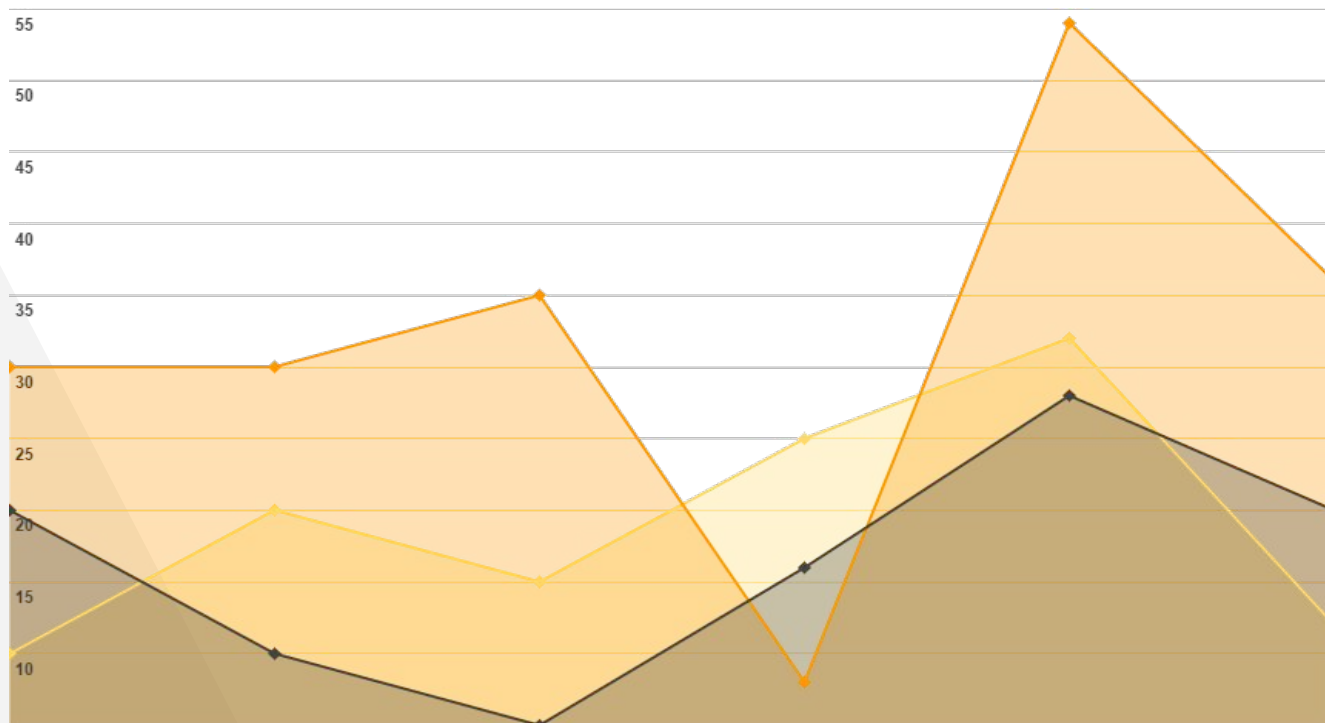
Initial investments

1,244 users

Initial user base

100%

Total success!



insert graphs from Google Sheets

A photograph of a laptop and a pen on a wooden desk, partially obscured by a dark grey overlay and a large orange geometric shape on the right side. The laptop is open, and the pen is lying on the desk in front of it. The text "OpenSpot" is written in white on the dark grey overlay.

OpenSpot

THANKS!



Sefath



Stephen



Jay



Edwin



Isaac