

# Project brief: Parking Management System (PMS)

Smart, Automated, and User-Friendly Parking Management System (PMS)

## Problem Statement:

Manual and inefficient parking leads to time waste, traffic congestion, and poor user experience.

## Importance of Solving the Problem Now:

Urbanization and vehicle growth are accelerating, making efficient parking a critical need to avoid customer dissatisfaction and city chaos.

## Data Points and Potential Churn:

- 30% of urban traffic is caused by drivers searching for parking.
- 60% of users report frustration with traditional parking systems—risking churn to smarter alternatives.

## Opportunity:

Improved user satisfaction, better space utilization, and potential revenue growth through dynamic pricing and data insights.

## Risks:

High initial setup cost, system maintenance, and data privacy concerns.

## Target Audience:

Urban commuters, commercial complexes, malls, airports, and smart cities.

## Definition of Done:

System deployed with real-time slot tracking, automated entry/exit, payment integration, and a user-friendly Website application.

## Success Metrics / OKRs:

- 40% reduction in average parking time
- 25% increase in user retention
- 90%+ uptime and availability

User satisfaction score > 85%

