Parking Pal Case Study

Team

Project Name: ParkingPal unconditionally

Project Description: Say goodbye to circling the block or worrying about parking tickets and hello to a smarter way to park with ParkingPal.

Team Members: Alberta Uwadiae, Max Muller-Wende & Vaman Sriharan

Tools Used: Figma, Miro, Figjam, Google Slides

Project Overview

The Problem: Consumers in high populated areas struggle daily to find parking within urban areas.

The Solution: To help drivers find an easier and less stressful way to find parking across the UK.

Research

1. Title : ParkingPal - ‘Parking Made Easy’

2. Author and stakeholders:

- Alberta Uwadiae - UX Designer
- Max Muller-Wende - UX Designer
- Vaman Sriharan - UX Designer
- Ugochukwu Okafor - Project Manager
- Kit Hayes - Project Manager

3. Date: 30 Mar 2023

4. Background:

Thousands of people struggle daily with finding parking spots whether they are on their daily commute to work or going out to an event. Often drivers find it hard to search for good parking spots closer to where they need to, especially in unknown or new areas. Consumers find it frustrating when they have parked in an area for a short time and have come back to a parking ticket on their window or sometimes even worse as to see that their vehicle has been clamped.

5. Goals:

To gain a deep understanding of the pain points and needs of drivers when it comes to parking in high population clusters.

6. Research questions:

1. What are common challenges that drivers face when they are trying to find parking in high population clusters?
2. What are the decisions factors users make when finding suitable parking
3. What information does a driver need to find a parking spot
4. Do users prefer cheaper/free parking compared to private rented parking?

7. Methodology:

Outlined below are the steps to recreate this research:

Recruiting the right candidates: Recruit at least 5 participants who fit the primary characteristics described below.

Conduct Interviews: Conduct interviews with participants to gain qualitative information about their parking habits and pain points. We created an interview script below, use this as a guide in the discussion.

Send out a Survey: After the interviews, create a survey to gather quantitative information from a larger sample size of participants. This will supplement the interview questions, giving us more data. The survey should include questions about parking habits, pain points, and potential features for a parking app.

Analyse the Data: Once the data has been collected, we will use Miro (others like Figjam can be used as well) to create an affinity diagram to identify patterns, themes, and insights from the qualitative and quantitative data. Then, we will create an empathy map to understand the user's experience in relation to parking in high population clusters.

Draw Conclusions: Based on the data collected and the analysis that has now been completed, draw conclusions about the pain points and needs of drivers when it comes to parking in high population clusters. Use these conclusions to inform the development of the app.

By using a combination of qualitative and quantitative research methods, as well as data analysis tools, we can gain a deep understanding of the needs and pain points of drivers when it comes to parking in high population clusters. This information can be used to create a user-friendly and effective parking app that streamlines the parking process and reduces stress for drivers.

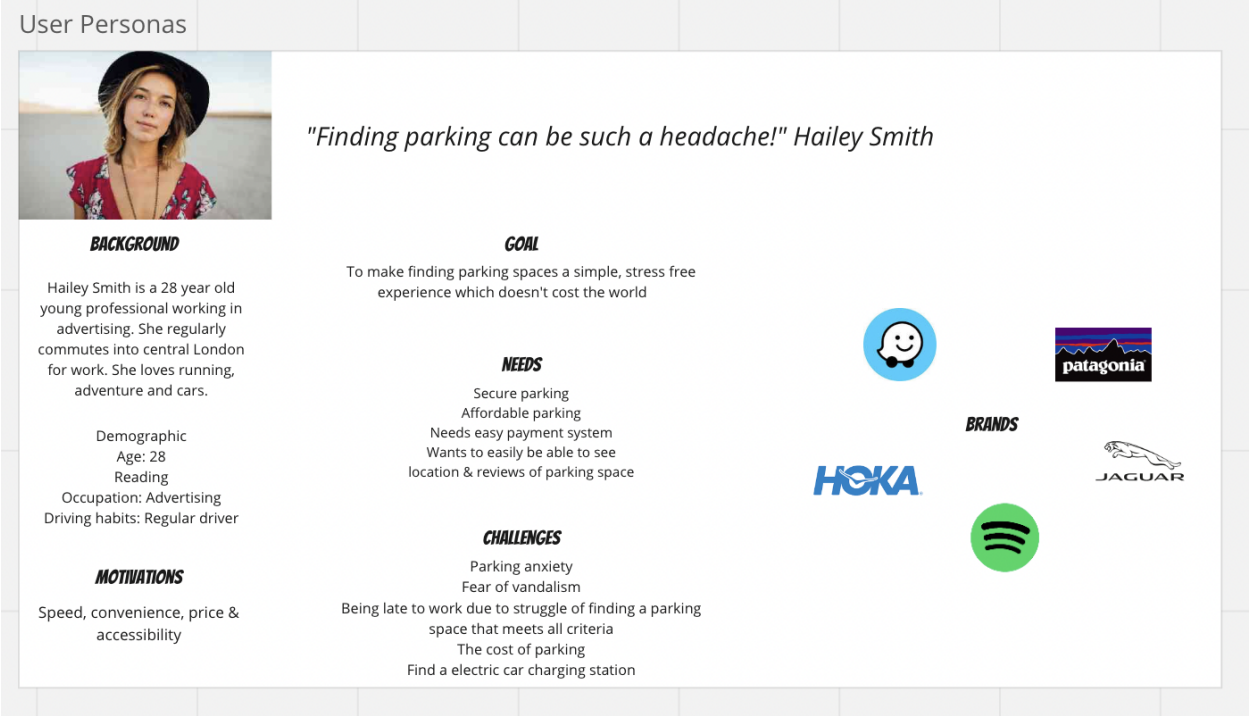
8. Participants:

Age Range: There is no age range, parking is a challenge affecting all drivers of all age groups (participants should meet the legal age requirement to drive).

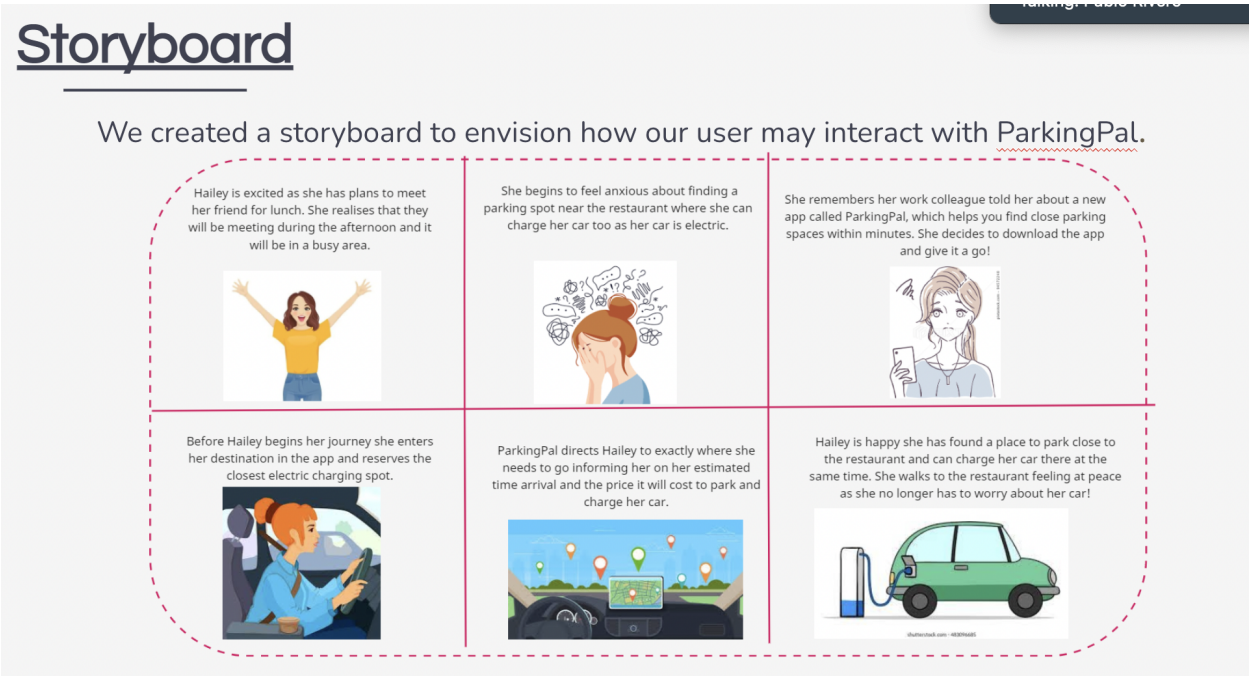
Habits: Participants should be familiar with mobile apps on smartphones, as we are developing an app.

Participants need to be familiar with parking in high population clusters, so recruiting users in cities and commuter towns is essential.

User Persona or Empathy Map



User Flow and Storyboard or User Journey Map



01-User Journey Template

User Name
Hailey Smith

Age
28

Occupation
Advertisement

Location
Reading

User Motivations

Speed, convenience, price & accessibility

UX Scenario

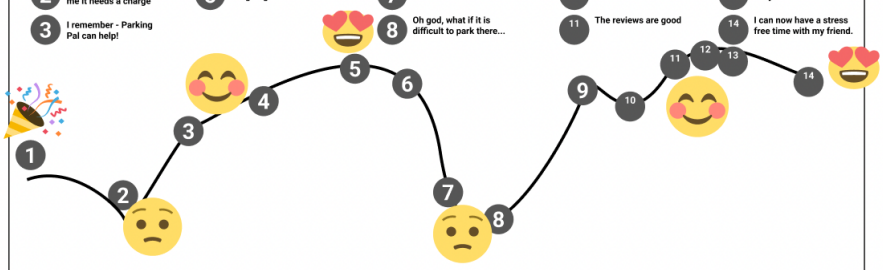
Hailey is driving to meet her friend for lunch at a popular restaurant. As she nears the restaurant, she begins to feel anxious about finding parking for her electric car, as she knows it can be difficult in this area, her car's management system flags her about car's battery power status. She remembers hearing about ParkingPal that her friend recommended and downloads the app. The app automatically detects her location, she inputs the duration of time she'll be gone for and the app suggests a several charging station at a nearby. She selects the closest one which happens to be a parking garage and pays.

Goals

Hayley wants to ensure that her lunch meeting with her long lost friend goes smoothly, so she is looking for hassle free parking for her electric car which close to her meeting point.

Holiday with a friend

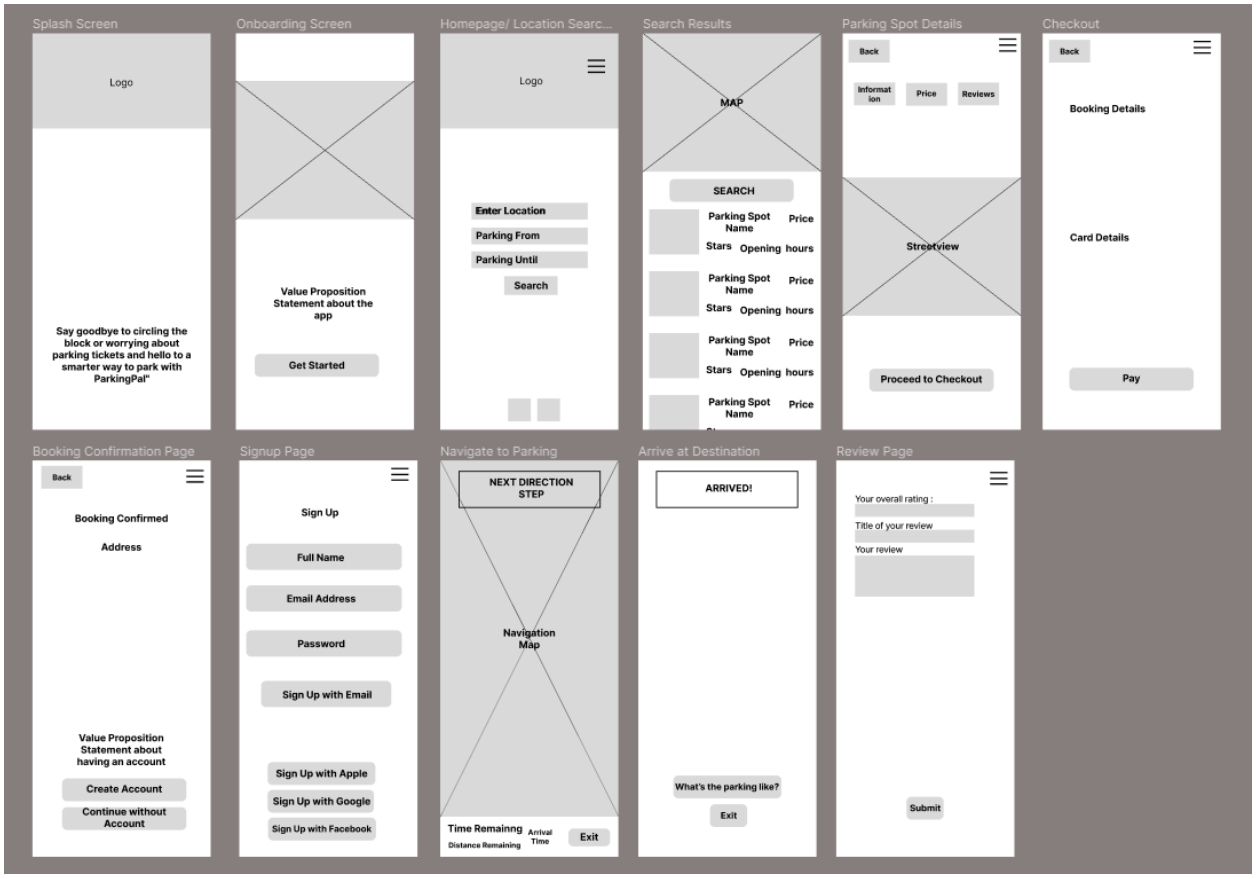
Consider	Explore	Compare	Test	Negotiate
1 Hailey is on the way to see her friend	4 Oh, there is a lot of options here	6 I booked, it but what if I can't find it.	9 Okay great, I can navigate and see the space via the app	12 This is great, it is telling me turn by turn where to go
2 Oh no, my car is telling me it needs a charge	5 This spot looks great, I'm going to book it.	7 What if the location isn't safe	10 Hmm, it looks a bit dirty	13 Parking was fine, super easy
3 I remember - Parking Pal can help!		8 Oh god, what if it is difficult to park there...	11 The reviews are good	14 I can now have a stress free time with my friend.



Opportunities

We need to make the app accessible, stress free and quick experience	Make the app available to select options nearby	Gains need to be in place to reduce pains	Photos and guidance can help reduce stress	Try and get customer to return time after time.

Sketches and Wireframes



User Testing

We had the following goal in our testing:

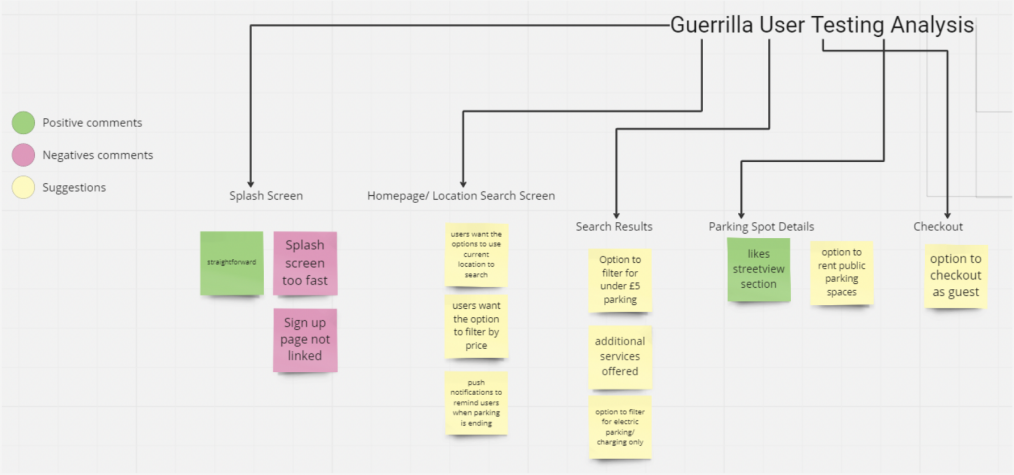
- To identify usability issues with ParkingPal.
- Evaluate the ease of use and navigation of the app.
- Gather feedback on features, functionality and overall user experience.

We gave our testers these tasks:

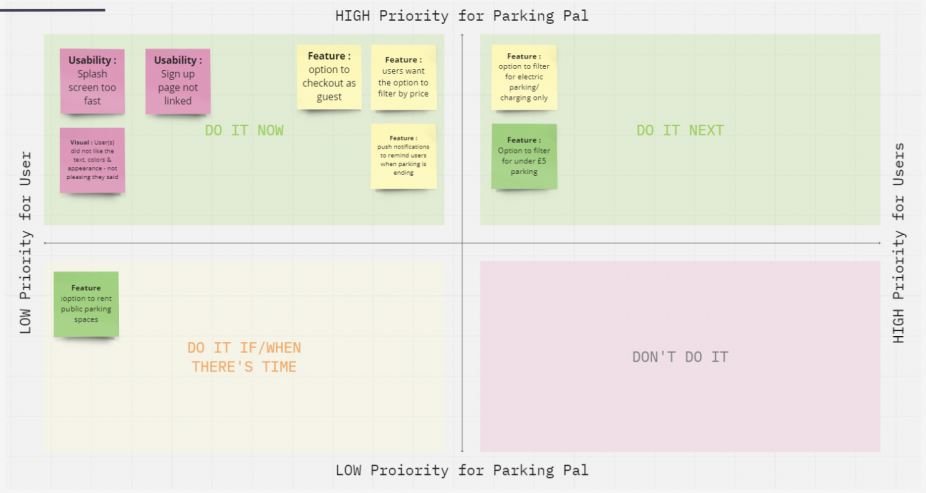
1. Find and select a parking spot near a specific location
2. Signup with either Apple, Facebook or Google

These were the results:

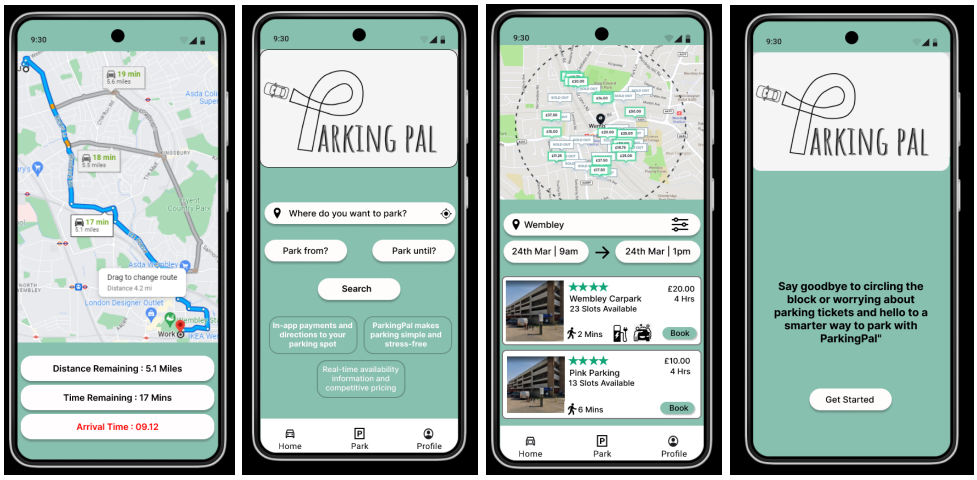
Guerrilla Testing Analysis



Guerrilla Testing Analysis 2 x 2 Matrix



Final Prototype



Summary

The next steps for our app will be allowing users to privately rent their driveways and allowing users who may own and drive an electric vehicle to find more charging posts where they can park and charge for free.