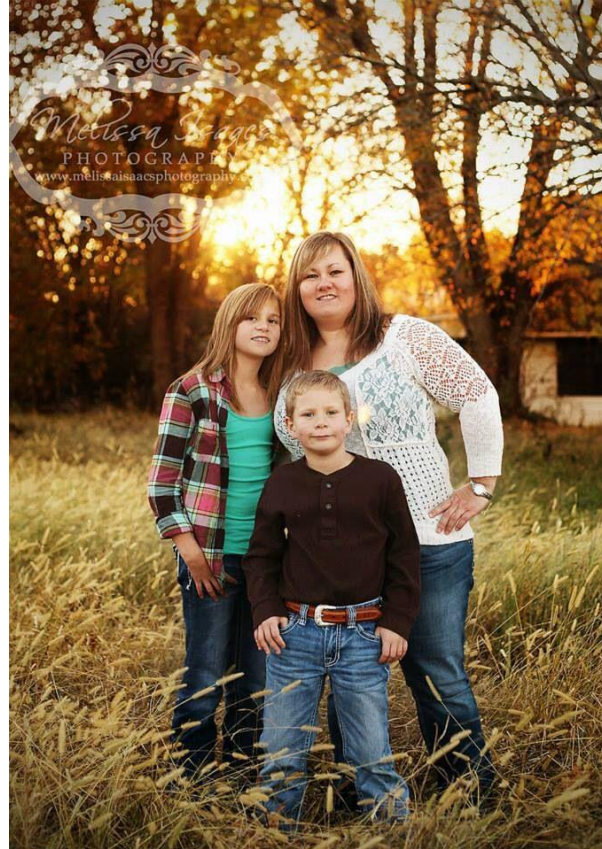


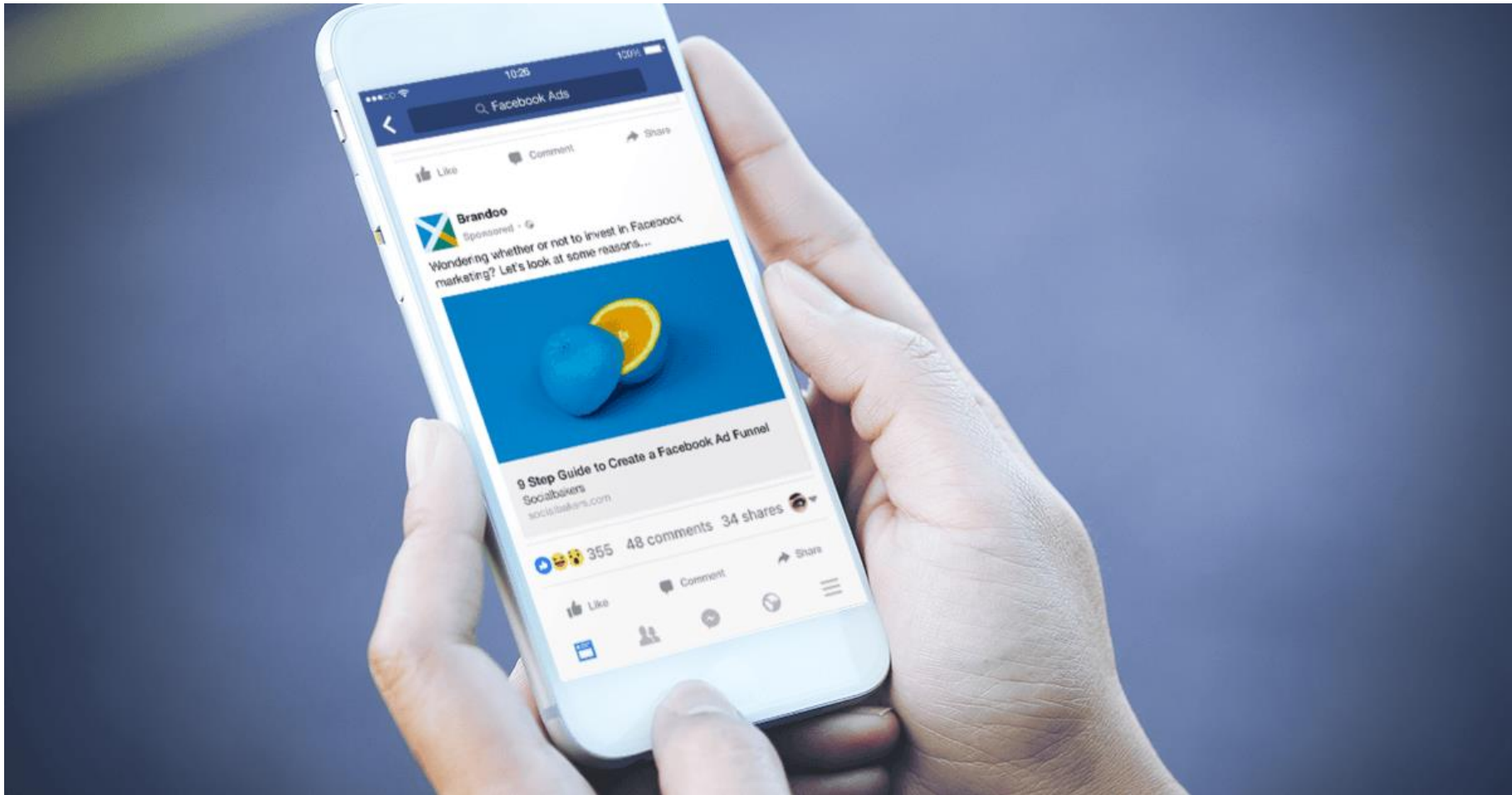
By: Baker Womack



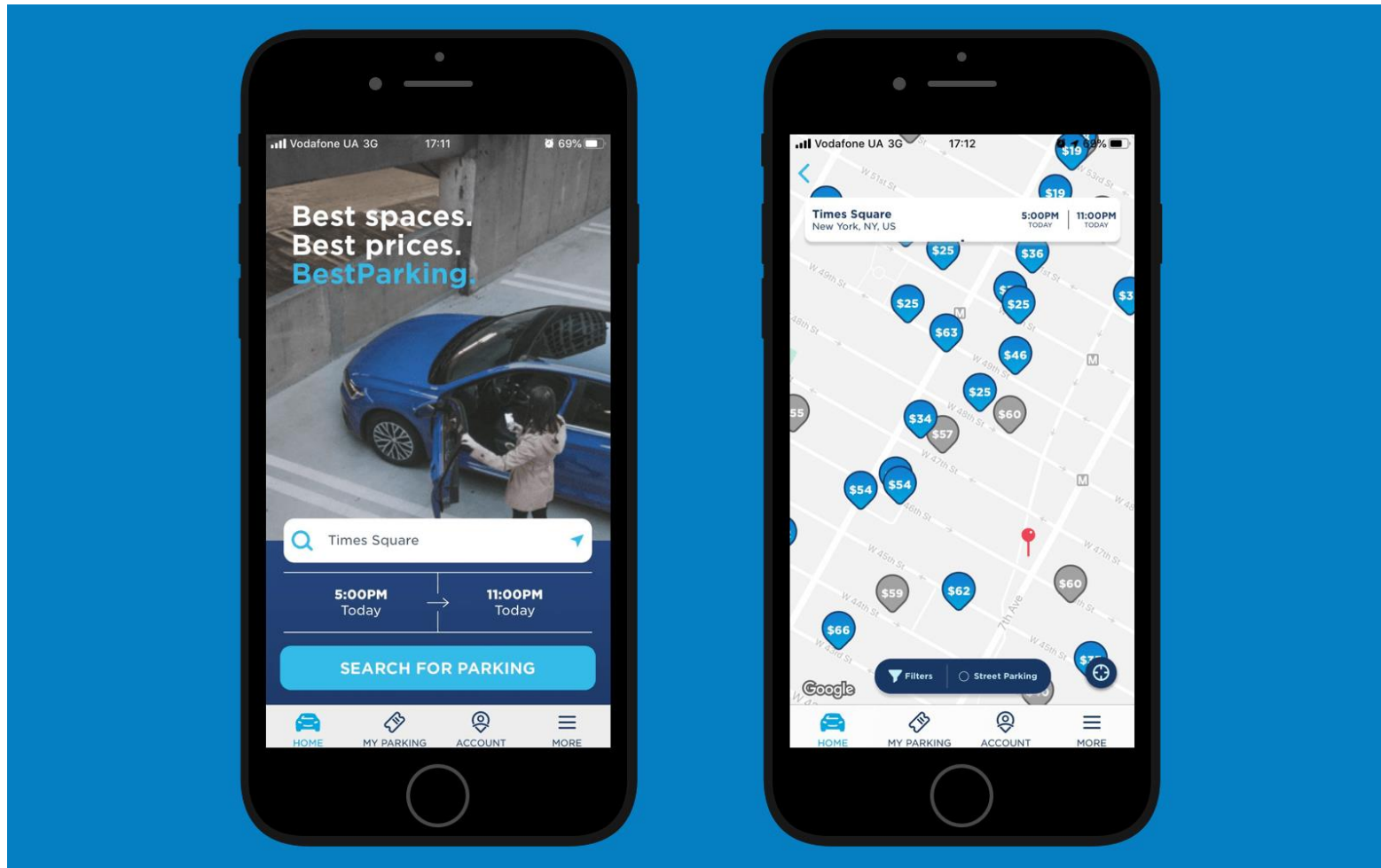
Linda Walker is a single mom that has a lot of stress on her. She works as a Human Resource representative for Wells Fargo in Charlotte NC. Everyday she has to wake up and help her children off to school.



Everyday Linda is stressed about traffic and trying to find a parking spot. Because she lives in the city, she has her car broken into many times, and wants to find a secure place to park her car.



While on Facebook, she finds an add for a parking app that finds safe and available parking in her area. She instantly downloads the app hopping the app is not a scam. She signs up for a free trial and tests it out the next day.



The next morning, before going to work, she uses the parking app. The app shows in real time the availability, security, and price of each parking garage. Linda was able to find a parking garage right across the street from her office.



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Linda is impressed by the app and tells all her work friends about the amazing app. They all download the app and are amazed as well.



Linda no longer has any stress about parking. She feels safe and can save money by using the free parking garage. Because it becomes such a hit, Charloette becomes more efficient during rush hour because everyone can find easily.