



PARK EASY
PARK EASY, LEAVE BREEZY

ILLUMINATE THE ISSUES

Finding a parking space in a city like Patna is so challenging that people often end up either altering their plans or opting for a different mode of transport altogether.

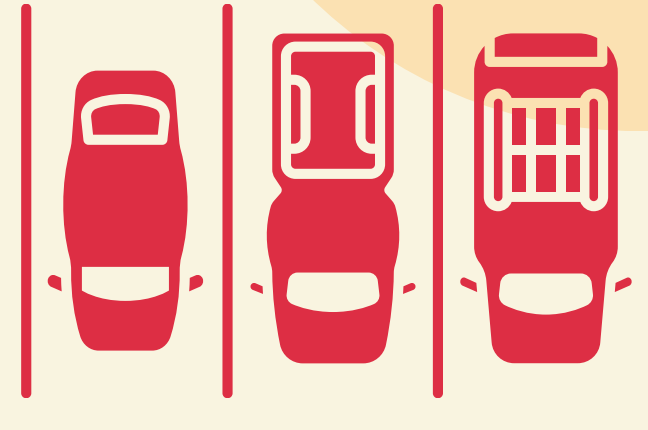


In cities, over 30% of traffic congestion is caused by drivers hunting for parking.

On average, people worldwide spend 20 minutes just to find a parking spot.

In Patna, 58% of drivers have had disputes with others over parking spaces.

USER RESEARCH



For this, I conducted user interviews with several residents of Patna to gain insights into their pain points and motivations.

USER PERSONA



She stresses over parking on the road due to fear of theft or damage.

The use of foldable parking bollards to reserve your space on public roads where allowed.

A map of the parking to clearly identify the entry and exit points of the parking.

Improper parking blocks her vehicle, making it hard to remove her vehicle later.

PAIN POINTS



After documenting my research findings, I identified and summarized the key challenges faced by potential users.

- Finding an empty parking spot during peak hours is challenging.
- Parking spaces far from entrances can be inconvenient.

- Parking costs can add up quickly for frequent drivers.
- Poorly communicated regulations cause confusion.

EMPATHY



MAPPING

SAYS:
"Kahin jagah hi nahi hai gaadi khadi karne ki".

THINKS:
"Challan lagega toh dekh lenge".

DOES:
"Kabhi-kabhi dur park karna padta hai, chahe paidal hi chalna pade."

FEELS:
Frustrated:
Parking ki kami aur gaadiyon ki bheed dekhkar frustration hoti hai."

"WITH THE INCREASING issue of street parking leading to accidents and other mishaps, I AIM TO create an app that helps users find available parking spots,

USER STORY

easing their daily parking struggles and reducing accidents caused by improper parking."

