

# Claudia Stewart



John lives in a neighborhood near a big city where his grandchildren live. He is responsible for getting them to and from school.



John's daughter tells him about a parking app she's been using that shows her available parking in the area.



His commute to their apartment is stressful when trying to find a place to pick them up.



John is unfamiliar with mobile apps, but he is able to navigate the app to show him safe, available parking.



He doesn't want his kids to be late to class because he can't find a parking spot that allows him to safely walk them to school.



John's grandchildren now get to school on time and John is much less stressed during his commute.

Mason is fresh out of college and super excited to start his new job in the Big Apple!



Mason's house is a decent amount away from the city.  
Therefore, he has to drive to work every day.



**He is worried that he will have trouble parking his car every morning and that it'll make him late. Also, he is worried that parking will be too expensive.**



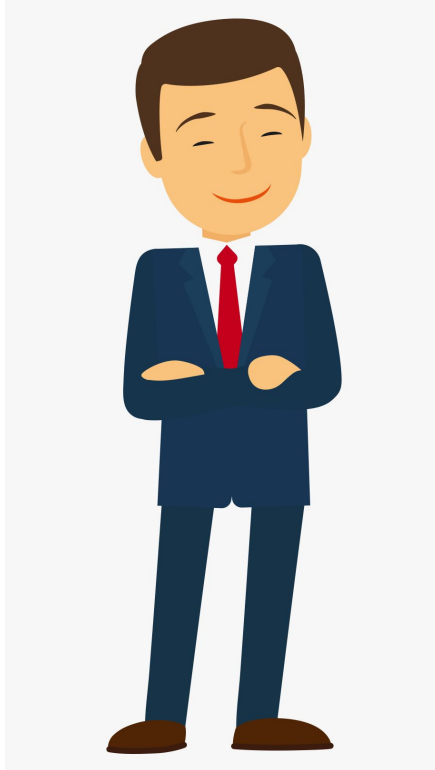
Mason's coworker tells him about a parking app that informs him of available and affordable parking around him!



Mason downloads the app and starts using it every day to park before work.



Mason now doesn't have to worry about being late to work  
AND doesn't have to spend a fortune on parking!







Sarah is always concerned about running late as she makes her way across the city



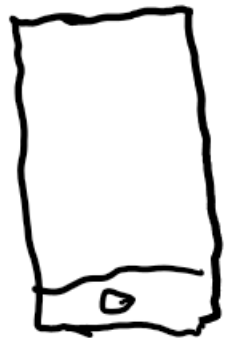
Finding parking is an expensive hassle, and she never knows if any spots will be available



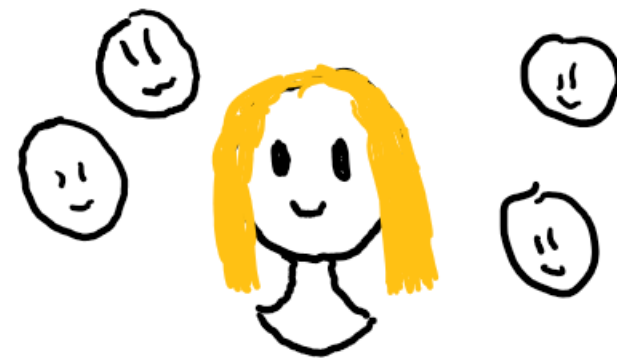
She uses her map app to get from point A to point B, but there's nothing to help when she needs to find parking



Because she's always on the go, she needs a way to get from her house to her many meetings



Thankfully, she can use her parking app to see which spots are available and find the best place to park for the most affordable price



Now she is able to commute without stress and focus on her work