



THE CROWD-SOURCED PARKING ALTERNATIVE.

1

USER INPUT AND RESEARCH

By utilising online surveys, targeted towards a varied sample of possible users, requirements were established for the final product.

Market analysis was also conducted to ensure a point of difference was evident in our product regarding existing options.

2

IDEATION

The entire team contributed in brainstorming sessions in order to create a solid foundation of the functions and aesthetic of the application.

This was then conceptualised as low fidelity mockups using the Marvel application so that initial user testing could begin.

3

FEEDBACK

Initial user testing yielded constructive results which were used to tweak the concept into what real world customers required from the application.

The major points to come out of this initial round was the need for quick and easy functionality. This led us to implement a one click solution to finding a park.

This also became a major point of difference to those products already on the market.

4

PROTOTYPING

Aesthetic of the design and branding continued concurrently with iterations of the low fidelity mockups.

Taking feedback from user testing, base functionality was improved with each evolution.

5

USER TESTING

User testing was conducted using a variety of possible target demographics. This ensured varied responses resulting in an application that would prove attractive to a wider variety of users.

OUR TEAM

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Parkit aims to promote coordination in the community by providing a mechanism to manage and maximise on available vacant parking spaces.

By raising awareness of available parking in and around desired destinations, traffic congestion can be minimised as travellers avoid the madness of driving around in circles to find a parking spot.

This awareness can create a synergy and sense of community, an **Active Community**.

Parkit provides communication and interaction between people on a mobile platform. Users can access information on the move with content delivered based on location. The mix between social and mobile is a great support for **social interaction**.

Join us in our Parkit community to minimise the congestion, reduce the frustration and elevate the excitement in the air as we work together to create an **Active Community**.

