

# Maddie's Journey Map: Keeping Up with the Parking Rules Using the Scheduler



## Persona

A commuter student living off campus and unaware of XULA parking rules.

## Scenario

Construction is currently taking place on XULA's campus, and Maddie needs help to keep up with the constantly changing parking rules. She is looking for a way to get frequent updates on the rules so she no longer wastes time looking for a parking spot nor run the risk of getting a parking ticket.

## Expectation for Scheduler

- Notifications every time there is a parking lot update.
- Notifications of when students may park in Gold Lot spaces
- Notifications when certain lots are closed

PHASES

Consider

Explore

Compare

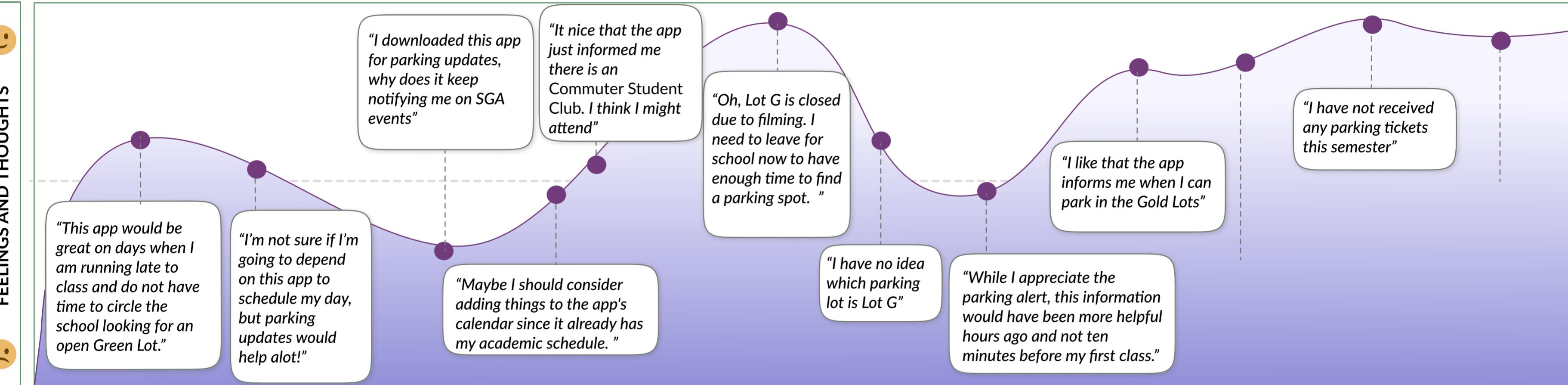
Test

Commit

😊

FEELINGS AND THOUGHTS

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ACTIONS

- Hears about the Scheduler App but does not know if she should download it as a commuter.
- Decides to try out the app after hearing about it during a Commuter Student Club meeting.
- Downloads the Scheduler app
- Explores the app and notices her academic schedule is there
- Does not initially add anything to her schedule and waits to receive an update about parking.
- Begins checking the app more frequently but is not entirely dependent on it.
- Constantly checks emails in case there is a parking update
- Following the daily alert that parking pass rules are lifted for the rest of the day, she moves her car to a Gold Lot.
- No longer risks getting a ticket for moving her car to a Gold lot too early and waits until she gets the alert.
- No longer late to class due to parking lot closures.
- Tell her friends to download the scheduler app.

POTENTIAL SOLUTIONS

- Emphasize that this app is not just for students living on campus but also for commuter students
- Add a filter to allow users to select the type of information they would like to receive notifications for
- Add an option for users who do not wish to receive constant notifications (i.e., silent mode, one daily notification with a list of events/activities, etc.)
- Allow users to view a map with an aerial view of campus with parking lots and buildings labeled.
- Notify users the day before a new parking rule is implemented.
- Notify users when they should consider arriving to campus early due to a parking lot closure.
- Inform students when parking passes are on sale.