



**MyPark**

## INFORMATION MEMORANDUM

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### SUMMARY

The aim of this project is to develop a mobile application to provide easy and quick information about parks and green areas located in Sydney and surrounding suburbs for people living or visiting Sydney. To achieve this goal, it was written a propose detailing all requirements, the design of the solution and the plan for implementation and tests.

### WHY WAS THE PROJECT INITIALISED?

Due to the difficulty of finding Parks with a group of facilities in the same place, the time spent trying to search information on Google and other websites, and the lack of a suitable solution that concentrate all information about parks and provide a easy way to have them.

Through a deep research and survey, it was concluded that those problems affects a high number of people that lives or visits Sydney. Also, it was discovered that the number of overweight people is very high due to not doing even the minimum quantity of physical activity expected during a day.

This project was initialized with the goal to solve these problems through the development of a solution that concentrates all parks information, make it easy for users to find places that matches the facilities they most use or they are looking for and to make them spent less time researching and planning than enjoying and doing activities.

### WHAT IS THE SOLUTION?

The solution is MyPark mobile application.

It has been designed for smartphones with different operating systems, such as Android, Iphone and Windows Phone, reaching a large number of individuals, since statistics shows that Sydney has more than 85% of smartphone users. The target audience is composed of people with ages between 25 and 45, both genders, mostly people visiting Australia, families planning their Park day with kids, sports person looking for outdoor gyms or sport facilities.

The application will have a bundle of features including specially the search for places that matches the user criteria, which includes facilities, permissions, close stores, coffee shops, etc. For example, a search the return a place that has swimming pool, playground, barbecue spot, basketball court, coffee shop and it is

dog friendly. Among other features, it also includes write and read reviews and ratings, to be informed about when events or special activities are happening, to know the price of parking areas and which time of the day the park receives more visits.

### HOW DOES THE INNOVATION MEET THE USER REQUIREMENTS?

During the design of the application it was chosen some people from the target audience to test the prototypes and give feedback related to the main problems that has been try to solve, and also if the features and layouts provide a good experience for the user. Many changes were done to achieve a high level of acceptability.

