

W
BOTHELL

Husky Parking Pal

Crows GPS

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Elevator Pitch

UWB's car commuters often run into **parking issues** daily during peak campus hours, which consequently requires commuters to invest more **buffer time to prevent being late**.


However, not all individuals want or can even afford to invest extra time, thus, the Husky Parking Pal can enable users to check current **campus traffic activity** and **reserve spots** ahead of time to soothe anxieties about being late.



Primary Personas

- **Student**
- **Faculty members**
- Frequently come to school
- **Campus Visitors**
- Come to campus for event/meeting

Studious Sarah



As busy as I am, I always try my best to make it to class on time!

Demographics

Age: 21

Gender: Female

Marital Status: Single

Income: \$25,000 a year

Location: Redmond

Defining Traits

1. Hard-working

2. Busy

3. Helpful

Professional Background

Education

Current student at UWB

Company / Job Title

Senior student, part-time barista

Work Experience

Interned at amazon over the summer of 2018, she is currently working as a barista at starbucks part-time

Personal Preferences

Interests

She is interested on walking, hiking and other outdoor activities.

Biography

Sarah is a hardworking student who is eager to finish her CSSE degree. She is always doing something whether it's studying, working, or helping out her friends and is often rushing to get to class.

Psychographics

Values

Getting things done
Looking out for others

Goals

Finish her degree
Pay off her loans ASAP

Challenges & Frustrations

Often not able find parking on campus
So much to do, so little time

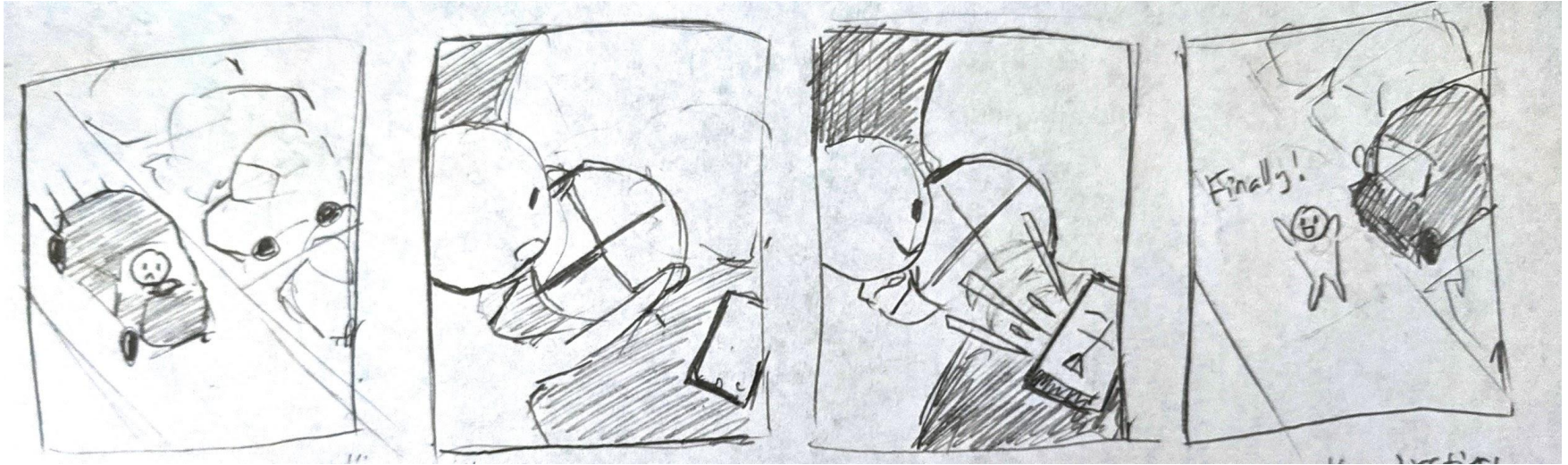
Communication Style

Casual Professional

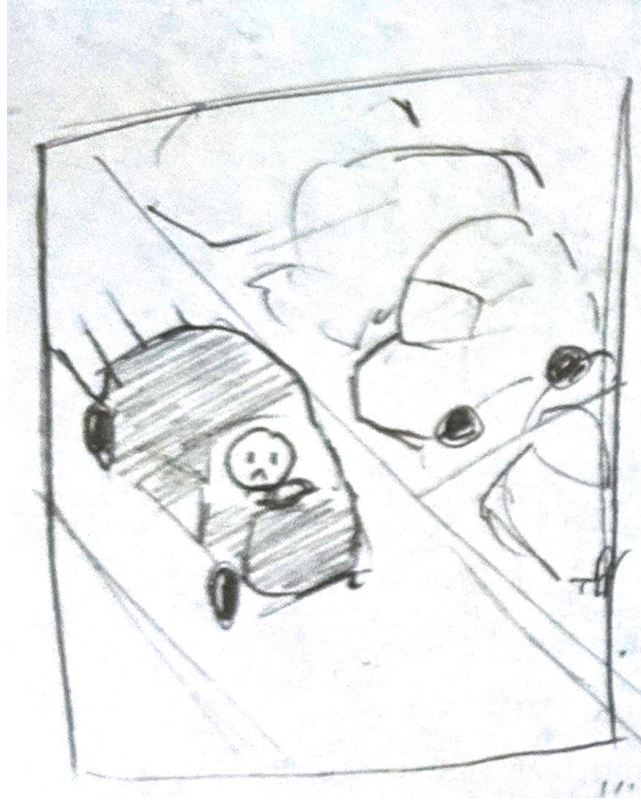
General Technical

Compose.ly

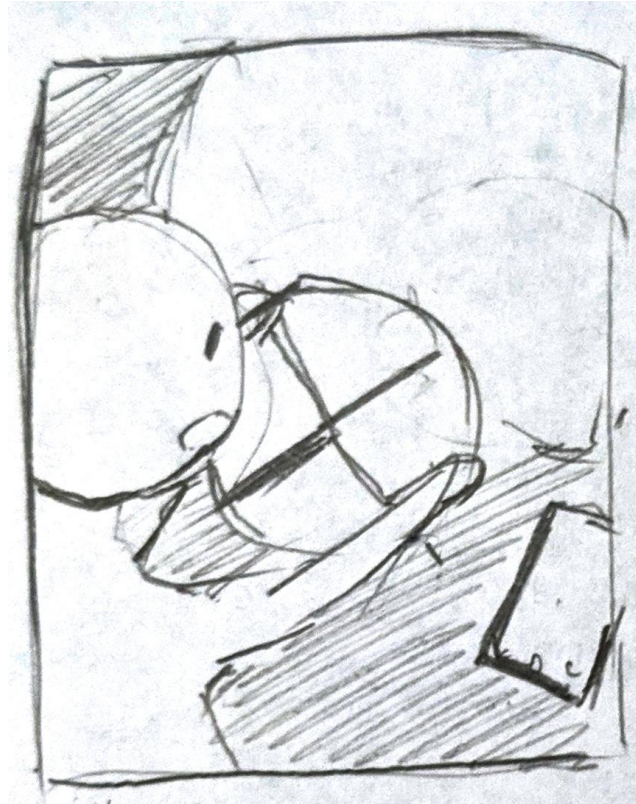
Storyboard - Finding a Parking Spot



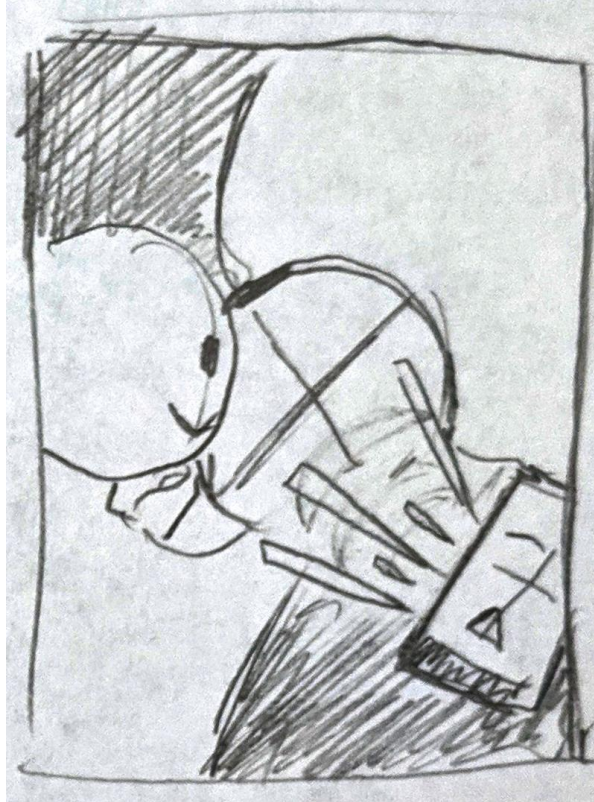
Storyboard - Finding a Parking Spot



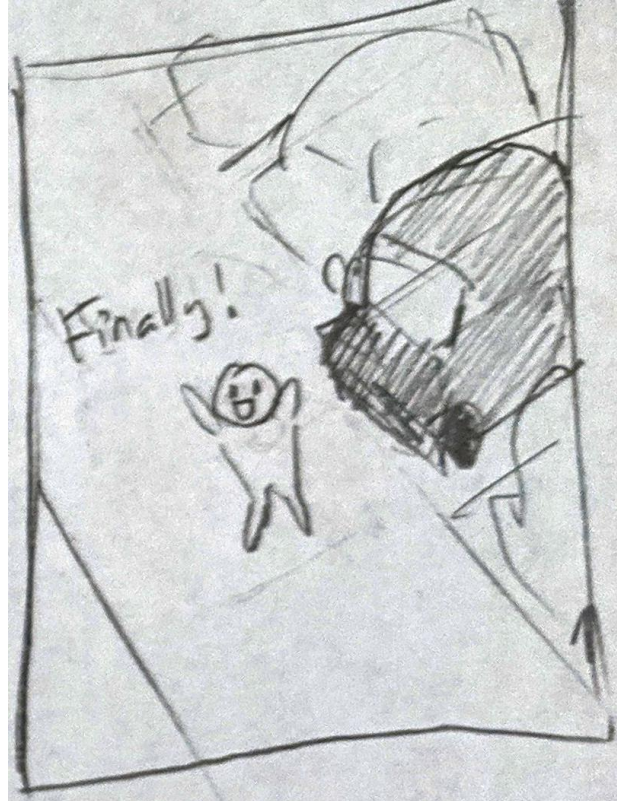
Storyboard - Finding a Parking Spot



Storyboard - Finding a Parking Spot



Storyboard - Finding a Parking Spot



User Requirements for Scenario

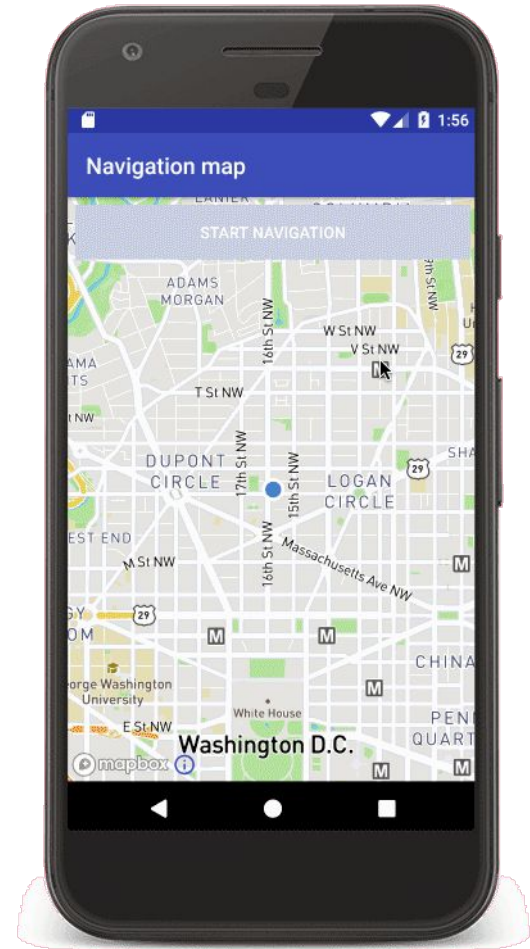
- The system must visually represent all campus parking lots and spaces on a map.
- The system must know the nearest parking space
- The system must give live directions to any parking space.
- The system must be able to give directions through both audio and text.

Design Goals

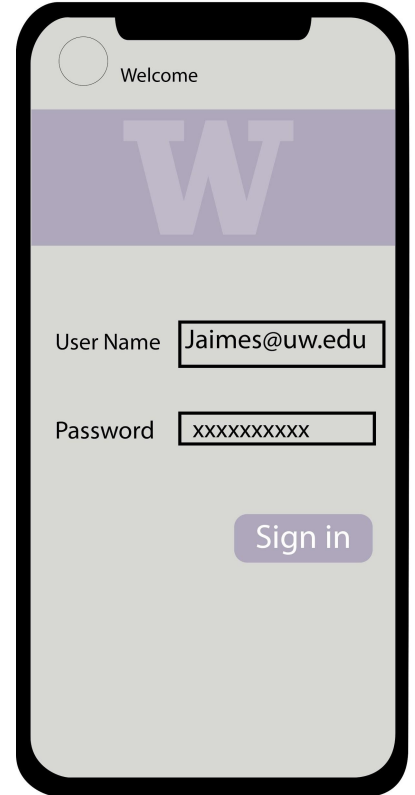
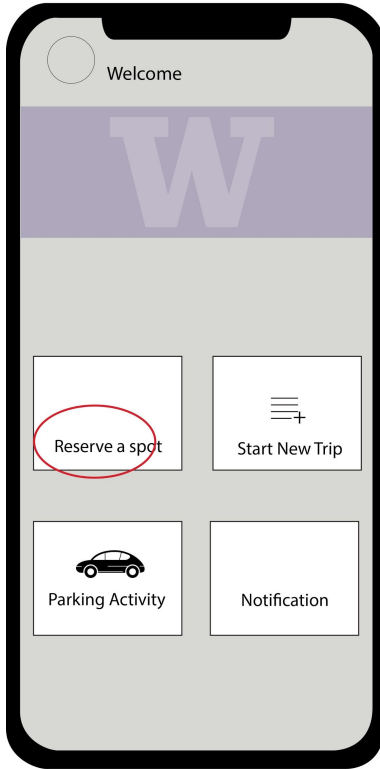
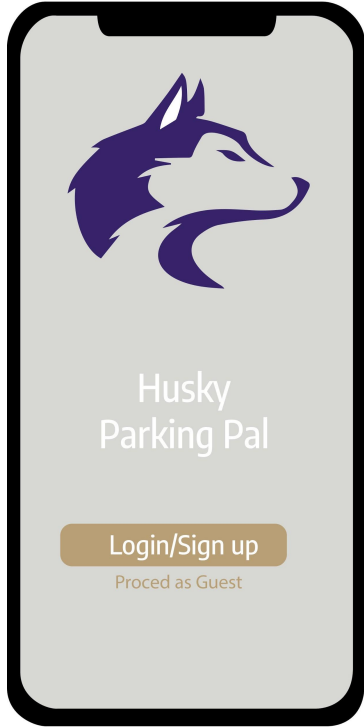
- Performance (e.g load time)
- Learnability (e.g immediately intuitive)
- Usability (e.g ease of use)
- Information Security (e.g detect & block)

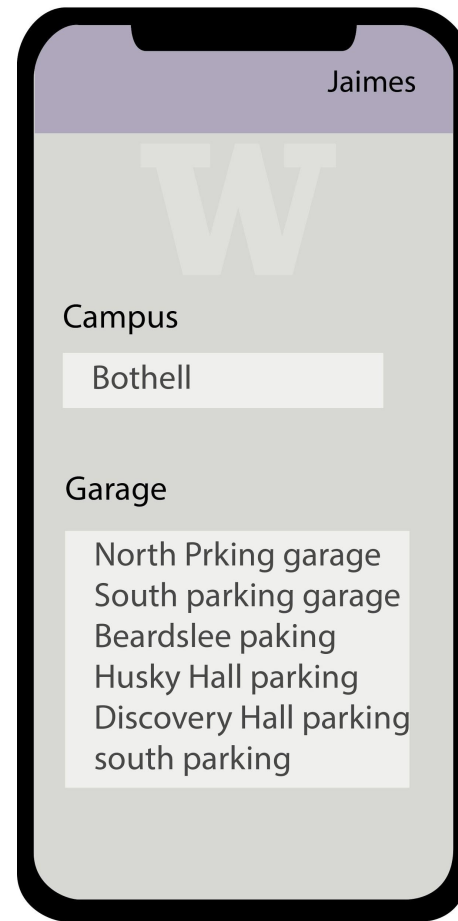
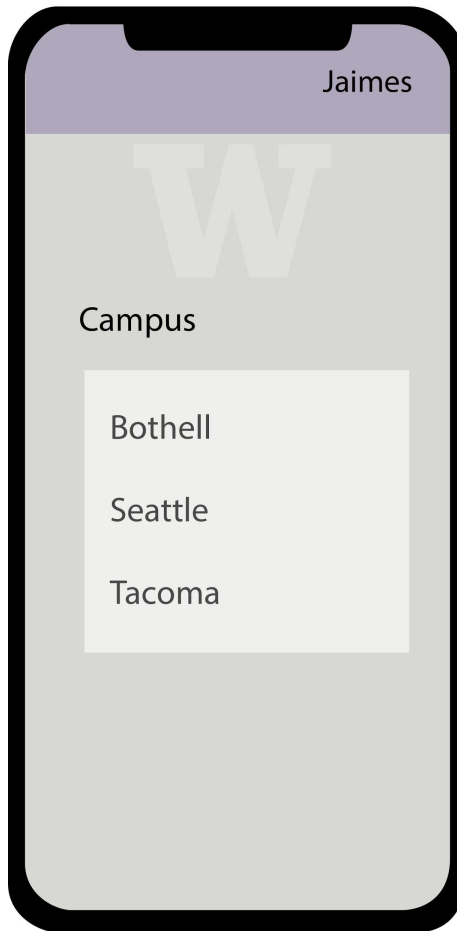
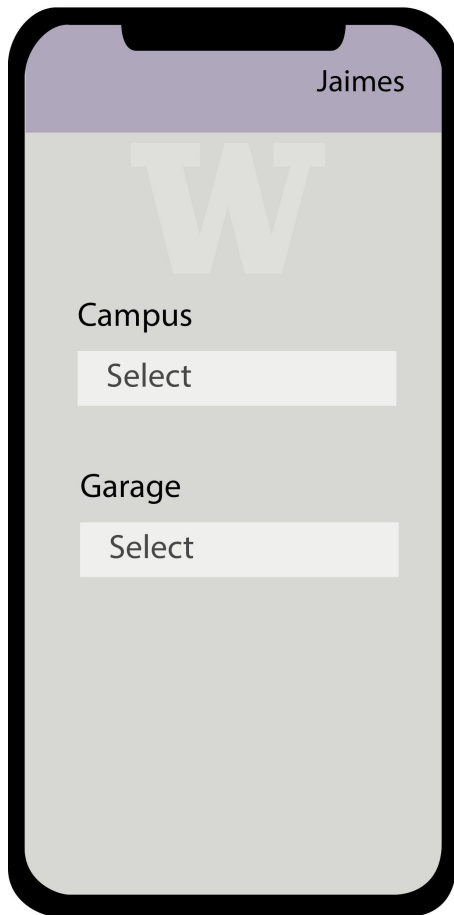
Design Guidelines/Principles

- **Keep it Consistent**
- Clear Hierarchical Structure
- **Embrace Predictability**
- **Keep it Simple**
- Match between system and real world
- **Minimize cognitive load**
- Visibility of system status



Prototype Walkthrough





Jaimes

W

Campus

Bothell

Garage

South parking garage

Go back

Next

Jaimes

W

June 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

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Calendar © 2019

Jaimes

W

Date

06/06/2019

From

09:00 AM

To

06:00 PM

Confirm

Jaimes

W

Date

From To

Jaimes

W

Payment Info

Your Credit or Debit Cards

☒ Visa ending in 1234

☐ Visa ending in 4567

Add new

Jaimes

W

Confirmation

Your receipt was sent to Jaimes@uw.edu

Date 06/06/2019

Form: 9:00 AM to 06:00PM

Parking Lot: South Parking

Garage

Parking Number: 24

Paid: \$10.00