



General Assembly Hackathon

12.10.2017

## Brief : The future of on street parking

This may include, but is not limited to solutions and strategies to address the low occupancy rates of on street parking, currently at below 60%. Participates may consider the impact of autonomous vehicles, or look at alternatives uses of the spaces currently allocated to on street parking to create a better outcome for the city and its users as a whole.

## Brief : Key takeaway points

- Solutions and strategies to address the low occupancy rates of on street parking
- Look at alternatives uses
- Create a better outcome for the city and its users

# Research

- Surveys
- Contextual Enquiries
- User Testing
- Data Sets
- The Internet

“ Prior knowledge of available on-street parking  
will have an influence on me driving to the city ”

## Focusing Statement

“

How to locate and utilize unused on-street parking  
throughout the city effectively

”

## Solution Statement

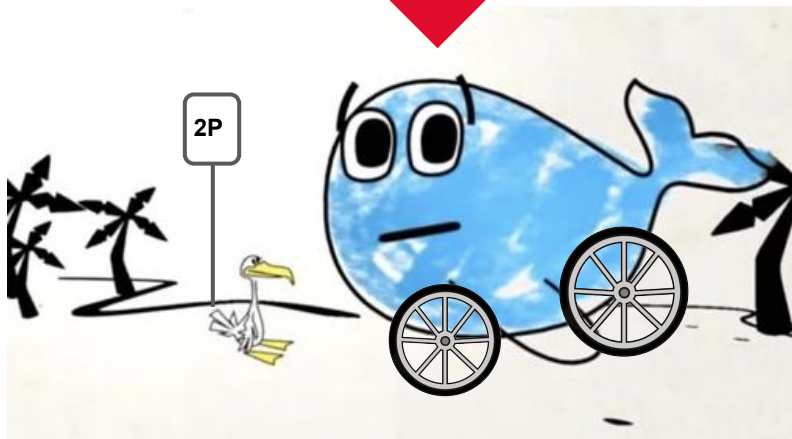
“ Provide a simple and effective platform to guide users to available on street parking ”



Just Park

Parked as bro





## Next Steps

- No chips, just plankton
- A lot
- Iterate
- Further User Testing