

Define a community problem you want to solve with technology and the people who it affects that you want to serve.

Community Problem - Description

Street Parking and Alternate Street Cleaning. It will affect people that work from home or travel via public transportation. So, they don't use the car very often, which means that the car sits for longer period of times and they sometimes may forget to move the car first to avoid a parking ticket and second to allow the scrubbing to be completed the day schedule for street cleaning.

With a technology, it should be possible to help users to get alerts when to move their cars and even integrate a social network inside for drivers to alert others and even offer to watch or move their cars.

The Technology on its initial phase is intended to find open spot in real time crowd sourced by other drivers that can answer in real time if a spot is still available and to post if they see some spots available.

With the use of Street databases, the system can summarize and suggest where and when to move to another place before the upcoming street cleaning.

Also, it can make use of trend to advise where there are usually more spots available at a reasonable walking or biking distance that can be set by the users.

Write a full description of your application and bonus points for including drawings (digital or physical). Wireframing or Flowcharts

Technology Description

Smart Street Parking Club – It is a Mobile Responsive Web Application using Technologies like HTML 5, CSS3, JAVASCRIPT AND MYSQL, Public APIs and other.

The application will use GPS location systems to locate the parking spot and where last parked and provide directions to find an open parking spot.

The application will allow the end user to have a member account that will be stored in a database automatically to save current parking location and offer a map as main area. It will have a summarized menu icon on the top right or left side and featured buttons bar at the bottom.

It will display street parking locations and street cleaning and suspension it will use public API from the Department of Transportation (DOT).

Fill out a lean business canvas with all the necessary factors.

Lean Business Canvas

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENT
<p>Top 3 Problems:</p> <ol style="list-style-type: none"> 1. Problems finding street parking. 2. Forgetting to move the car to avoid a parking ticket. 3. Unable to move the car when traveling, working at the office or just very busy the street cleaning day. 	<p>Top 3 Features:</p> <ol style="list-style-type: none"> 1. Mobile Responsive Web Application. 2. Will use GPS location systems to locate parking spots. 3. Social Parking Interaction with others. Located Public/Private Chat/Announcements. 	<p>Uniqueness:</p> <p>The worth of this proposal is to add to the network valid parkers to help find spots when trying to park or when unavailable to move the car on street cleaning days.</p>	<p>Patented.</p> <p>Integration of valet parking system.</p>	<p>Target Audience:</p> <ul style="list-style-type: none"> -Car owners -Car renters -Valet and Individual Parkers
	<p>KEY METRICS</p> <p>Key Activities Measured:</p> <ul style="list-style-type: none"> • Number of Available Spots in a 5-mile radius • Number of Available parking days/hours before street cleaning. • Number of Available Trusted 		<p>CHANNELS</p> <p>Path to Customers:</p> <ul style="list-style-type: none"> • Social media: Instagram, Twitter, Twitch • Google AdWords • YouTube Channel 	

	Parkers, Drivers to Assist Moving the car.			
COST STRUCTURE Key Activities Measured: <ul style="list-style-type: none"> • Customer Acquisition Costs • Marketing Design and Advertising Cost • Website Hosting • App store membership • Developers for advanced features 		REVENUE STREAMS Revenue Model: <ul style="list-style-type: none"> • Referrals to other agents/drivers • Ads on the lite version • Lifetime Premium Memberships 		

PROBLEM

Top 3 Problems:

1. Problems finding street parking
2. Forgetting to move the car to avoid a parking ticket
3. Unable to move the car when traveling, working at the office or just very busy the street cleaning day.

SOLUTION

Top 3 Features:

1. Mobile Responsive Web Application
2. Will use GPS location systems to locate parking spots
3. Social Parking Interaction with others. Located Public/Private Chat/Announcements

KEY METRICS

Key Activities Measured:

- Number of Available Spots in a 5-mile radius
- Number of Available parking days/hours before street cleaning.
- Number of Available Trusted Parkers, Drivers to Assist Moving the car.

UNIQUE VALUE PROPOSITION

Uniqueness:

The worth of this proposal is to add to the network valid parkers to help find spots when trying to park or when unavailable to move the car on street cleaning days.

UNFAIR ADVANTAGE

Patented. Integration of valet parking system.

CHANNELS

Path to Customers:

- Social media: Instagram, Twitter, Twitch
- Google AdWords
- YouTube Channel

CUSTOMER SEGMENTS

Target Audience:

- Car owners
- Car renters
- Valet and Individual Parkers

COST STRUCTURE

Key Activities Measured:

- Customer Acquisition Costs
- Marketing Design and Advertising Cost
- Website Hosting
- App store membership
- Developers for advanced features

REVENUE STREAMS

Revenue Model:

- Referrals to other agents/drivers
- Ads on the lite version
- Lifetime Premium Memberships

This can be submitted in the module 7 folder through git.