

User & Roles	Pain Points	Root Causes	Solution idea	Data and metrics
<div>Commuter Student</div> <div>Keyon Davis</div>	<div>No live availability info</div> <div>Keyon Davis</div>	<div>no routing guidance from to free spot</div> <div>King Zoom</div>	<div>Uneven demand across campus</div> <div>King Zoom</div>	<div>Missed-class/late incidents trend</div> <div>King Zoom</div>
<div>Residents</div> <div>Keyon Davis</div>	<div>Tickets for parking in wrong zone</div> <div>Keyon Davis</div>	<div>Resident cars occupy daytime capacity</div> <div>King Zoom</div>	<div>Event mode: reserve/redirect overflow</div> <div>King Zoom</div>	<div>Average search time (min)</div> <div>King Zoom</div>
<div>Faculty and staff</div> <div>Keyon Davis</div>	<div>circling lots add 10-25 mins</div> <div>Keyon Davis</div>	<div>Static maps; no sensors in most lots</div> <div>King Zoom</div>	<div>Simple web app shows live % open by lot</div> <div>King Zoom</div>	<div>Lot utilization by hour</div> <div>King Zoom</div>
<div>vistors and events</div> <div>Keyon Davis</div>	<div>Confusing signage; zones not obvious</div> <div>Keyon Davis</div>	<div>Uneven demand across campus</div> <div>King Zoom</div>	<div>Crowdsource updates + QR “I parked/I left”</div> <div>King Zoom</div>	<div>Ticket counts by zone</div> <div>King Zoom</div>