



Presented by

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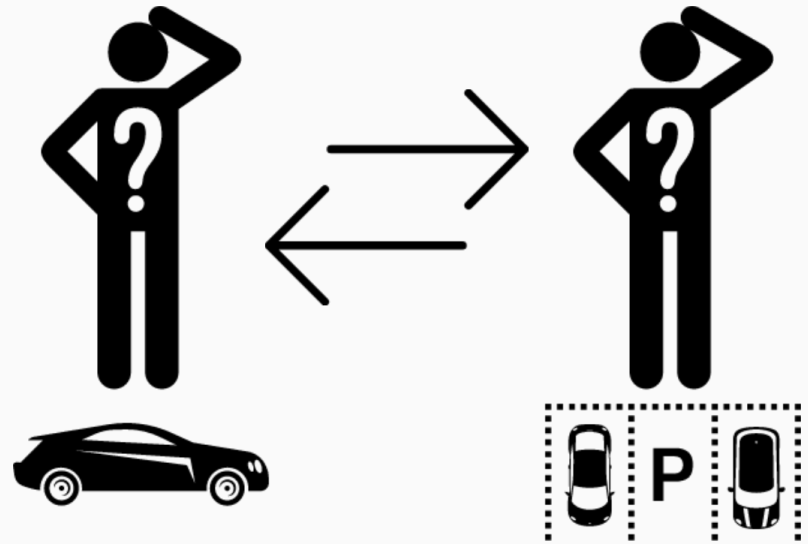
An aerial, high-angle view of a multi-lane highway at night. The image is heavily blurred to create a sense of motion, with long, bright light trails from car headlights and taillights stretching across the lanes. The lanes are separated by a concrete barrier. On the right side of the road, there are red-painted lane markings and white directional arrows. The overall color palette is dark with vibrant yellow and white light trails.

**Making parking easy for
everyone, everywhere**

The Problem

Homeowners and landlords want to **securely** utilize their vacant parking spaces

Students, commuters, and tourists want a **convenient** way to find affordable parking spaces near their schools or workplaces





The Solution

A responsive website that connects drivers with driveway owners, to make parking reservations **easy, quick, and secure.**

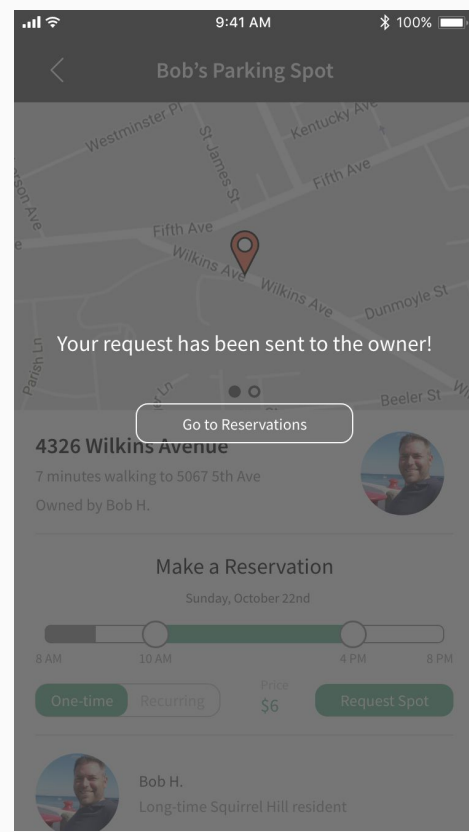
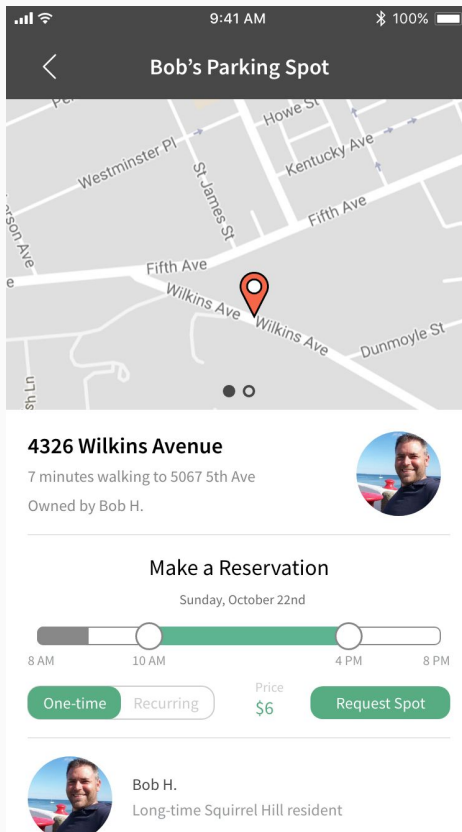
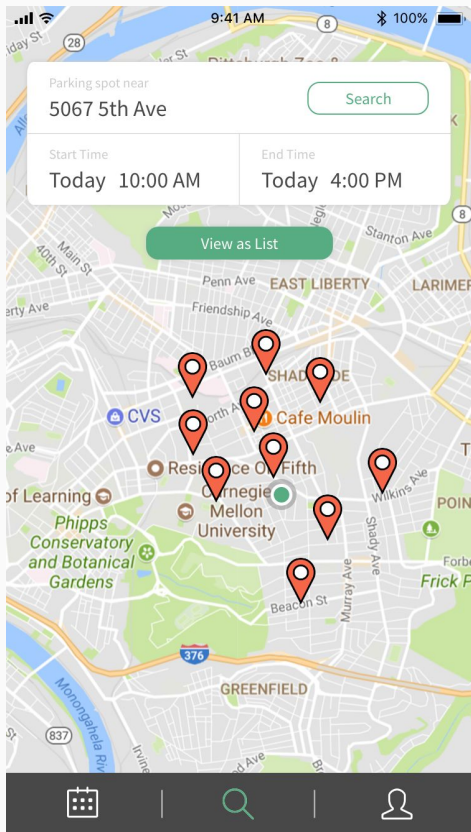
This is Jessica



- Tourist
- New to the area
- Is **frustrated** by all the permit-only parking spots



Jessica's Parking Journey



This is Bob



- Homeowner in quiet neighborhood in Pittsburgh
- Wants to rent out his parking space
- Is concerned about **safety and security** in renting out to strangers



Bob's Lending Journey

UPARK

Profile | **Reservations** | Calendar | Transactions

Welcome, Bob! | Log out

Manage Reservations

Pending Requests 3

Current Reservations 10

Upcoming Reservations 7

Past Reservations 3

Recurring Reservations

Jessica Doe	☆ 4.8	12:00 PM - 04:00 PM	Weekdays	✓ ✕
Kevin Wong	☆ 4.6	10:00 AM - 10:00 PM	M, W, Th	✓ ✕
Mary Cole	☆ 4.0	09:00 AM - 03:00 PM	Everyday	✓ ✕
Larry King	☆ 4.9	02:00 PM - 08:00 PM	Weekends	✓ ✕

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One-time Reservations

Jake Doe	☆ 4.1	12:00 PM - 04:00 PM	10/27/17	✓ ✕
Kalvin Foster	☆ 4.5	10:00 AM - 10:00 PM	10/27/17	✓ ✕
Sylvia Chung	☆ 4.9	09:00 AM - 03:00 PM	10/27/17	✓ ✕
Kyle Gooden	☆ 3.8	02:00 PM - 08:00 PM	10/28/17	✓ ✕

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Schedule

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8AM							
12PM							
4PM							
8PM							

12:52 PM



Bob's Lending Journey

[Profile](#) | [Reservations](#) | [Calendar](#) | [Transactions](#)

Welcome, Bob! | [Log out](#)

Manage

Pending R

Recurr

One-ti

Jessica D

Kevin Wo

Mary Cole

Larry King

Jake Doe

Kalvin Fo

Sylvia Ch

Kyle Good

Jessica Doe

San Diego, CA

☆ 4.8

Requested

Sunday, October 22nd | 10:00 AM - 04:00 PM

8 AM

10 AM

4 PM

8 PM

Approve

Decline

★★★★★ Always on time

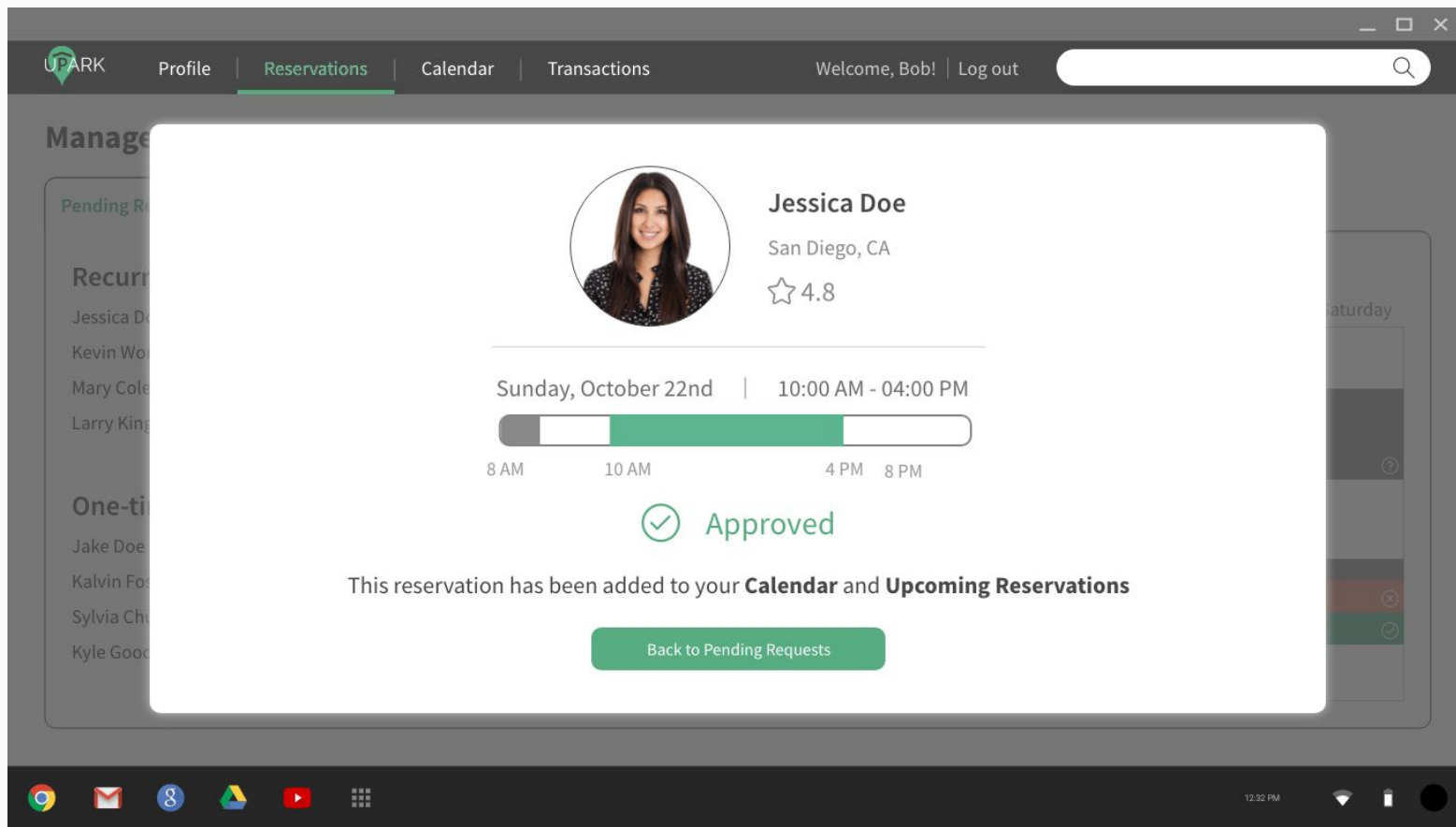
Jessica always made it to her appointments on time

★★★★★ Very Courteous

I never had any issues with Jessica while she parked

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12:32 PM



Summary

- Jessica can easily find a parking spot
- Bob can rent out his space without a worry
- Everyone saves time
- The streets of Pittsburgh are less crowded

Next Phase

Putting on market

Further user testing

More features:

- Messaging system
- Categorical rating system

More feedback

Questions?

Thank you!