



UPARK Process Book

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Personas



David

David is a father of two, aged 3 and 5, and has lived in his house for 6 years in a peaceful neighborhood. He doesn't mind the idea of lending out his driveway to help others' parking issues, but he has a lot of concerns. What if the renter disturbs the neighbors? What if the renter drives across his lawn and destroys it? How would the transactions be secured? How would the safety of the household be ensured? He's not sure if it's worthwhile to risk all of these problems for just a small amount of money.



Jenny

Jenny is a senior at Carnegie Mellon who lives on Beeler Street, directly adjacent to campus, and has one available parking spot that neither she nor her two other housemates use. Jenny would benefit from some extra spending money, and is used to her friends asking if they can park at her house. She does not mind sharing the space with friends, but she does not know how to connect with other people looking to find parking. She would rent out her space if she could quickly and easily find trustworthy people to rent her parking spot to.



Chris

Chris is in his late 50s and is a tourist visiting Pittsburgh for the first time. Chris has a car and wants to drive around Pittsburgh to visit popular tourist destinations such as Benedum Center and the Cathedral of Learning. He wants to optimize his time sightseeing in Pittsburgh and doesn't mind paying extra money to find parking spaces near the tourist destinations if it means he is guaranteed a space for that period of time. He is not tech savvy and isn't familiar with using peer economy applications like Uber or Airbnb.



Charlotte

Charlotte is an employee at Duolingo in East Liberty and drives her car to work every day. She doesn't have a parking permit and Duolingo doesn't have employee parking. Whenever she drives to work, she usually circles the surrounding blocks until a space opens up. Duolingo isn't strict about work hours, but Charlotte prefers to work from 9-5 so she has time to exercise at the gym after work. Charlotte is also a relatively tech-savvy person, an early tech adopter, and often uses websites such as Uber, Lyft, Airbnb that employ peer economies

Scenarios

David wants to ensure the harmony of his household as well as the neighborhood. He cares about his wife and his kids' safety, and doesn't want to disrupt the neighbors and ruin the good relationships with them. Our website would provide a platform where security is prioritized, with possible third-party monitor or rating / report systems that ensures a safe network for people.

Jenny has an unused parking spot in front of her house and would like to be able to utilize it to make money. Right now, Jenny lets her friends park there sometimes, but otherwise it sits there vacant 80% of the time and she doesn't really know how to advertise that she would like to rent her spot out. Our website will give Jenny an easy-to-use platform with which to make money by matching her with individuals who need the service her parking spot provides.

Chris wants to reliably and quickly find a parking spot while he visits Pittsburgh. He does not want to deal with the stress and waste time searching for a parking spot, but is not particularly tech savvy. Our website will provide an intuitive, clear interface that Chris can use seamlessly to find parking spots in minutes.

As an employee who drives to work everyday in East Liberty, **Charlotte** wants a consistent place to park her car every day. Because she doesn't have a parking permit and there is no employee parking, it is often difficult for her to find space near her office, so she usually circles the surrounding blocks until a space opens up, which often frustrates her and makes her anxious about being late to work. Our website allows Charlotte to sign up and rent a space near her office to consistently park on the weekdays so that she is guaranteed to have a space to prevent her from wasting time looking for spaces and stressing about being late for work.

Wireframes Brainstorm

Feature	User	Details
Log in/Sign up	Both	Pre-member process - background check, getting approved
Profile	Both	Personal information, rating and reviews, payment info/settings
Reservation system	Driveway owner	Seeing and approving request
Calendar	Driveway owner	< 4 spaces -Accessed by tabs/swiping, one calendar + details per space >= 4 spaces - when2meet style, hover over calendar to see available/unavailable spots and can click for more details
Review system	Both	Submit reviews about other party
Customer support	Driveway renter	Submit a form
Reservation system	Driveway renter	seeing available listings and reserving
Calendar	Driveway renter	schedule of reservations and their locations

Storyboards

How might we address homeowners' FEAR of potential BAD ~~lenders~~ renters?



Lenders care about the safety & well-being of themselves, their family, and their neighborhood.



Some of the renters might be disturbing: ruining the landscape, being loud and impolite, stealing stuff, etc.

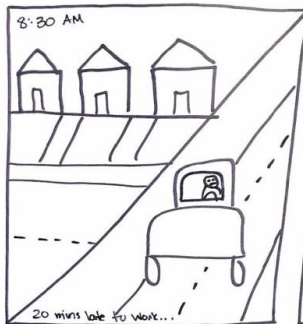


A rating & review system would provide lenders w/ information about the renters to help lenders' decision making.



This helps address ~~renters'~~ lenders' insecurities, encourage renters to behave better, and ensures the safety & well-being of the whole community.

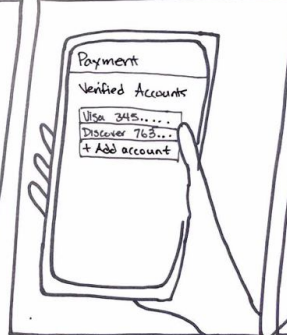
How might we ensure the security and ease of payment for driveway renters and lenders alike?



Plenty of driveways sit vacant while individuals who need a parking spot waste time looking for street parking.



Renters and lenders are afraid of security issues when it comes to interactions with strangers involving their homes and cars.

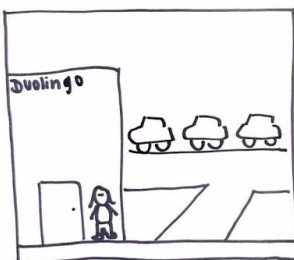


This easy-to-use system allows users to link bank accounts to the site and pay with the touch of a button.



Users trust the app, renters make some extra cash, and lenders have a place to park.

How might we help commuters have consistent, convenient spaces to park their car for work?



Charlotte is a Duolingo employee who drives to work everyday but doesn't have a company garage or parking permit.



Charlotte is frustrated because she has spent 40 minutes almost everyday in order to look for a parking space for work.



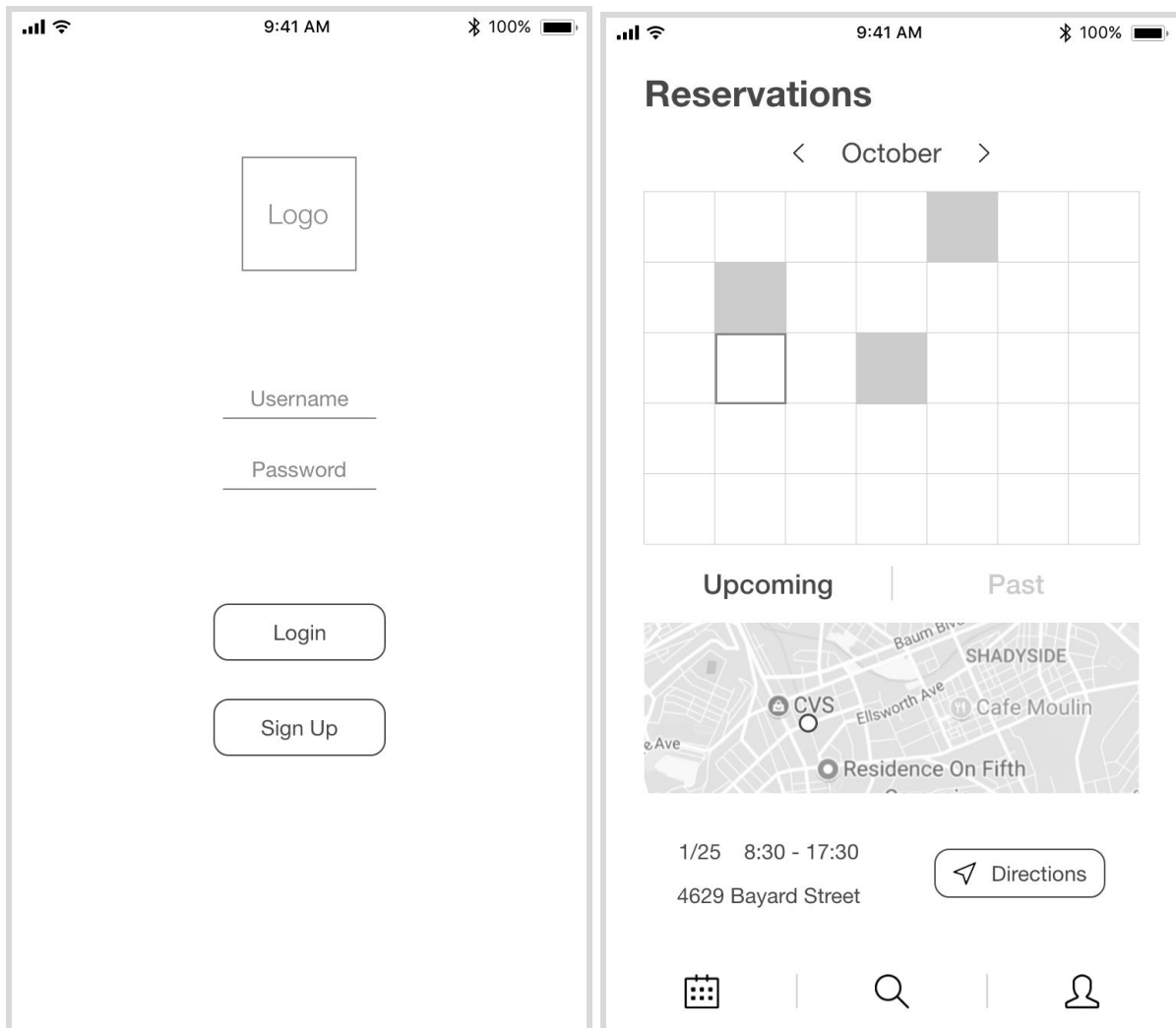
Charlotte uses the website to reserve available spaces near Duolingo and is able to manage and view her reservation schedule.

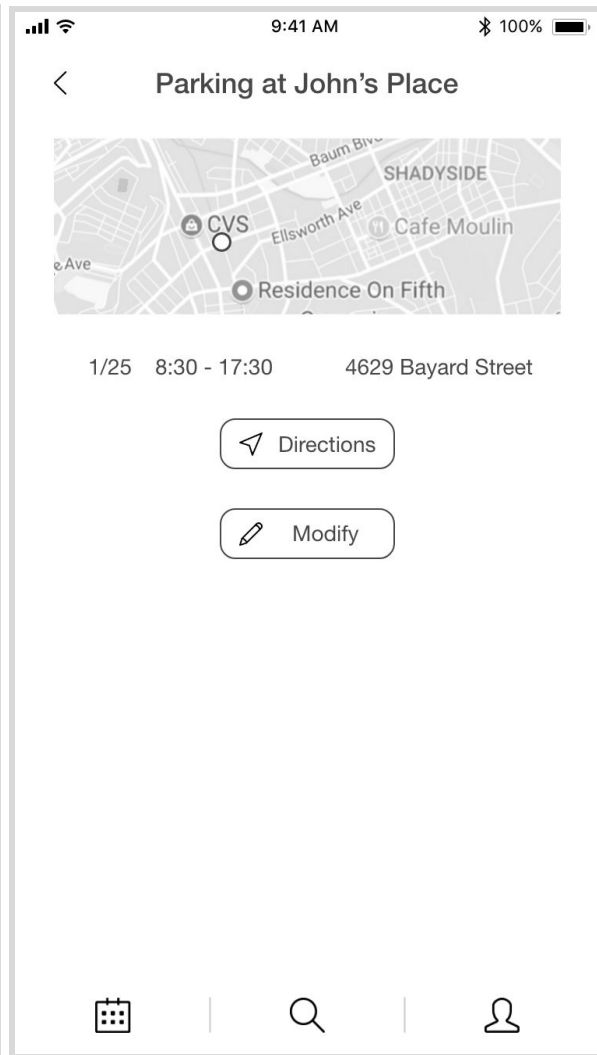


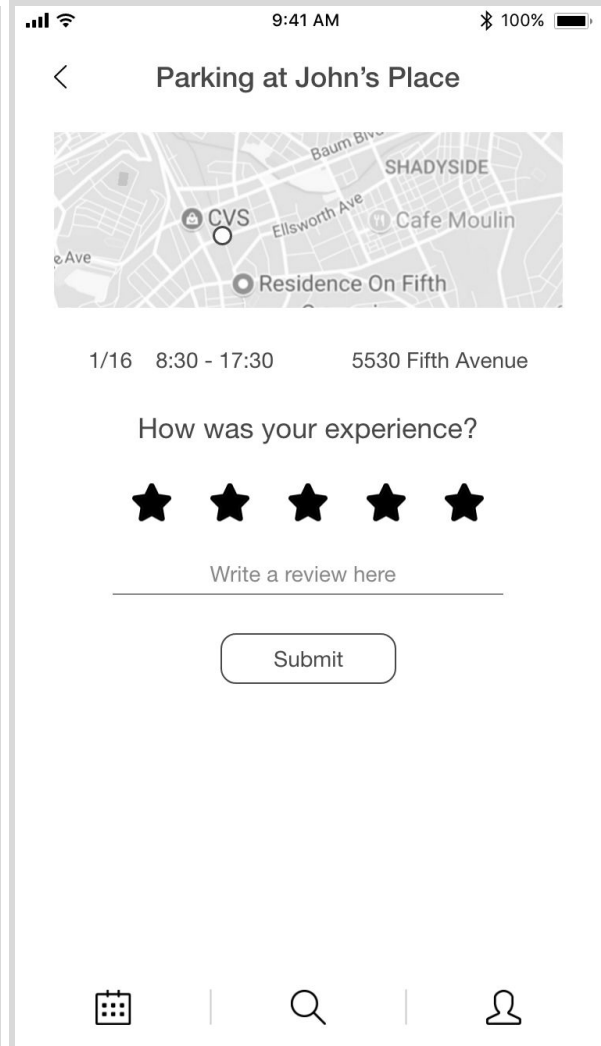
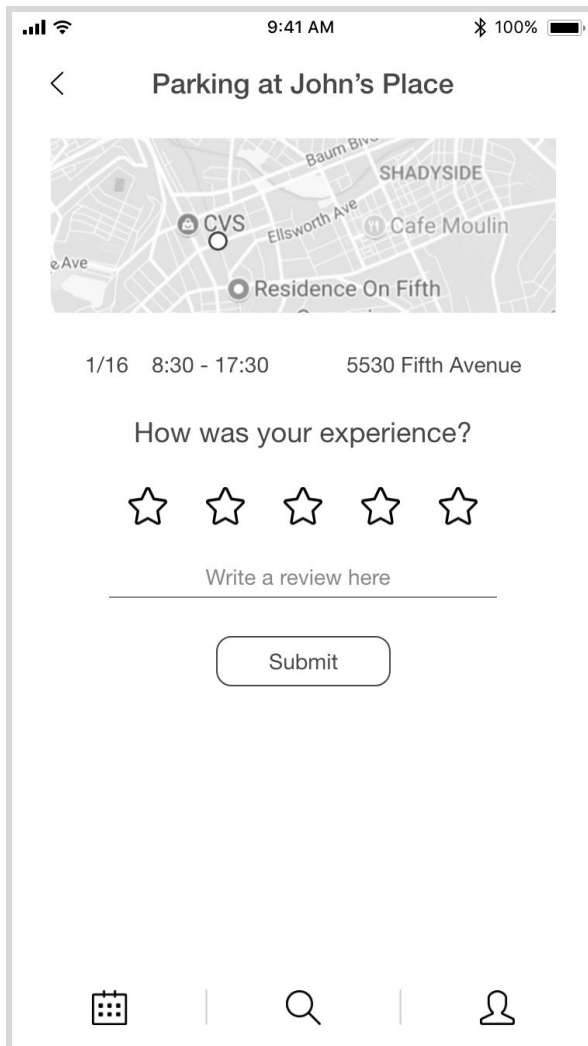
Charlotte is able to save time looking for space and is on time for work everyday.

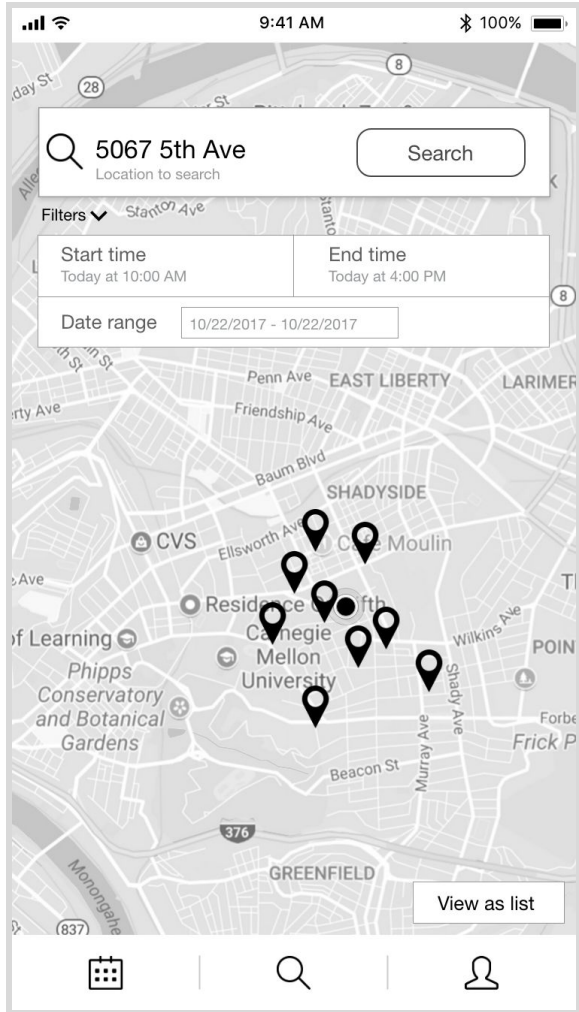
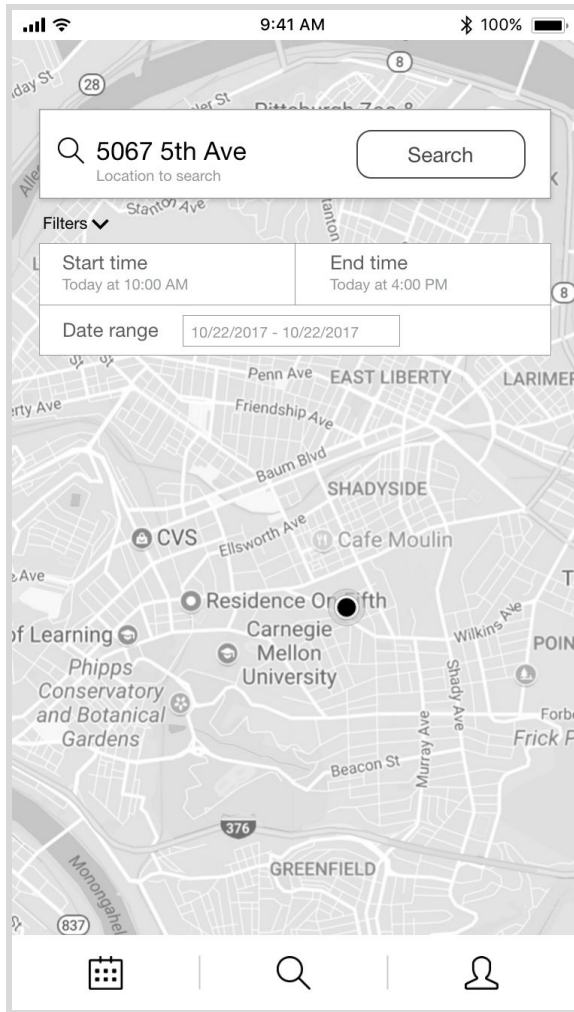
Wireframes

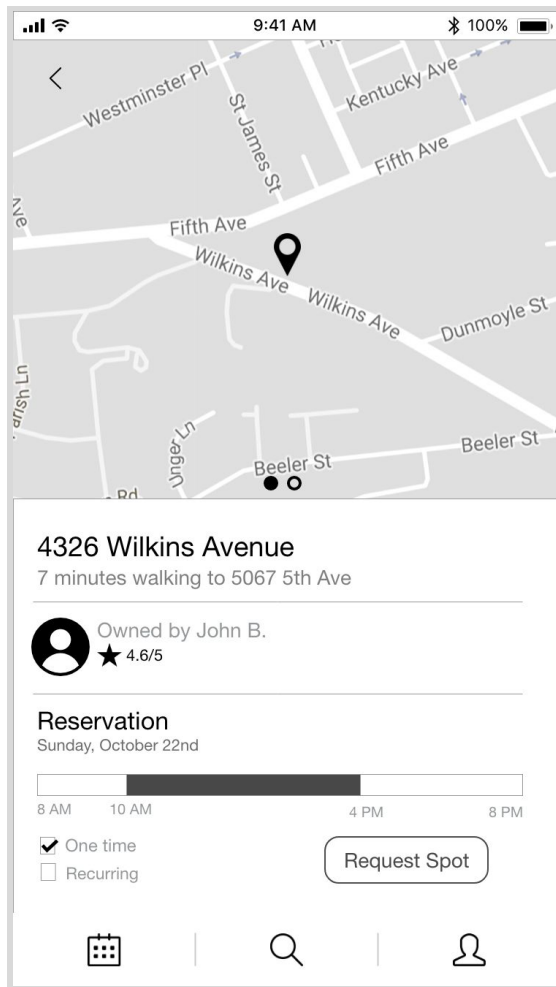
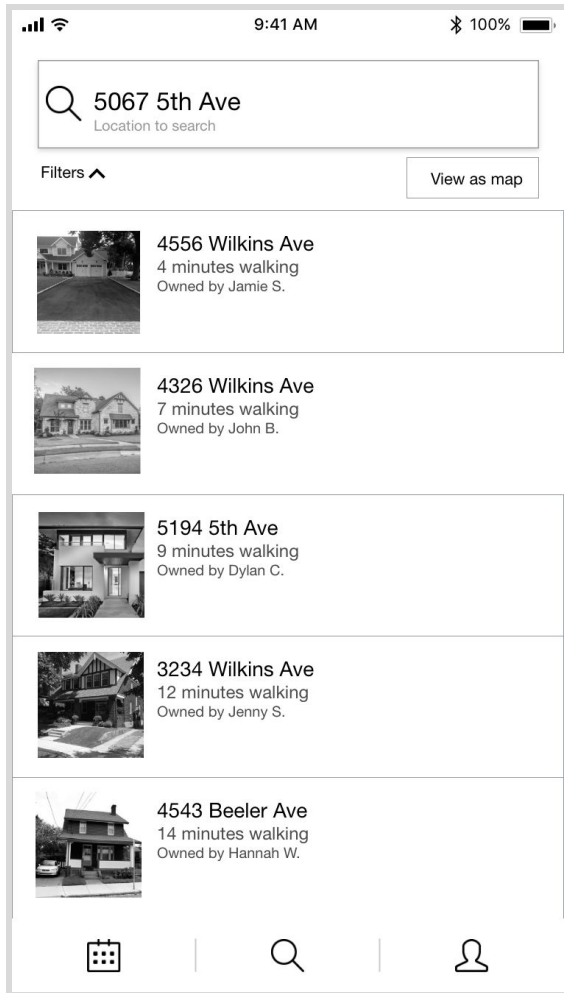
Mobile

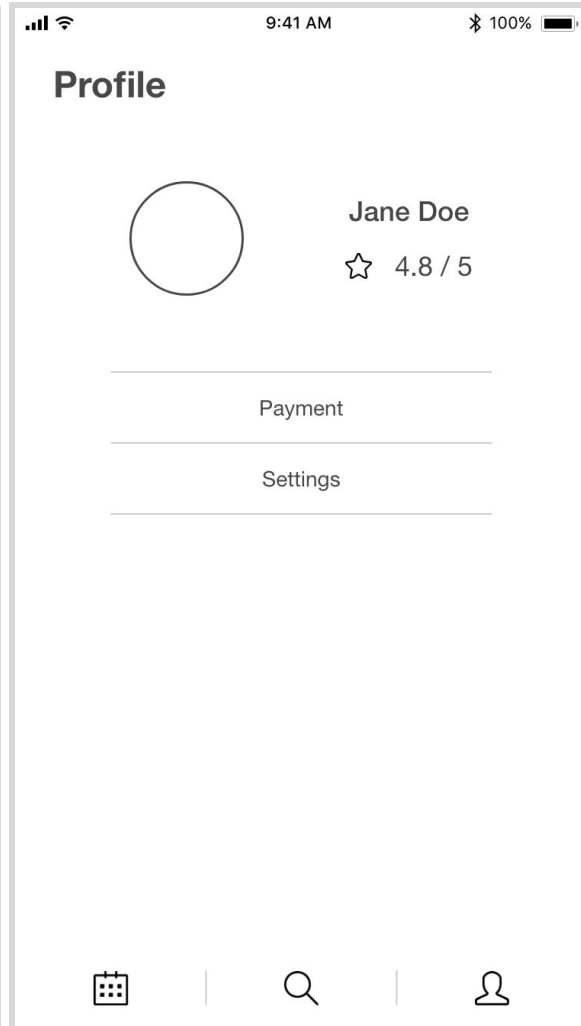
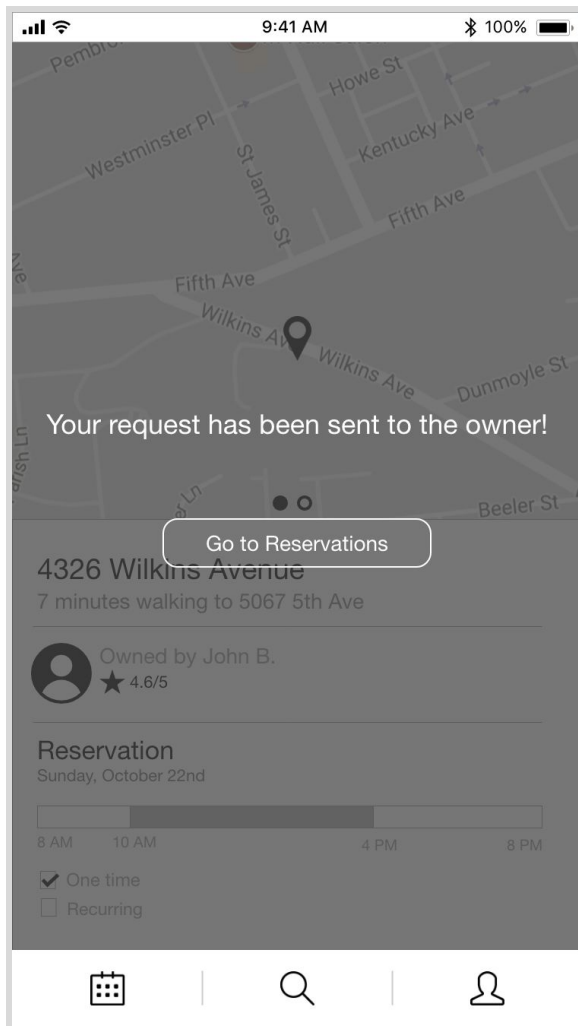




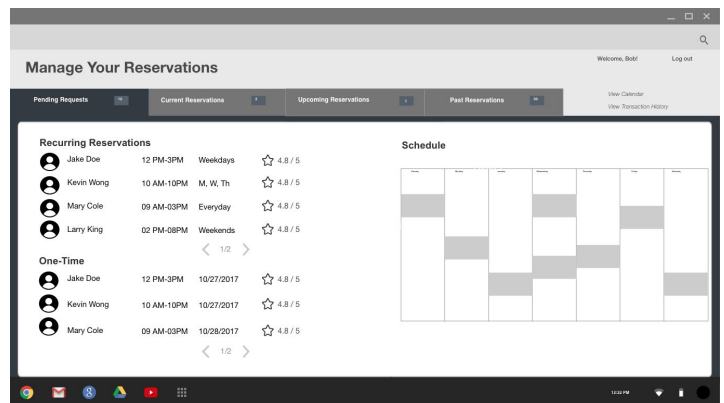
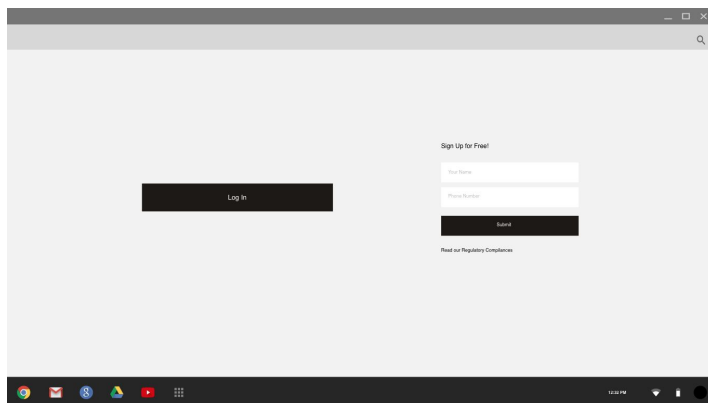


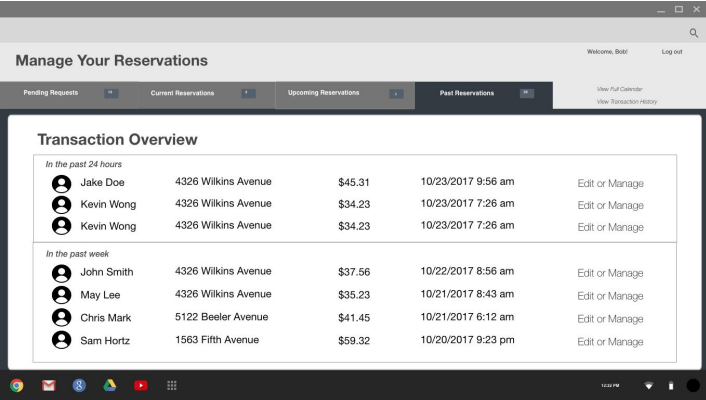
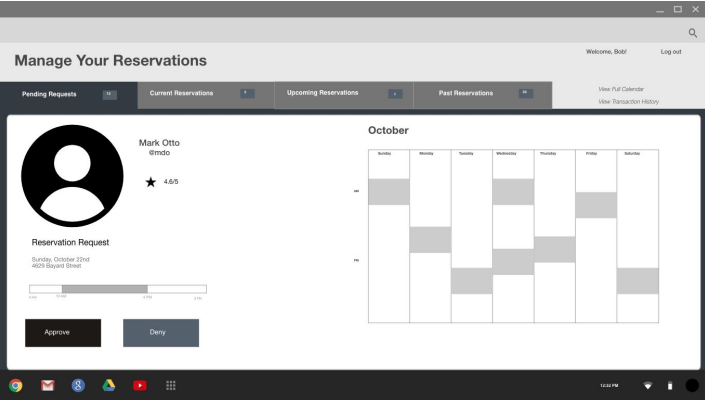
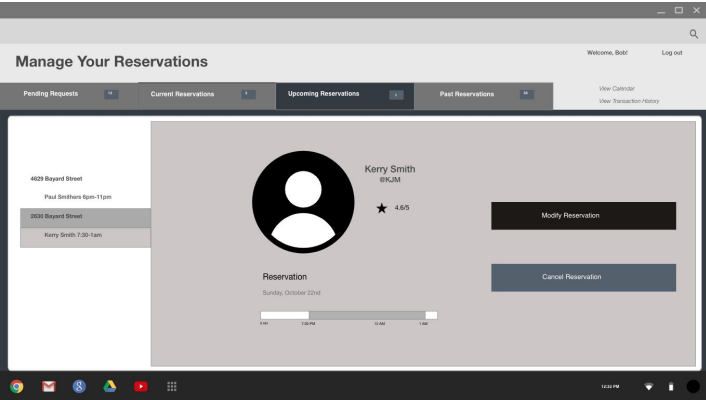
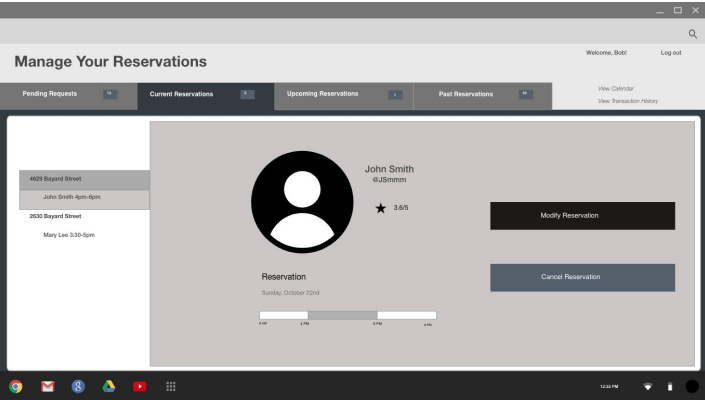






Desktop



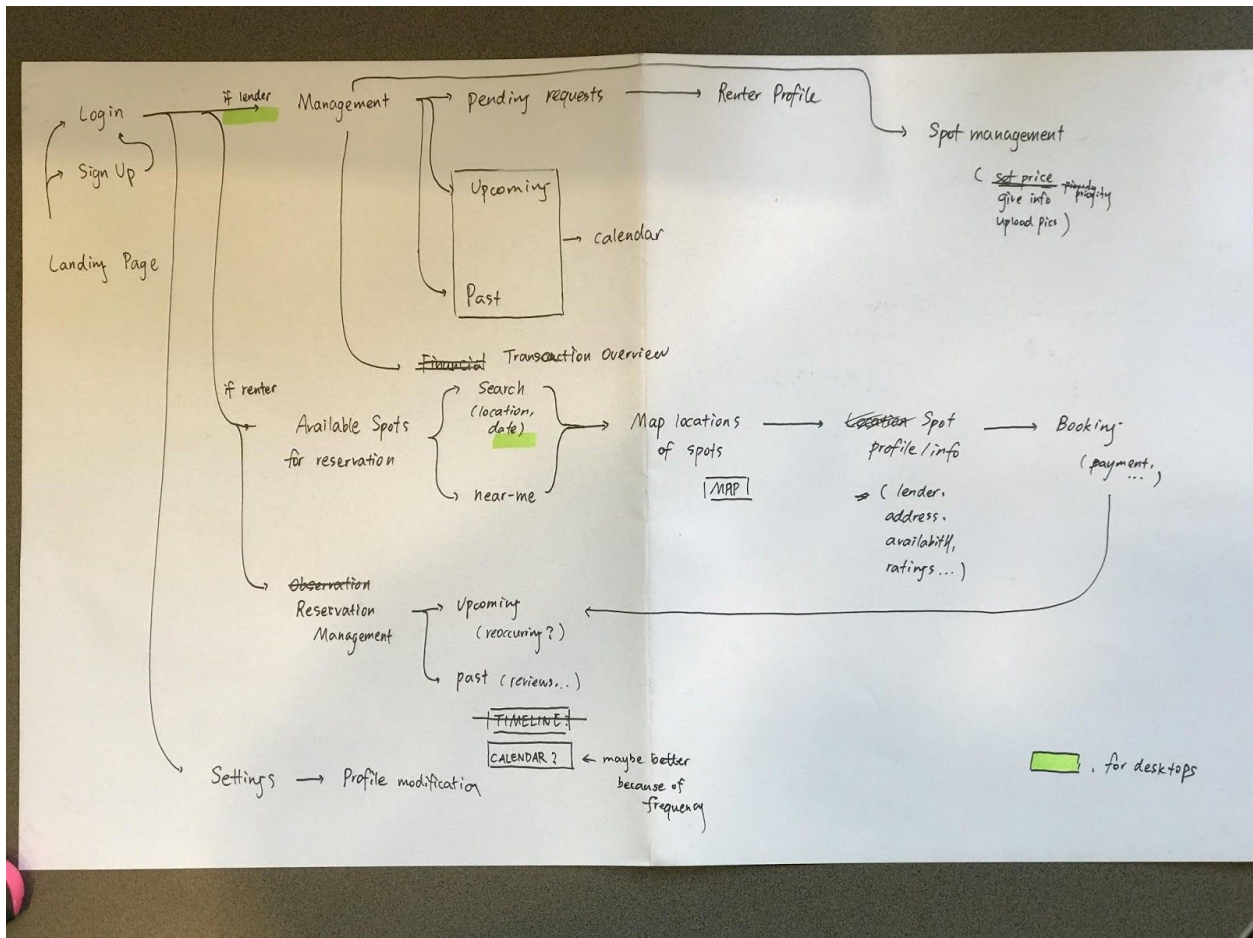


User Testing Results

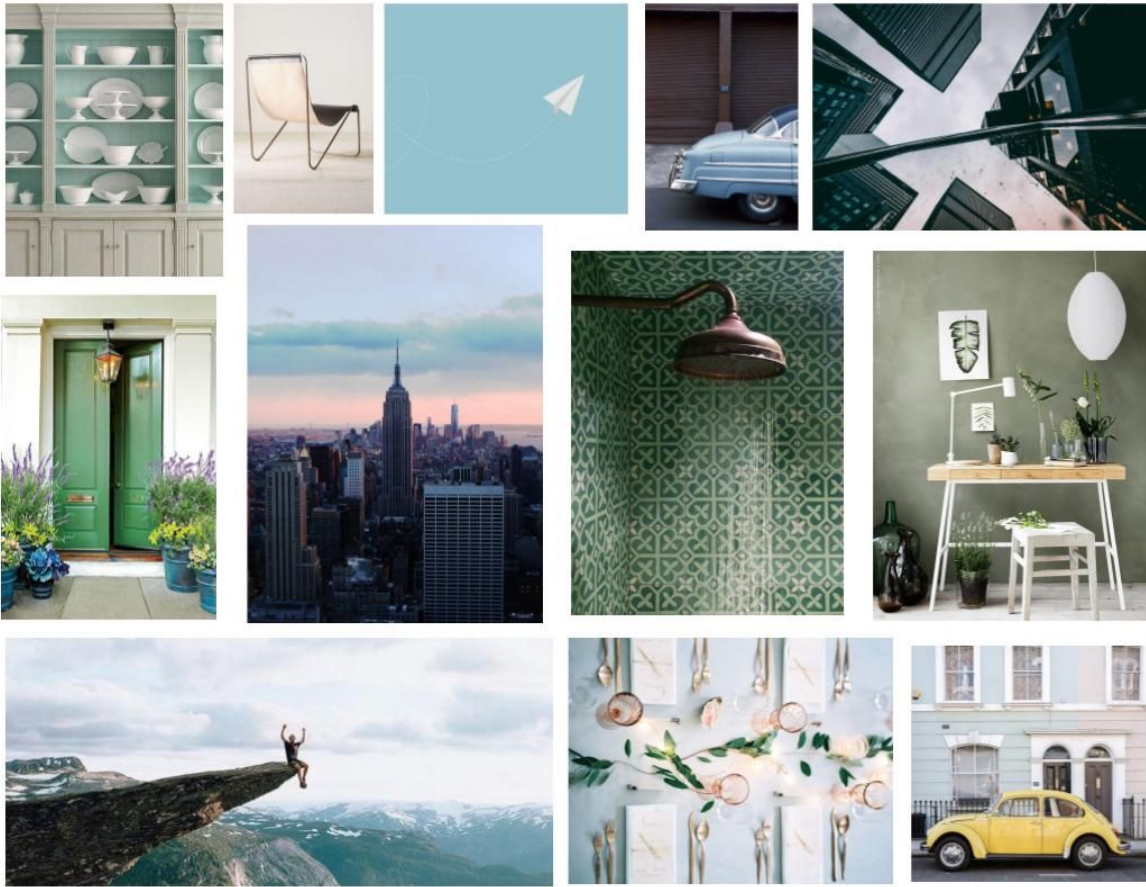
Feature	User	Feedback
Listing page	Driveway renter	<ul style="list-style-type: none"> • Cant scroll
Reservation page	Driveway renter	<ul style="list-style-type: none"> • Not sure what reservation page is • Gray square - some reservation already had, but no clear • Selected square - today • Past and future dates should be differentiated by color • Is dot location of parking - make pin, not dot (looks like where i currently am) • Directions - where is start? • Can't use back button from rating • Thinks the boxed white means that this is something new added to her calendar. • Gray- past reservation, white- new reservation • Confused as to whether the reservation was successful on the page. • Need next screen for parking rating • Calendar blocks should have numbering
Rating page	Driveway renter	<ul style="list-style-type: none"> • Didn't register that rating page is for previous • If i've already rated, do i have opportunity to rate again? What does this page look like? When is first time given option to rate? Time window for rating?
Navigation system	Both	<ul style="list-style-type: none"> • Icons are clear
Search page	Driveway renter	<ul style="list-style-type: none"> • Date range a little small • Ability to cancel a reservation • Can't zoom in/move map
Pending request page	Driveway owner	<ul style="list-style-type: none"> • First page is unclear • Pending request unclear • Are current reservations my reservations or someone else's?

		<ul style="list-style-type: none"> • Confirmation screen when approving a request • Indicate that rows in table are clickable - button that says view details or approve/deny • Overwhelming, too many things when logged in • Should add a button on the requests that says approve to approve quickly • Don't need to edit past reservation? • No rating feature in past owners • Calendar clickable - too small • Pending Request- Page count not very apparent. • Approve/ deny on main screen Not clear where to click to accept requests. • Confirmation page for approval and denial. • Date of request not clear enough. • Overwhelming data • Calendar- Gray mean it's a used time. Current requests needs a calendar • Modify needs a next page • Past reservation: why would I need to edit the transaction
Listing page (list)	Driveway renter	<ul style="list-style-type: none"> • Want to be able to view info about how many spots are available, shade, neighborhood • Confused- wants to see more about people's comments on the parking location when the parking by location comes up
Listing page (map)	Driveway renter	<ul style="list-style-type: none"> • Spot of "view as list" should change

Navigation Map



Mood Board



Keywords:

1. Security
2. Simplicity
3. Harmonious
4. Travel
5. Calm
6. Traffic
7. Sleek
8. Friendly
9. City
10. Urban

Style Guide

Style Guide

Group 6

- Key Words

Secure	Friendly
Simple	Urban
Harmonious	City
Calm	Traffic
Sleek	Travel

- Inspirations



- Typography

Title Lorem ipsum

Source Sans Pro Semibold 30pt

Subtitle Lorem ipsum

Source Sans Pro Regular 24pt

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Source Sans Pro Light 18pt

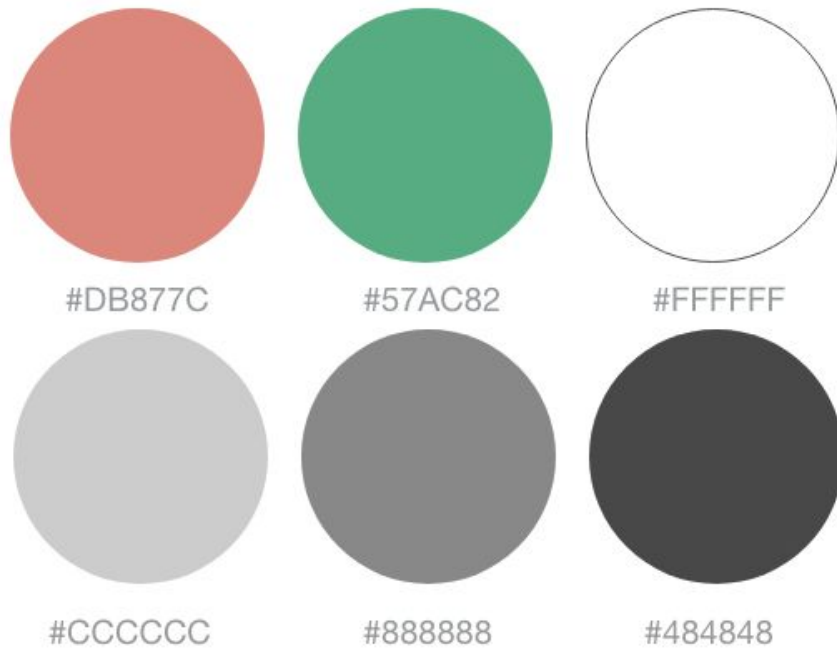
Caption Lorem ipsum

Source Sans Pro Extralight 14pt

- Colors



Updated color palette

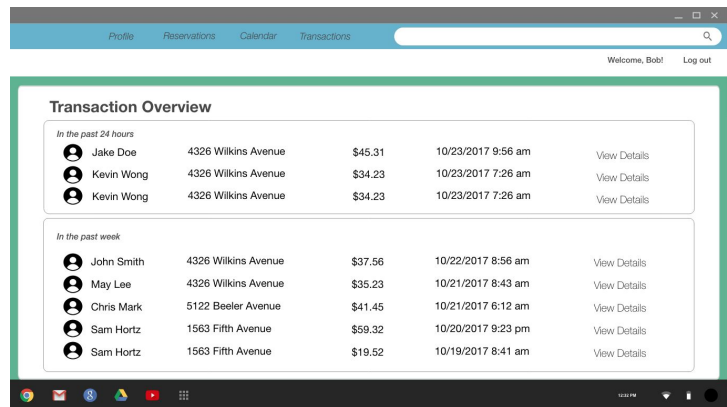
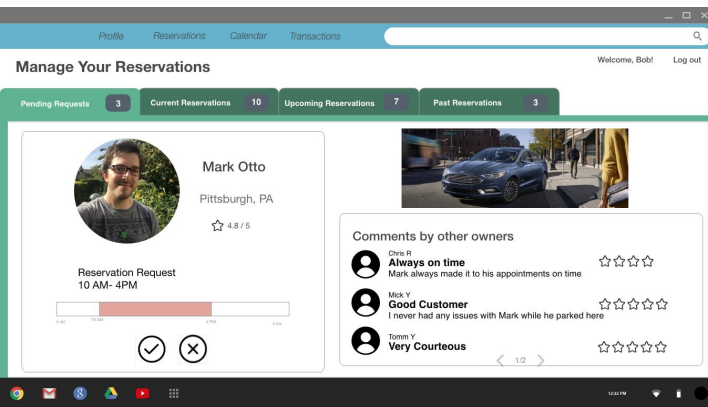
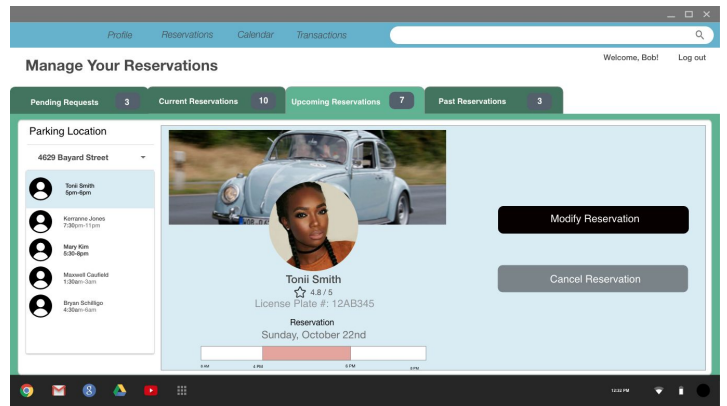
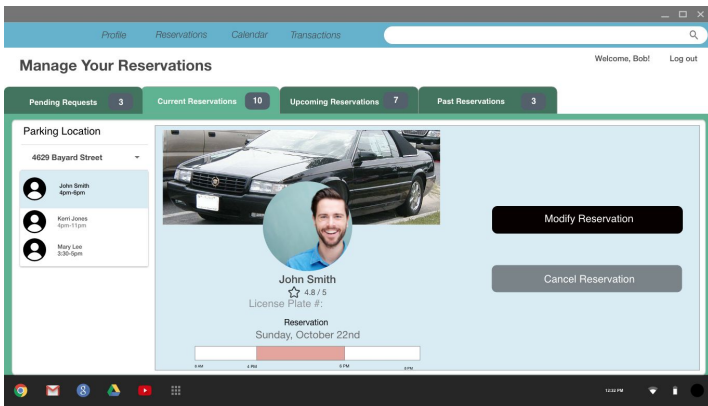
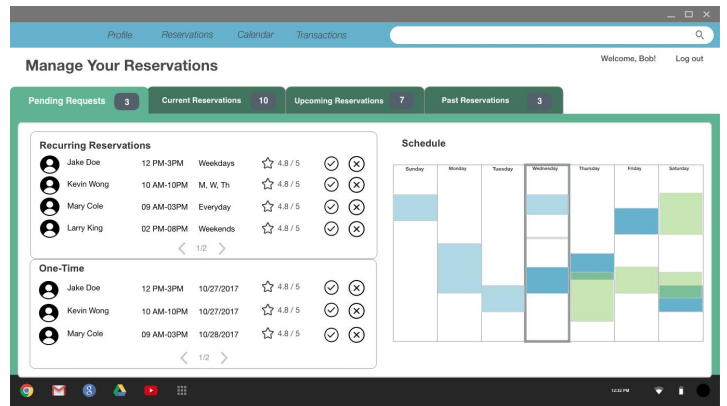
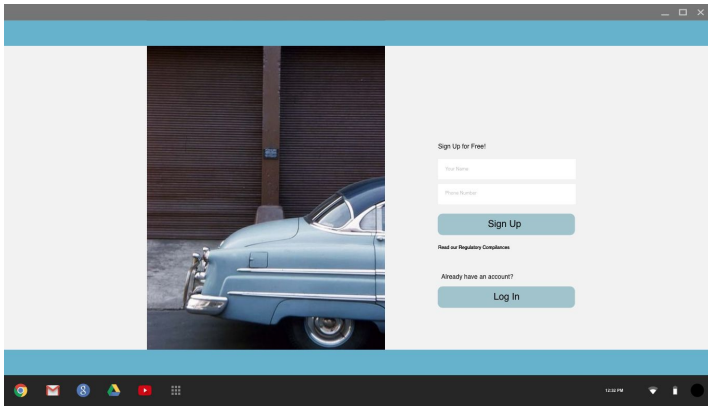


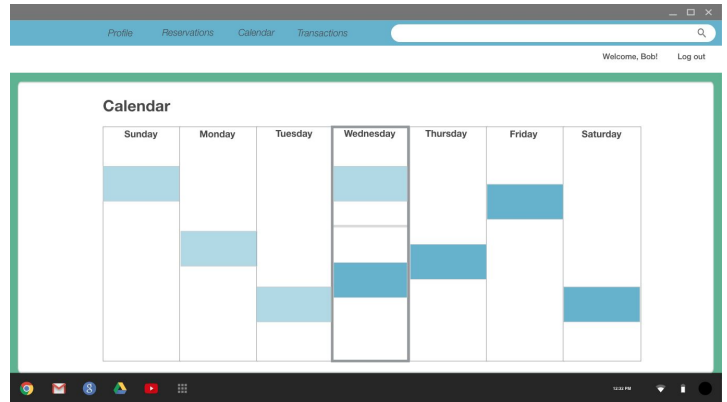
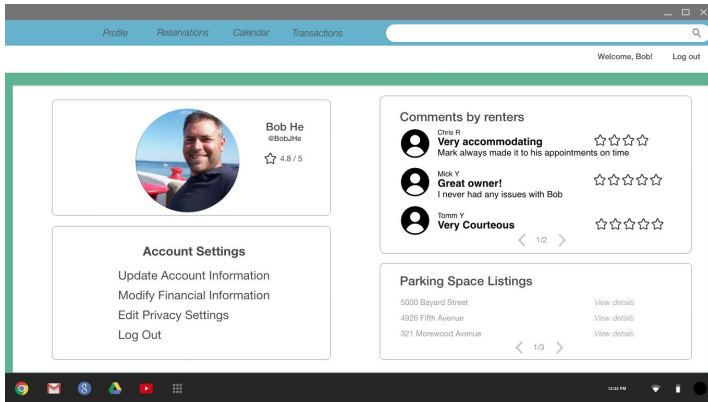
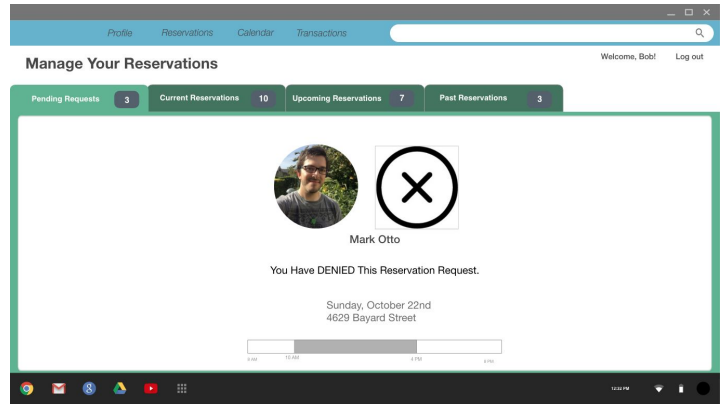
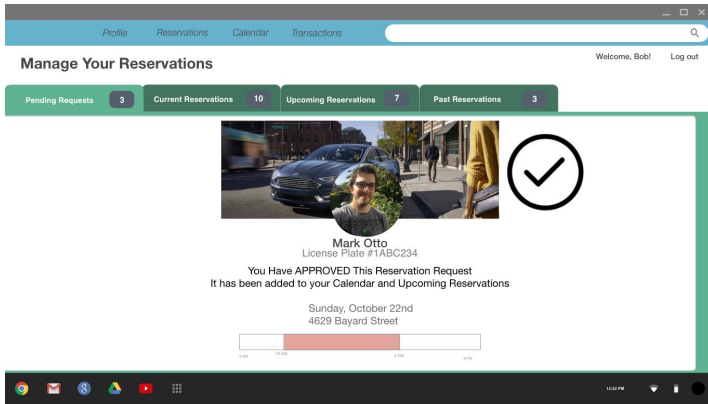
Screen Design Iterations

Desktop Iteration 1

Building upon our wireframes, we iterated on our screen designs and added color and photos to bring the screens to life and look more similar to a web application. We rounded the edges of the tabs and buttons, and we organized the text on the screen to be more legible. The colors we chose to use include a forest green, teal blue, and salmon color. To allow for easier and clearer navigation between pages, we added a navigation bar at the top of each screen to navigate between the user's profile, reservations, calendar, and transactions.

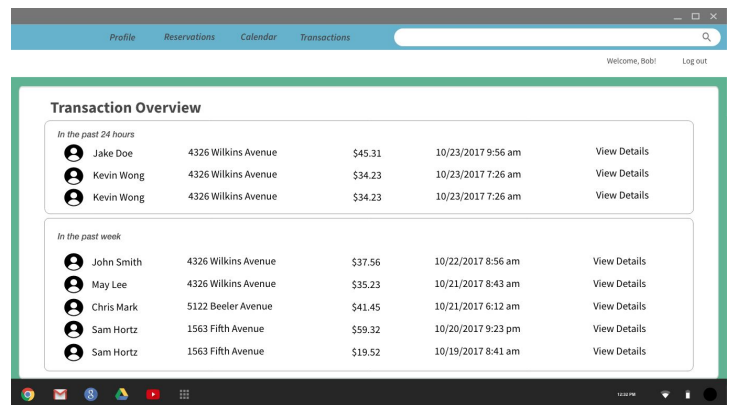
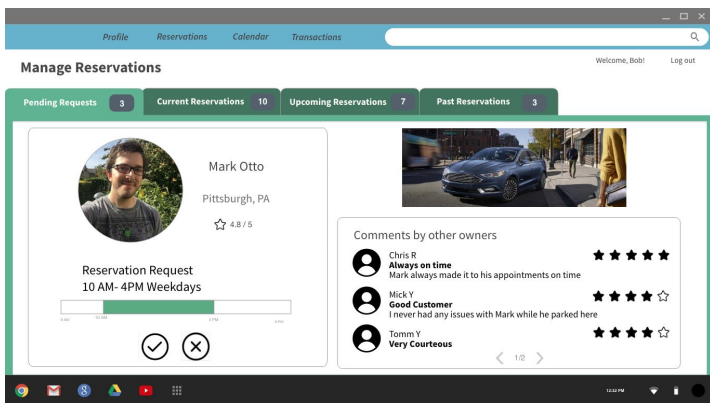
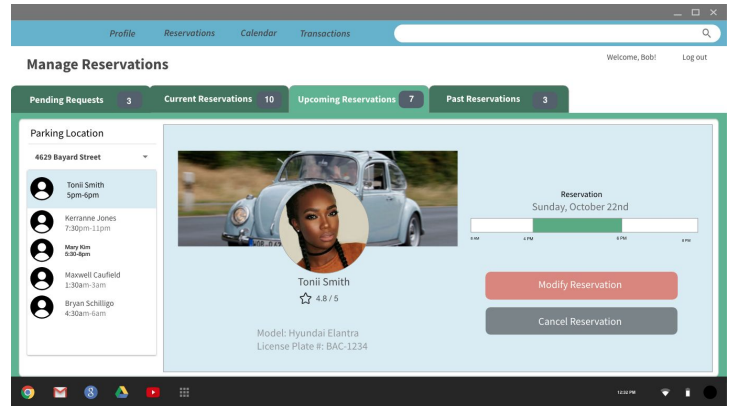
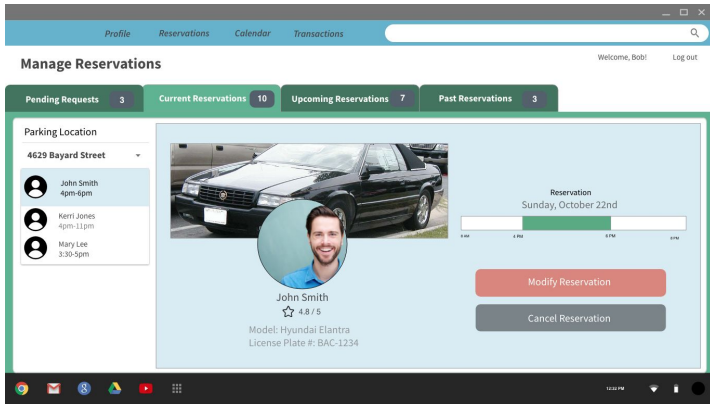
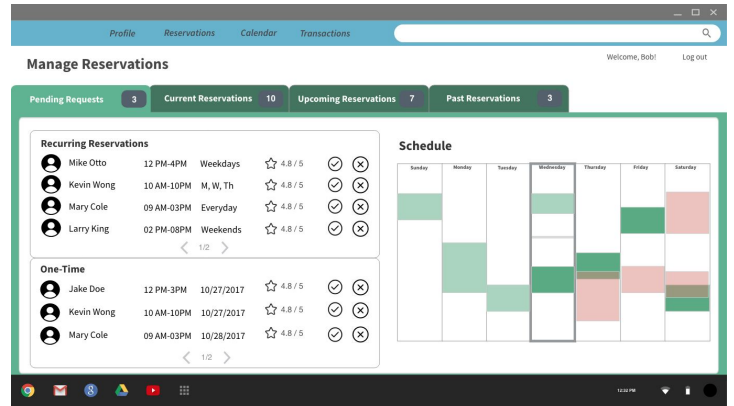
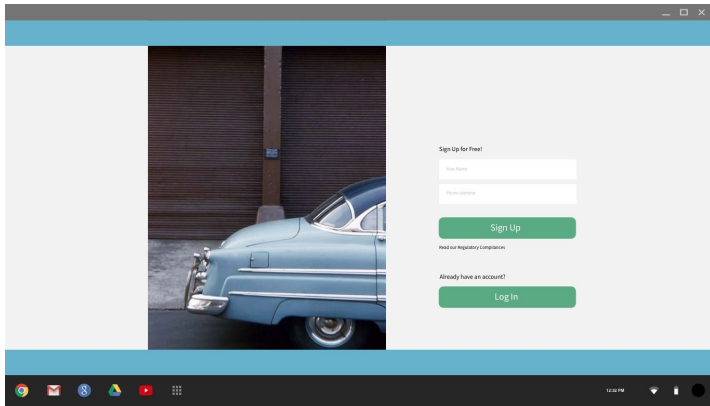
For our login screen, we decided to let the photo use up most of the screen's space, and so the text boxes are shifted to the right of the screen. Also, in the pending requests page, instead of having the calendar simply display the current schedule, we use another color to indicate where the pending requests are in the calendar, allowing the user to easily compare the pending requests with any potential conflicts with the current reservations. Also, there is a bolded frame around the current day so that the user can easily see what day it is. The reservations in the past are in a lighter shade of color to easily indicate that the reservation has already been completed. In addition, we added confirmation pages that users would be directed to after approving or declining any pending requests.

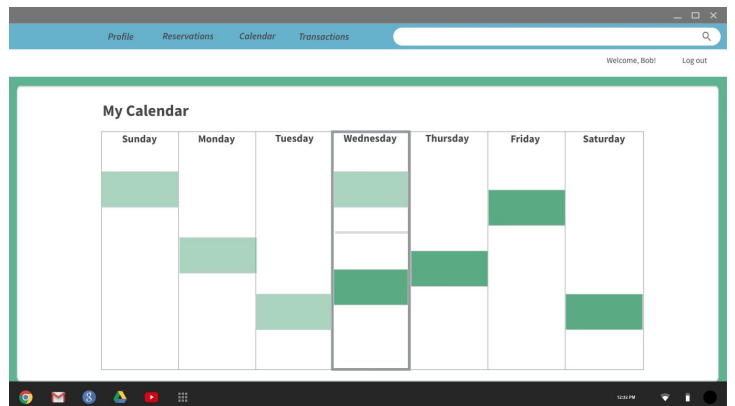
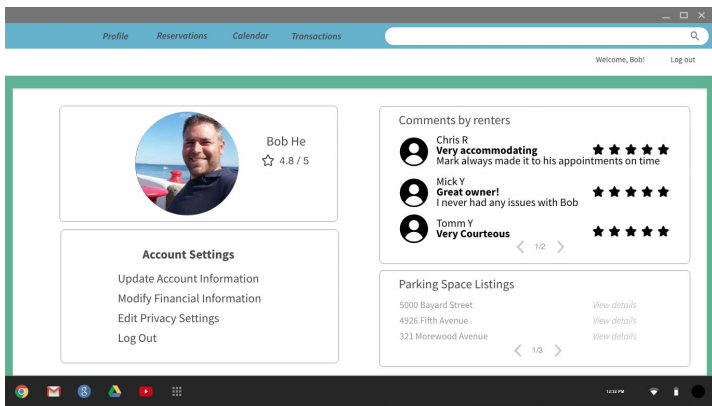
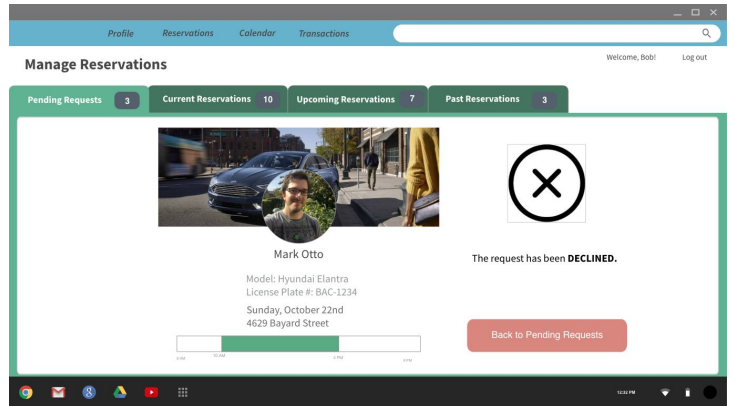
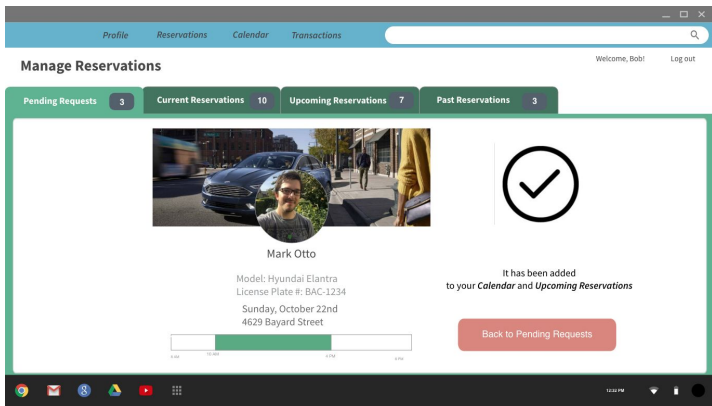




Desktop Iteration 2

In this second main iteration, we implemented and updated changes that were suggested during team discussions and also class feedback. We first updated all the typography in the screens to match the style guide typography stated. We also rearranged the current and upcoming reservations so that the buttons are no longer black and gray, since the black and gray was drawing too much unnecessary attention. With the reservation details on the right of the page, along with a set of salmon and gray buttons, the buttons are no longer overwhelming the screen. We employed the same technique with the confirmation pages, spreading the information across the page more evenly so lend to easier readability and balance of screen real estate.





Final Demo

Desktop:

<https://xd.adobe.com/view/c583e72d-2a40-4efb-b239-f55afbaf7f16/>

Mobile:

<https://xd.adobe.com/view/e6f7478c-22bb-4439-af47-3c3a3976e3d0/>

Final Presentation

<https://drive.google.com/open?id=1vUTt4RHN8Gphz2SgyAxBmGQAYSaYMRgMwwpIFRDeir8>