TROT RIGHT IN

Team Name: BAM Software

Frontend: Evan Kohn. James Lomeo. Justin Trantham.

Backend: Jordan Kayse. James Lomeo. Jessica Yeh. Story Zanetti.

Product Idea

There are problems all around us. Despite SMU's world-class status, problems exist here too. One of the biggest problems students and faculty face on campus, is parking. The obvious solution to this issue would be to build more parking garages and lots. While dreams are acceptable, we need to approach this from a more realistic perspective. What can we do to make parking a little easier on our campus? Enter Pony Park. Pony Park will be a application (web and mobile) that relies on user reported data. This data will allow Pony Park to provide seemingly real time updates on the current parking availability without installing additional equipment in garages.   Upon entering a garage on campus and finding a spot, the user will rate the availability of parking using the terms Full, Scarce, Some, Plenty, or Empty. These terms will rank each floor of a garage or lot. Users will be able to see the current parking situation as reported by their peers.

Problems are all around us. Fortunately, solutions are plentiful and waiting to be discovered. Pony Park is the realistic, yet useful, solution to the SMU parking problem that impacts every driving student and faculty.

Market Analysis

Parker (by streetline)

> Parker has the ability to search for nearby parking as well as the ability to filter parking spaces (i.e. street parking versus lot or garage parking, payment methods, permits). However, Parker only shows if parking is extremely limited (less than two or no spaces), and it presents only a map view. PonyPark will present different parking lots with information gathered from user input, whereas Parker does not allow for user input. Parker does not have a desktop version, while our product will.

> Android Downloads: 10,000 to 50,000

BestParking

> BestParking allows the user to search for parking by area and lists parking availability by location and price. It provides information on the parking lots (such as price, hours of operation, etc.), but it's main focus is on the price of parking and it's geared towards people looking to park their cars for extended periods of time, while our product will be more focused on space availability and parking for shorter periods of time. BestParking also does not allow for user input.

> Android Downloads: 100,000 to 500,000

ParkMe

> Very similar to BestParking, ParkMe allows the user to search for parking by area and lists parking availability by location and price. It provides information on the parking lots (such as price, hours of operation, etc.), but it's main focus is on the price of parking and it's geared towards people looking to park their cars for extended

periods of time, while our product will be more focused on space availability and parking for shorter periods of time. ParkMe also does not allow for user input.

Android Downloads: 10,000 to 50,000

Conclusion: Our product, in comparison to our competitors, focuses more on user input and user preference.

Whereas many of our opponents focus simply on the facts of different parking lots (location, price, etc.), our product focuses on the user's experience and allows users to have a more personalized parking experience.

Product Features

Account Management will be comprised of user signup and a user's account once registered.

The signup process can consist of the following:

Social Plugins: Gives users an easy way to log into the service. Allows for sharing of comments with others about your favorite parking.

Basic Login: Traditional email/password combination.

A user's account will consist of a few key management features.

Favorite Lists: A user's favorites will consist of his preferred garages.

Notifications: The user will have the ability to manage his reminders/notifications list. This list will be based on a set time (commute time) to trigger the notification to be sent. Users can also modify where these notifications are sent.

Requests: Users will be able to submit a request to the administrator to add a garage to the system.

User Features:

Allow users to rate the current capacity of a parking location: When the user parks, he can contribute to the database by submitting the current capacity of the parking location he is at. The user can specify: Full, Scarce, Some, Plenty, or Empty.

A comments section: For each parking location, there will be a comments section so users can leave more detailed information about the location. For example, a user could comment on a narrow ramp when going up the floors of a parking garage.

Ideal Times: There will be a list of times when each parking lot is most crowded or usually empty. There will be a graph or chart that displays average capacities for each hour of the day.

Vehicle Location: Ever parked your car in a hurry and forget where you parked? Well with this handy add-in, the user will have the ability to type a little memo where he parked or the GPS location of his car.

Getting there: Once the user selects a parking location, with a single click of a button he can get directions there.

QR code accessibility: When people finish parking, there should be some easy way for them to enter data into the website about how crowded that location was. Ideally, each parking location will have a sign with a QR code that is linked to the parking location's page on the website, so the user will just scan the code with his phone and select a capacity.

Filter nearby parking garages by cost, distance, or capacity: This allows the user to choose a parking garage based on what he thinks is most important: If he prefers to park in the cheapest parking garage, walk the least distance to his destination, or find a parking spot quickly.

Ability to report a user: If a user is using foul language or bad ratings, another user can report him.

Intended User Groups

College Commuters

Students/Faculty that have a car on campus, or guests visiting a campus.

Working Commuters

Anyone that uses his or her car to get to work.

Downtown Travelers

Anyone trying to find parking in areas where it is limited.