Empathise - Competitor Analysis

Features list	Parker	SpotHero	ParkMe	Parking Mate	Parking Panda
Signup	✔	✔	✔	✔	✔
Maps	✘	✔	✔	✔	✔
Free Parking	✔	✘	✔	✘	✘
Paid Parking	✔	✔	✔	✘	✔
Cupons	✔	✔	✔	✘	✔
Online Payment	✔	✘	✔	✔	✔
Offline Payment	✔	✔	✘	✔	✔
Accurate Results	✘	✔	✔	✔	✘
Google Maps	✔	✘	✔	✔	✔
Accurate Suggestions	✔	✔	✘	✔	✔
Vallet Parking	✘	✔	✔	✘	✘
Parking Bay Details	✔	✘	✔	✔	✘
Ratings of Parking Bay	✔	✔	✔	✔	✘
iOS Siri Support	✘	✘	✘	✘	✘
Google Voice Support	✘	✘	✘	✘	✘

Define - User profiles

Generally all the below data has to be collected by doing qualitative and quantitative data gathering methods, and then have to derive a pattern and ultimately use this data to understand the mental model of the users, By using all the below data we can create personas for every profile and we can also create empathy map to dive deep into the emotional part of the users

But as the assignment describes quite deep enough information to create a persona i am assuming the below data would be an average all the users sample *

Transport People

Cab Drivers

Citizens