

Design Strategy

Understanding the broader picture of the applications is done and the information is visualized, Based on the assignment documentation, a design strategy has been formulated

● Business Goals

- Hassle Free Finding Parking system for all the Citizens and Cab Drivers
- Enhancing the Citizens business experience
- Partner with more Parking bay providers to get the services Onboard

● User Groups

- Citizens
- Drivers
- Parking providers

● General Tasks

- Finding the Parking area
- Book the parking bay
- Paying Parking bills upfront
- Parking area providers onBoarding (GHMC, Metro Rail, Railway stations, Airports)



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● Technology constraints

- Mobile and an internet connectivity is mandatory for the whole operation to work
- Driver's ability to understand mobile operating system and language is a challenge

● Branding Goals

- Logo & colours should be Catchy and easy to understand
- Make a brand on its own, If possible we can pitch in and sell the product to other city as a plug and play service
- Quick loading app

● Critical success factors / Usability Criteria

- Effortless integration between the devices with stable database is the success factor
- All the user profiles satisfaction and experience would result in better value for the whole company

