



Case Study

“Finding Parking Areas” for people

Brief about case study

The increasing rate of private vehicle usage in the urban areas as a result of rapid economic and population growth is making vehicle parking one of the main concerns for the government.

Today, we face tremendous pressure on parking spaces resulting in issues like traffic congestion, illegal parking, parking brawls, etc. to name a few.

Being a resident where I located, I find looking for a parking spot extremely difficult especially if I am in a hurry. I couldn't find a resource at my disposal that could help me combat this issue, hence I have tried to solve the parking problem in this case study.

For time being I am calling the app name with “ **PARK Me**”

Research

As initial research I went online to search about Competitors app for the same service provides and also interviewed some users which can help to understand pain point. Below are the search criteria's I have used.

“ When you go out with family what are primary problem”

“ How will you find the Parking for your car ”

“ How will you pay the parking bill “

“ How will you remember where you parked your car “

“ How will you travel when you go out with family “

“ How will you travel when you go office “

Key findings:

- People first pain point is finding the parking area in crowded area
- All ways they see No Parking Signs
- Forgetting where they parked their vehicles
- When they go any malls they see 40% time parking full.
- There is no pre booking parking slot like movie tickets

