

# 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

## ● Technology constraints

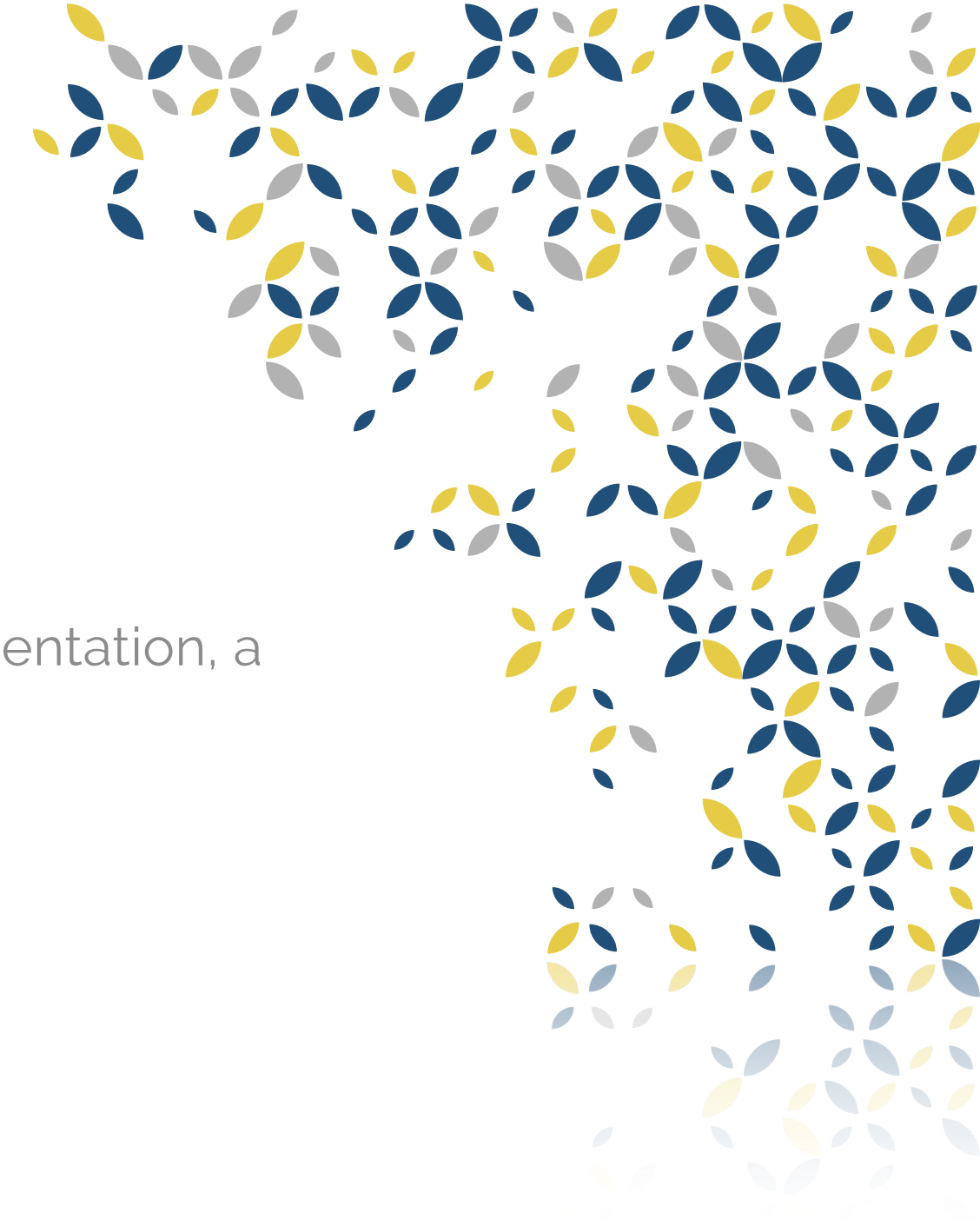
- Mobile and an internet connectivity is mandatory for the whole operation to work
- Driver's ability to understand mobile operating system and language is a challenge

## ● 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



# Empathise - Competitor Analysis

	A	B	C	D	E	F
1	Features list	Parker	SpotHero	ParkMe	Parking Mate	Parking Panda
2	Signup	✓	✓	✓	✓	✓
3	Maps	✗	✓	✓	✓	✓
4	Free Parking	✓	✗	✓	✗	✗
5	Paid Parking	✓	✓	✓	✗	✓
6	Cupons	✓	✓	✓	✗	✓
7	Online Payment	✓	✗	✓	✓	✓
8	Offline Payment	✓	✓	✗	✓	✓
9	Accurate Results	✗	✓	✓	✓	✗
10	Google Maps	✓	✗	✓	✓	✓
11	Accurate Suggestions	✓	✓	✗	✓	✓
12	Vallet Parking	✗	✓	✓	✗	✗
13	Parking Bay Details	✓	✗	✓	✓	✗
14	Ratings of Parking Bay	✓	✓	✓	✓	✗
15	iOS Siri Support	✗	✗	✗	✗	✗
16	Google Voice Support	✗	✗	✗	✗	✗