

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



Solution

In order to build a seamless and hassle-free experience for all the people who struggle to find parking spots for their vehicles, I designed ParkMe mobile app keeping the user needs and business goals in mind.

I imagined an experience where an actionable map helps users navigate to the nearby parking spaces.

Before proceeding to build the user flow and wireframes, I ideated features for the app. The features were as follows:

- Navigate to nearest parking spaces with the shortest route suggestion
- Know price and availability of parking spaces beforehand
- Freedom to select and pre book a spot in the parking space
- Ability to extend time slots
- Pay digitally through cards, UPI, wallet transfer, etc
- Get information about authorisation and working hours of nearby parking spaces
- Easily find the parked vehicle

