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SEARCH



Meet Livia

She hates parking.

Livia's problems



Time wasted



Frustration leads to
high blood pressure



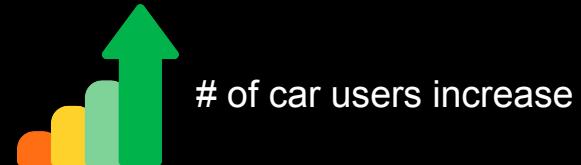
Monetary loss



Market Research



Urbanisation -> Unprecedented population growth and vehicle usage



1 | source: <https://profile.id.com.au/australia/car-ownership?WebID=250>

PROBLEM

EVIDENCE

SOLUTION

BUSINESS MODEL

VISION

POTENTIAL

Problem Statement and Stakeholders



Customers



Difficulty in planning ahead



Loss of time and productivity



Low customer satisfaction, lower profits

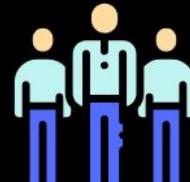


Building more parking spaces is costly

Community



Economy Slow Down



Reduction of Amenities

PROBLEM

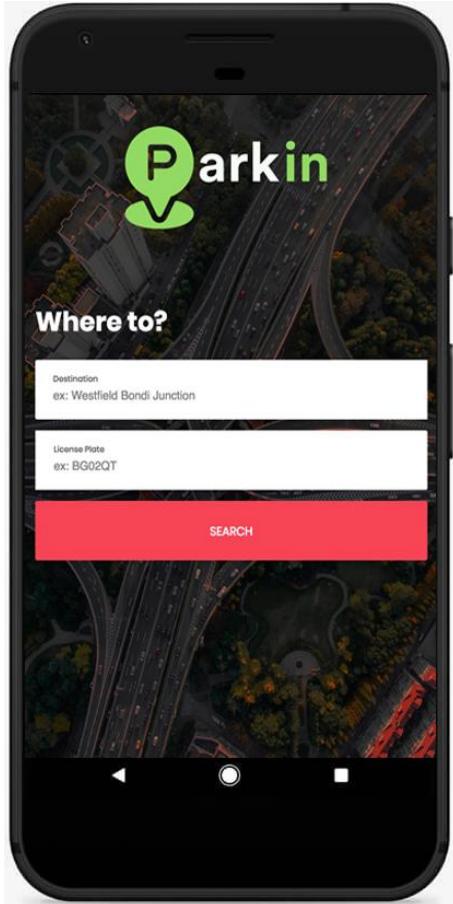
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Gate Machine: Automatic allocation of parking space upon entering.



Phone App: Aggregates all shopping mall parking space information into one app.





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Business Model



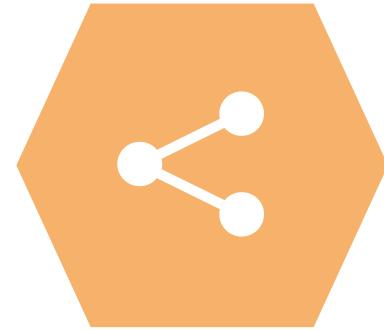
Investment and Value

- Look for investors
- Service income upon booking
- Advertisement income



Promote

- Start from circles of friends and investors
- Advertise the apps on social platforms



Affiliate

- Partner-up with Google Maps to integrate the apps



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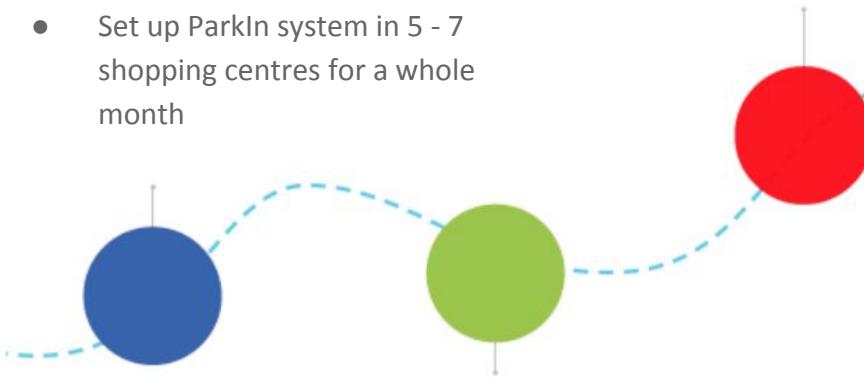
Future Vision

Pilot Program

- Have ParkIn Maps accessible to everyone with a smartphone
- Set up ParkIn system in 5 - 7 shopping centres for a whole month

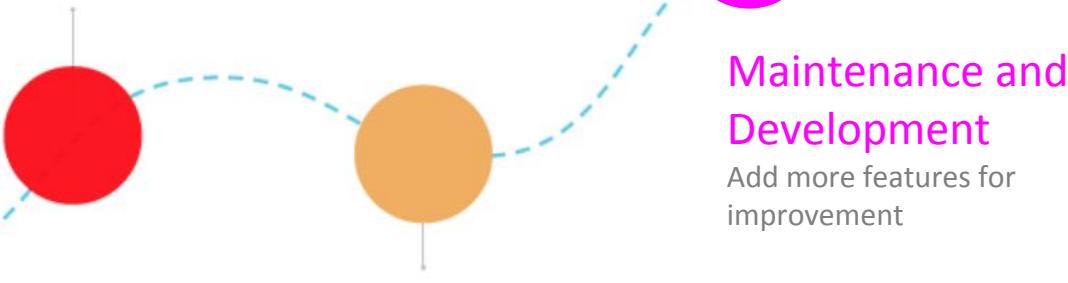
Market Entrance

Appeal to other indoor parking areas such as universities, offices, ikea, etc.



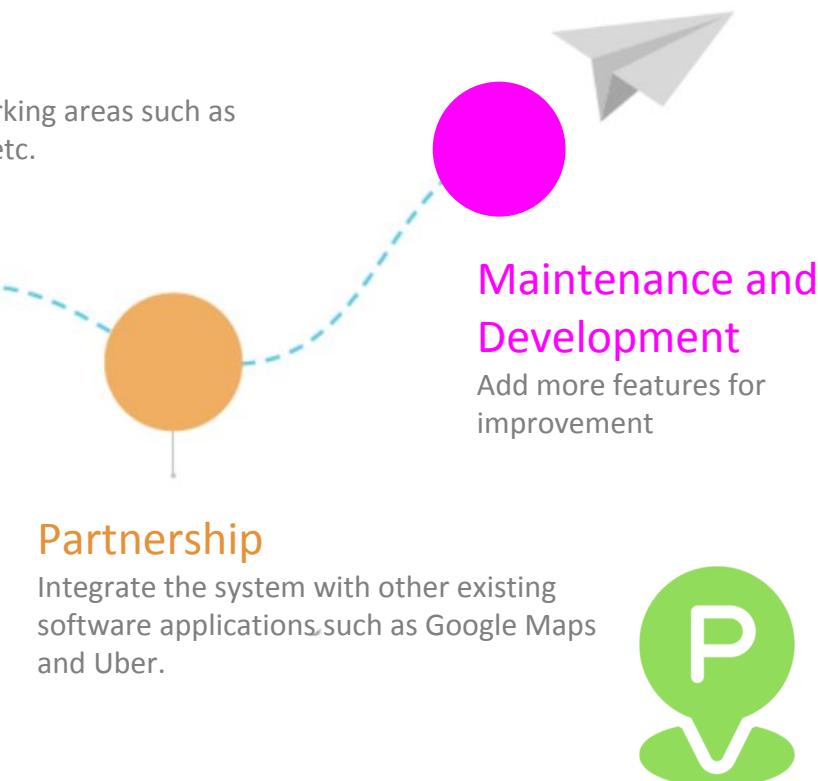
Feedback and Iteration

- Customer retention and satisfaction
- Effectiveness of parking time usage



Partnership

Integrate the system with other existing software applications such as Google Maps and Uber.



Maintenance and Development

Add more features for improvement



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Risks and Mitigation



Risks

Low incentive for project support

Risk of people not adhering to allocated spot

Mitigation

Increased rate of customer flow -> profits

Charge penalty fine, additional revenue stream for the stakeholder

Future expansion

High chance of future partnerships with:



Transport
for NSW

CITY OF SYDNEY

Uber

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Q & A



Fu Xiu



Natasha



Alina



Ryan

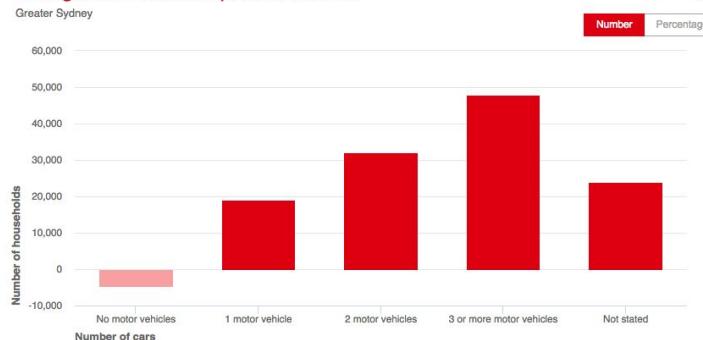


Livia

References



Change in car ownership, 2011 to 2016



Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 and 2016 (Enumerated data). Compiled and presented in profile.id by .id, the population experts.

Car ownership

A table titled "Car ownership" showing household car ownership statistics for Greater Sydney Households (Enumerated) in 2016 and 2011, compared to Australia. The table includes columns for Number of cars, Number, %, Australia %, and Change.

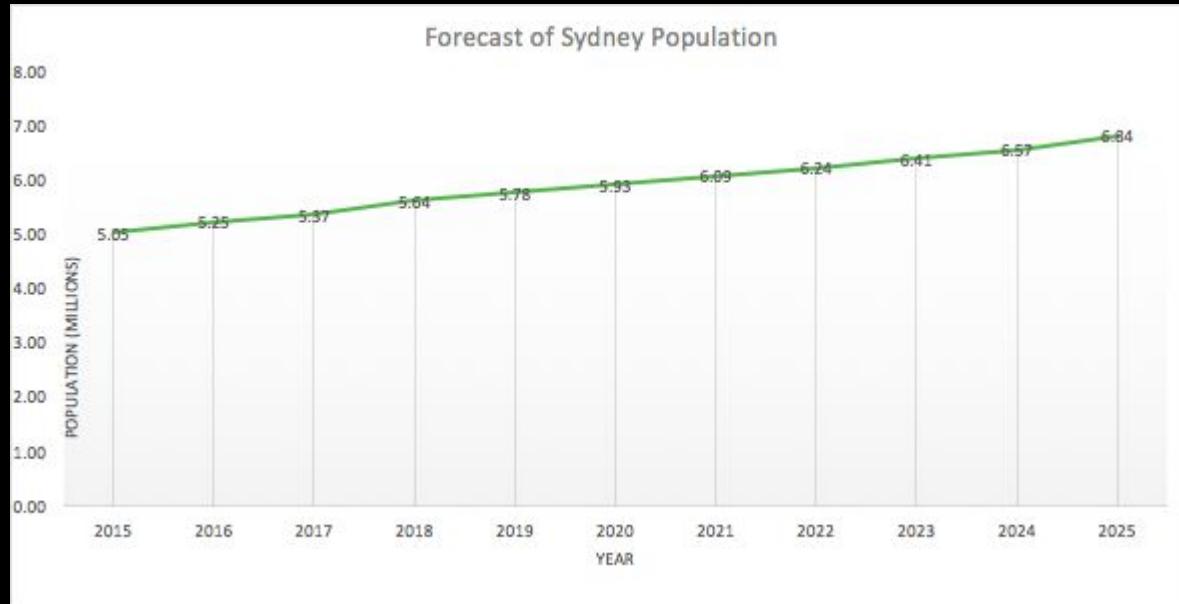
Number of cars	2016		2011		Australia %	2011 to 2016 %
	Number	%	Number	%		
No motor vehicles	183,725	10.7	7.3	188,397	11.8	8.4
1 motor vehicle	608,591	35.4	33.2	589,556	36.8	34.8
2 motor vehicles	534,874	31.1	34.1	502,842	31.4	34.6
3 or more motor vehicles	255,432	14.9	17.0	207,622	13.0	15.7
Not stated	137,054	8.0	8.4	113,085	7.1	6.5
Total households	1,719,676	100.0	100.0	1,601,502	100.0	100.0

Source: Australian Bureau of Statistics, [Census of Population and Housing 2011 and 2016](#). Compiled and presented by [.id](#), the population experts.

Please refer to specific data notes for more information

1| source: <https://profile.id.com.au/australia/car-ownership?WebID=250>

References



“If retailers and brands want shoppers to spend more, they need to focus first on making them happy” - TNS Global