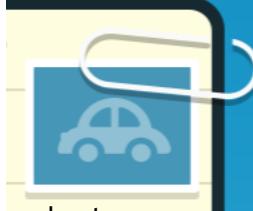


By: Mengxi Li



Problem/ Need

Finding a parking space is nothing new. People like me are wanting to when I get somewhere, look for a nearby parking lot, the app provides information display parking nearby, the main focus of this app is for students. Students driving to school everyday and frustrating finding a parking space, it takes 30 minutes or longer to find a spot that is near the class building. Students pay for parking permit every semester but never could find a parking space and have to park far away. We need a app for students to make reservation for one parking space and use student credit card scan each time parked at school.

Regardless of if this app will be success , we first analyze the user what they think about this parking app usage scenarios and what problems need to be solved.

1. Typical student problem

"I wanted to have parking spaces, everywhere is full"

"Buy a car parking permit does not make sense, school are full of parked within a radius of two kilometers, if finding a open space for parking, it is estimated to walk for half an hour to get to school

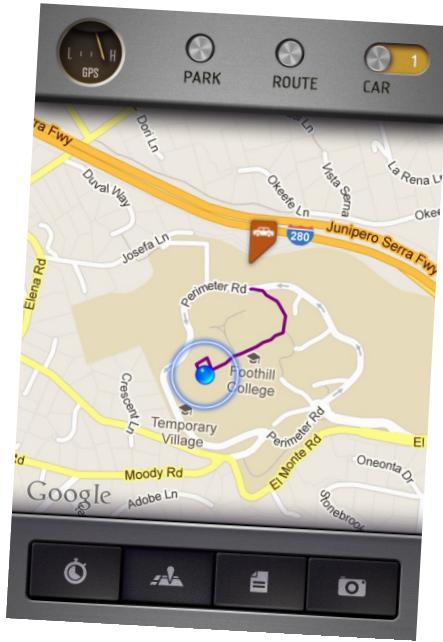
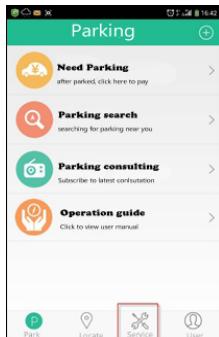
User Scenarios

A, to a strange place, I do not know whether there is parking nearby or not? Many developed app aimed to solve this problem, that is, to provide users with information on nearby parking, but this is not good to do a lot and are not included the parking information within area near, just display parking information offices and other places;

B, to a large number of vehicles in place, no place to park. In a special holiday, parking are hard to find, finding a parking lot within 300 meters near the building is tight, the user usually continue to wait or temporary park on roadside.

C, metro station or a place to work, this scenario monthly users typically want to form, the price is relatively cheap. The current parking app are not related to this one.

D, nearby parking, but too expensive, inexpensive place nearby is often full of parked. Under this scenario, the current parking app are not an effective solution.



After discussing user scenarios, now let's look at different type parking resources, this way can maximize the use of resources for the user to solve practical problems

A, office buildings and other public places, spaces, construction of such parking systems are usually more advanced, users are usually taken after the card is calculated by the hour. Parking is characteristic of such areas is relatively tight spaces work hours, the rest of the basic spare time, the price is relatively expensive. Such parking spaces, due to relatively perfect information system, if the system docking, app can be performed in real-time booking

B, community resources. Many urban areas residential spend day outside, so part of the property will be open parking spaces for foreign vehicles. The characteristics of such parking area is relatively backward parking management system, usually by counting the number of charges or security handwriting, but the price is relatively cheap, often in urban areas is a hard to find. Such resources are often difficult to effectively incorporate real-time parking app docking system.

C, Private parking spaces, such resources required to provide a parking app demand and supply side of the platform for effective and timely communication, the current app has not been involved in this parking resources.

D, Roadside parking. such resources in some areas near the tight parking spaces belonging to the traffic management bureau. The price is charged during daytime by hourly





Target Audience

The targeted audience for this parking app is build for college students and faculty who is have difficult time finding space to park when comes to work and go to class. They are somewhat familiar with the latest technology and most of them carry a smartphone daily.

Interview Summary

I have interviewed 5 people total to get a feedback from them on this app. And top three considerations when I ask them about making a parking decision is: cost, security, and location. And I chose a survey to track the data from my interviewer

3/5 said they liked the idea and was a worth to try and develop
2/5 was concern about the price of the app, and would try if it is free.

Interview 1

Name: Mike

Role: Student

Age: 28

Researcher: Mengxi

Date: February 25, 2015

Time: 1:00-1:15pm

Place: UVU Library

-Do you have a car ?

Yes*

-Have you have had difficult experiences with find parking?

Yes*

-What specific problem have you encountered?

- Parking is full

fighting for parking spaces

can not find parking spaces at outside of school

-Have you used any other similar parking app before?

Yes*

- Are you willing to try, if there is app can help you find parking faster but need you to pay?

No*

-What is the price range you can accept?

- \$1-\$5 per month

\$5-\$10 per month

\$12 per month

Other: Please specify

-What function requirements you want from this parking app?

Quickly find parking

- Free download

- Convenient parking fee payment

Broad parking coverage

Interview 2

Name: Christsen

Role: UVU Professor

Age: 40+

Researcher: Mengxi

Date: February 25, 2015

Time: 12:00-12:15pm

Place: UVU CS Building

-Do you have a car ?

Yes*

-Have you have had difficult experiences with find parking?

Yes*

-What specific problem have you encountered?

- Parking is full

fighting for parking spaces with others

can not find parking spaces at outside of school

-Have you used any other similar parking app before?

No*

-Are you willing to try, if there is app can help you find parking faster but need you to pay?

Yes*

-What is the price range you can accept?

- \$1-\$5 per month
- \$5-\$10 per month
- \$12 per month

Other: Please specify

-What function requirements you want from this parking app?

Quickly find parking

- Free download

- Convenient parking fee payment

Broad parking coverage

Interview 3

Name: Tyler

Role: UVU Professor

Age: 30+

Researcher: Mengxi

Date: February 25, 2015

Time: 12:30-12:45pm

Place: UVU CS Building

-Do you have a car ?

Yes*

-Have you have had difficult experiences with find parking?

Yes*

-What specific problem have you encountered?

- Parking is full

fighting for parking spaces with others

can not find parking spaces at outside of school

-Have you used any other similar parking app before?

No*

-Are you willing to try, if there is app can help you find parking faster but need you to pay?

No*

-What is the price range you can accept?

- \$1-\$5 per month

\$5-\$10 per month

\$12 per month

Other: Please specify

-What function requirements you want from this parking app?

Quickly find parking

- Free download

Convenient parking fee payment

Broad parking coverage

Interview 4

Name: Winifrey

Role: Friends

Age: 25

Researcher: Mengxi

Date: February 24, 2015

Time: 11:30-11:45pm

Place: User home

-Do you have a car ?

Yes*

-Have you have had difficult experiences with find parking?

Yes*

-What specific problem have you encountered?

- Parking is full

fighting for parking spaces with others

- can not find parking spaces at outside of school

-Have you used any other similar parking app before?

Yes*

-Are you willing to try, if there is app can help you find parking faster but need you to pay?

No*

-What is the price range you can accept?

- \$1-\$5 per month

\$5-\$10 per month

\$12 per month

Other: Please specify

-What function requirements you want from this parking app?

- Quickly find parking

- Free download

- Convenient parking fee payment

Broad parking coverage

Interview 5

Name: Maria

Role: Student

Age: 26

Researcher: Mengxi

Date: February 24, 2015

Time: 1:30-1:45pm

Place: UVU Library

-Do you have a car ?

Yes*

-Have you have had difficult experiences with find parking?

Yes*

-What specific problem have you encountered?

- Parking is full

fighting for parking spaces with others

- can not find parking spaces at outside of school

-Have you used any other similar parking app before?

Yes*

-Are you willing to try, if there is app can help you find parking faster but need you to pay?

No*

-What is the price range you can accept?

- \$1-\$5 per month

\$5-\$10 per month

\$12 per month

Other: Please specify

-What function requirements you want from this parking app?

- Quickly find parking

- Free download

- Convenient parking fee payment

Broad parking coverage