



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 survery 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 is free.