# Idea Exploration: Car Parking

Important Case Studies

* Lower demand for car ownership
* PARKGENE

Difficulties

* Finding spaces to park
* Remembering where you’ve parked

Possible Solutions

* Decentralised Blockchain sharing economy
  + Sharing platform provided
* Mobile parking application showing areas in the vicinity
  + Allow users to rent (list) out their private parking spaces
* “AirBNB” type solution
  + Also UBER
* Allow you to ‘book’ your spot
* **Need to speak with faculty/Dean**

*(IBM Lecturer: Debojyoti Mookerjee)*

# Breaking It Down: Deliverables Week 1

## 1. Emphasising (A) and Defining the problem (B)

Customers

* Those who drive to/from University
* EXPANDING: everyone who drives in Australia/worldwide

Empathy

Students, staff and visitors are unable to easily locate parking spaces when they drive to University. Drivers often look for several minutes on end to find one sweet empty spot, making them drive in circles or go out of their way for a place to park. Often after a lot of searching without results, drivers are forced to park far away from where they are intending to visit – making them walk a large distance.

### **Analyse:** Potential problems and pain-points

* Hosts are difficult to navigate

### **Synthesise:** Interpret the data, combing feelings with the problem

|  |  |
| --- | --- |
| **Pain-point** | **Existing problem** |
| Hosts difficult to navigate | Bad/Unintuitive User Interface (UI/UX) |
| Pages/Apps are poorly designed | Too many unused (bad) features |
| Hard to find what you’re looking for | Overcrowded, too much irrelevant information (Limited search functionality) |
| Gap in culture/language | No support for other languages |
| Poor/expensive cross-continental support lines | No web/online support |
| Servers up/down at seemingly random times | Maintenance times/reasons not communicated well. No existing backup. |
|  |  |

### **Problem Statement**

|  |  |
| --- | --- |
| User needs | Efficient, easy solution |
| Their problem |  |
| Insights | Require a re-design or change in delivery of the information presented. |

Different languages can be used (NLP)

## 2. Phase 2: Ideation

### Testing their Ideas

Streamline the student experience

### Statistics & Data

Find statistics/data in order to **validate** that there is a problem.

### Target Customer Validation

Potential survey questions:

* Do you drive to University?
* Do you have trouble finding parking spaces?
* Have you ever forgotten where you parked?

Format

Entering University

* Rate your experience coming into University
* Explain
* How difficult was it for you to settle into University?

Enrolling

* Did you have any issues with enrolling (Trimesters)
* Was it difficult to planning your degree? (whole year)

Friends at University?

* Did you have difficulty making new friends?
* Would you like to make more friends?
* How do you think making friends could be easier?

International

* Did you know about X Y Z services at UNSW?
* What difficulties did you face?

### Research & Development

Use skills of team members to create a better solution