

# **The SpotSwitch**

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# INTRODUCTION

## Issue

The issue we chose to address was the lack of student parking available at UC San Diego. We chose to select this issue because it has always been a prevalent issue at our school: the ratio of commuters to parking spaces is simply not enough. With an expected increase in residents both on and off campus, parking remains the same with little to no additions. Due to UC San Diego's lack of accommodation, especially for commuter students, the issue extends not only around the school, but also the lack of space inside previously built parking structures within the school.

We also felt this was a personal issue that many of us faced on a daily basis. Either arrive at campus before 7 am to find a parking spot, or take our chances with finding a parking spot only to inevitably park far from campus and take public transportation.

When issues are brought up regarding the parking situation, UC San Diego chooses to "accommodate" the students by changing the existing spots to increase more faculty and staff spots, which place other permit parkers at a huge disadvantage for finding parking.

# RESEARCH

## Summary of Research

The first step in our research process was to compile everything we already knew about the parking situation at UC San Diego. We then confirmed our preexisting knowledge with solid evidence from Google and created a knowledge map and ignorance map. After the creation of the ignorance map, we researched the dimensions we were not familiar with: economic, mythological, and movement.

From our research, we found that not all UC San Diego student parking spots (S Spots) are completely used. While the main parking structures are full (Gilman, Hopkins, Pangea, Scholars, Osler) the available empty student parking spots are located far away from the main campus. The parking lots P701, P702, and P707 always have available student parking spots. However, those parking spots are located in the Medical Center, on the east side of campus, which is a 30 minute walk from the nearest main classroom (like Center Hall, Warren Lecture Hall, etc.) The student parking located on the main campus like Pangea, Hopkins, and Scholars Parking Structures, are filled up before 8 AM every weekday.

Furthermore, UC San Diego continues to decrease the number of student parking spots every year. Some of the S Spots were turned into B and A Spots, which are for graduate students and staff. At the end of fall quarter in 2023, there were 1609 S Spots (<https://rmp-wapps.ucsd.edu/TS/Survey/>), however, UC San Diego changed those spots with only 1063 S Spots available at the beginning of

2024. The number of student parking spots continue to decrease, as in Hopkins Parking Structure UC San Diego replaced the 2nd level parking spots from S to B spots. Additionally, the parking tickets received by students intensified the severity of the complaints.

What's worse, UCSD created a new parking permit that is called "Gold Permit" to make parking more exclusive.. At P416, located next to Center Hall, all of the A spots required parkers to have a Gold Permit and/or handicapped sign to park there.



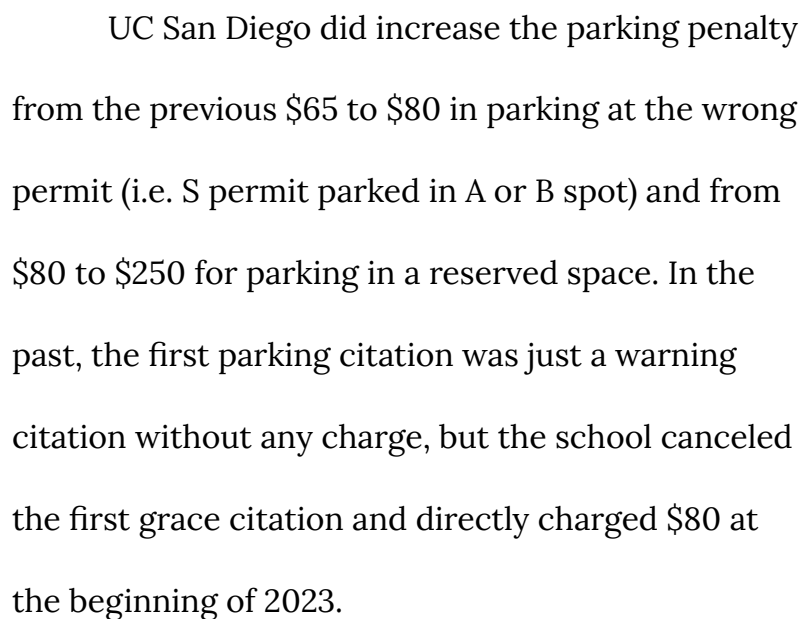
Even though UCSD realized the parking issue that students were facing, UCSD kept building new underground parking lots in the new building. The question is that those parking structures were too far away from the west campus. For instance, Eighth College is building an underground parking lot (just like sixth). However, it took at least 15 minutes from Eighth college to walk to the classroom.

One improvement that UCSD did to solve the parking issue for students was to replace some reserved parking spaces to temporarily reserve spots (everyday from 7AM to 11AM) and open to every other UCSD parking permit including D & S parking permit when not in use. Although, these temporary reserved





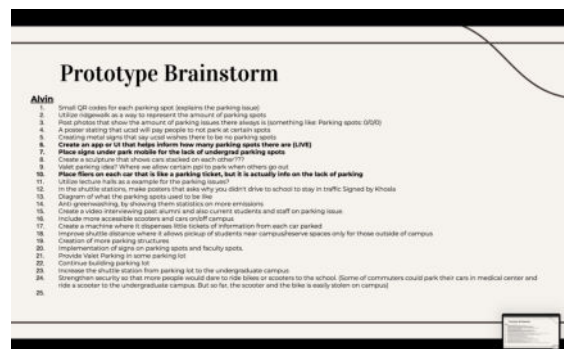
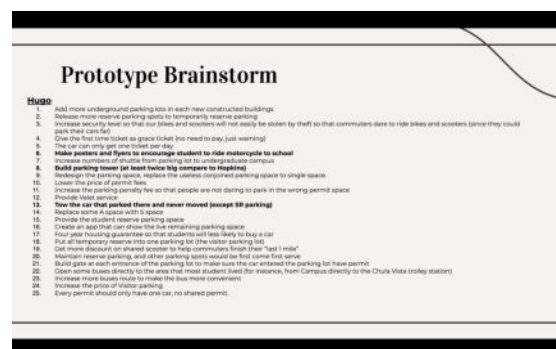
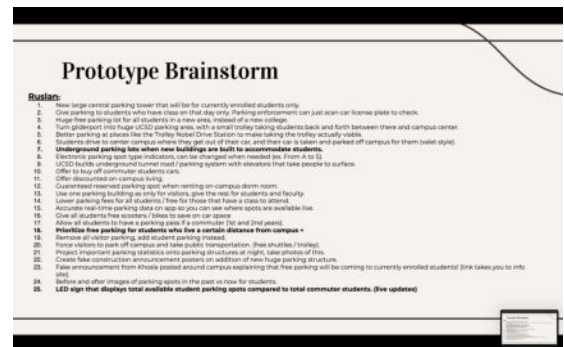
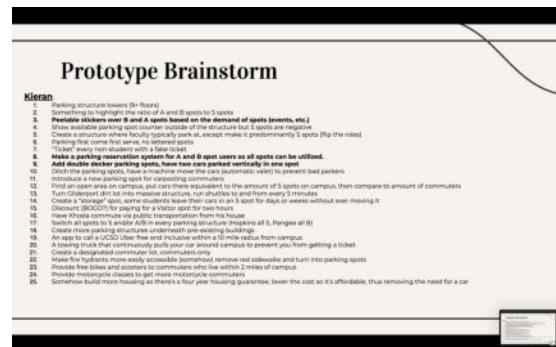
To ensure the availability of parking spots, the university implemented a measure where nearly all visitor parking spaces were limited to a maximum duration of 2 hours and maximum 12 hours on EV parking spots. The violators will receive a \$80 parking citation.



# DESIGN PROCESS

## BRAINSTORMING

Our initial brainstorming session started with figuring out which part of the lack of parking we wanted to focus on. After researching our issue, we found that S parking spots are almost always available for students to park at, however these locations are on the outskirts of the campus, making it hard for the students to access. We wanted to address the lack of communication from UC San Diego From there, the four of us decided to come up with 25 ideas and “what if” scenarios. After coming up with 25 ideas each, our group collectively agreed on 3 prototypes to further develop for Crit 1.

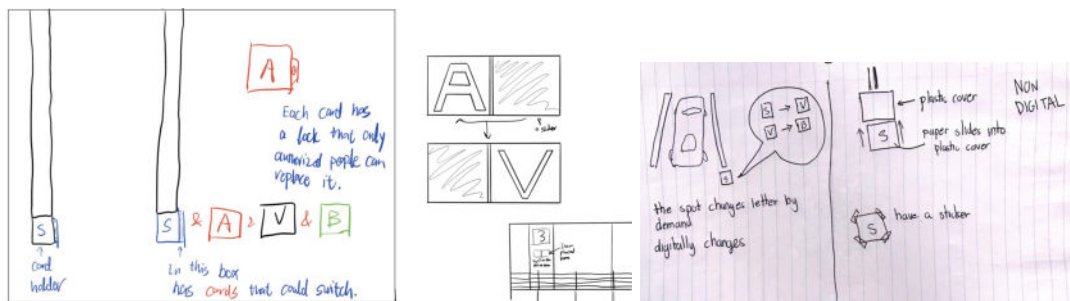


## CRIT DAY 1

The first prototype we created was to utilize a projector with a counter stating the number of commuters in comparison to parking spots. The counter will showcase the commuter number increasing rapidly as the parking spots slowly increase. The projection was planned to be presented on the side of the Hopkins Parking Structure.



The second prototype involved the idea of an interchangeable parking spot, where parking spots could be shared amongst different members of UCSD, depending on availability. Users would be able to slide a card into a plastic case pre-existing on the ground.





The third proposed prototype involved a fake construction announcement placed outside the Sixth Parking Garage, indicating that the parking garage would be closing for future renovations. We projected that this would elicit reactions that can cause not only the commuters but also the faculty and staff to blame the school on the issue of taking away their own parking spaces.



At the time, we hoped each prototype would gain traction on social media and stir a conversation.

### **FEEDBACK & CHANGES AFTER DAY 1**

After sharing our three prototypes during the first crit, we found that we had sufficient research. Our statistics provided peaking interest and opened the eyes for many classmates and our TA. Although a great idea, the feedback received regarding the projector prototype proved to be “too ambitious” from the TA, with our group unknowing how to find the exact number of commuters to parking spot ratio at a specific time, as well as the lack of resources to find a projector and equipment that can be used outdoors.

Many of our peers liked the idea of the interchangeable parking spot, but thought of it more of a solution rather than a publicization of the issue. Our last prototype was deemed too simplistic due to how we are able to fully cover and spread awareness of the parking issue in such a short time and the preparation time was minimal and easily doable in a short time frame.

## **CRIT DAY 2:**

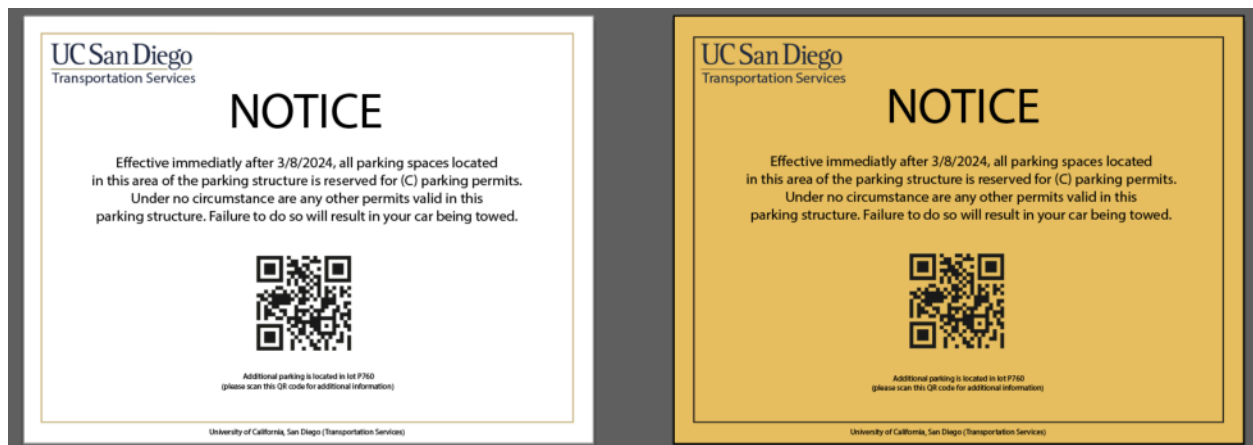
After more brainstorming, we decided to shift our focus onto how we can stage an intervention that would elicit a big response. We decided to abandon our first prototype (Projection) because it is too ambitious, our third prototype (Fake construction sign) because it was too simplistic. For our second prototype (interchangeable parking sign), and after careful consideration, we thought of fully tackling the idea of parking issues through the idea of ticketing.

Initially, we wanted to create our own parking ticket, which would be nearly identical to the actual parking ticket. The goal was to trick people into thinking it was real, then scanning a QR code linked to a survey which they must complete to get the ticket waived. However, feedback from the TA and professor during our studio days was that this intervention would elicit a negative response. Instead, we shifted our focus from a parking ticket to a parking notice, with a QR code attached. The QR code would direct a user to park in a parking lot far away from campus.

Our goal was similar in trying to highlight the lack of communication between UC San Diego and their residents, however in a less aggressive manner.

## FEEDBACK & CHANGES AFTER DAY 2

- Our parking notice prototypes were met with disapproving criticism from the professor
- The feedback we received from our peers was confusion as to who we wanted to target, how we wanted to educate them, as well as ideas to take a more satirical approach.



## **FINAL INTERVENTION**

### **What We Did**

After much deliberation, we scrapped the whole parking ticket/notice idea and revisited one of our old prototypes: the interchangeable parking spot. Our plan was to create prototypes of interchangeable parking spots, then utilize a commercial “how-to” and posters on campus to sell the interchangeable spot.

Our goal changed from highlighting the lack of communication from UC San Diego, to addressing faculty members and informing them about the pressing issue of limited parking spaces, considering the number of students enrolled at UC San Diego. The reason we changed our goal was because we found the ratio of faculty to student spots completely unreasonable: 2349 A Spots to 2120 S Spots (respectively). B spots contain 4916 total spots in which faculty have the opportunity to park in, but not the students.

### **Why We Made Our Choices**

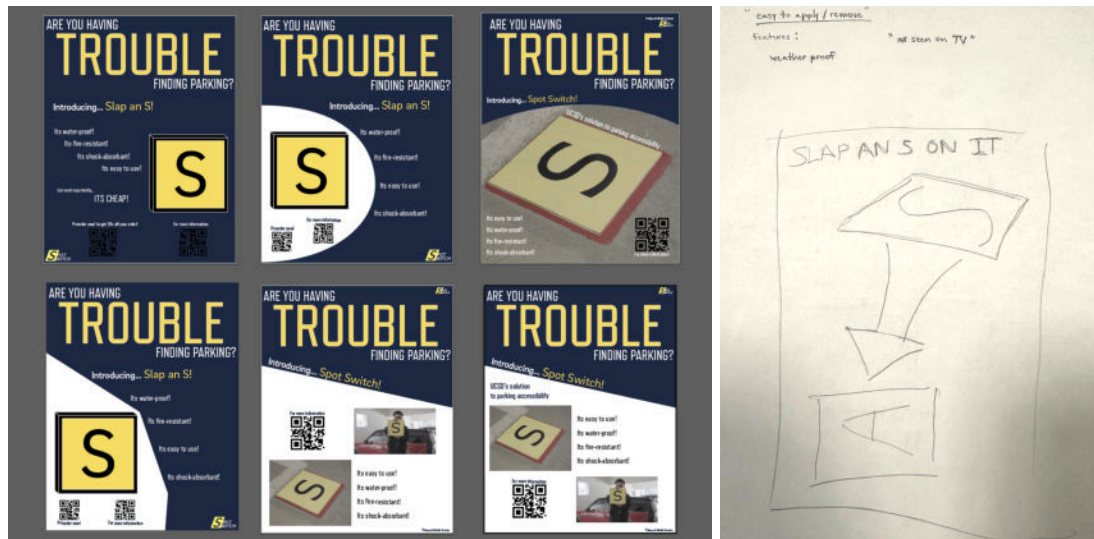
In the end the reason we chose to revitalize the idea of interchangeable parking spots was due to us wishing to implement a more satirical aspect that our peers wished to see. By implementing a 90's aesthetic for our commercial, we wished to further develop that satirical style through our ‘cringe’ acting. For our actual product, instead of using rubber or wood, we decided to use acrylic as it seemed more fitting as a product, due to the acrylic itself being a durable material that we could use in our marketing. Using a thick acrylic layer, which was cut out to



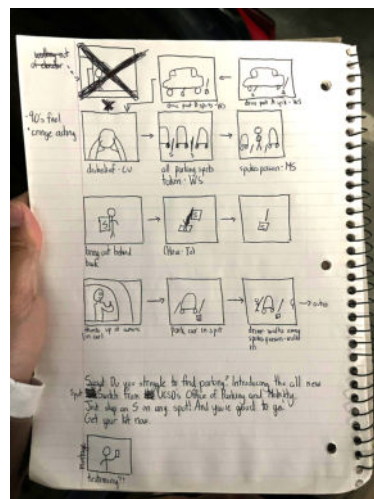
### Prototypes:

[illegible]

(**Figure 1.** SpotSwitch Drawing Prototypes)



(Figure 2. Poster Prototypes)



(Figure 3. Video Storyboard)

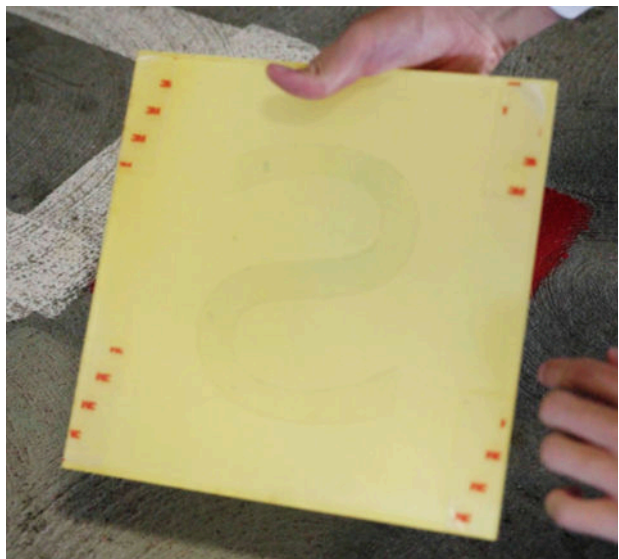


(Figure 4. SpotSwitch svg file used for laser cutting.)

**Logo:**



**The Product:**



**The Commercial**

 [SpotSwitch - Product Commercial](#)

**The Posters:**

Posters were created with keeping them eye-catching and quick to deliver info in-mind. When designing these we wanted to keep the aesthetic image that we painted with the video, of this overall having a bootleg ‘as seen on TV’ design. The QR codes are large and take people directly to our YouTube video.



### **The Promotion (Posting & Reddit):**

Posting was done at Price Center, Library Walk, and Matthews Quad. A total of 10 posters of each kind were put up. These locations were chosen due to their central campus position, and due to the diverse set of people the posters would reach. People such as commuter students, faculty, graduate students, and visitors will be able to see them at these locations.



A Reddit post was also done that was then instantly put at the top of r/UCSD 'hot' posts, quickly gaining over 25 upvotes in under the first hour of it being posted. From the reddit post and postering, the YouTube video is what we are promoting that people in the end go to.





## **REFLECTION**

### **What Worked:**

After doing our final intervention, more things worked out in our favor than expected. Most of it was the value and high production of the posters, video, and product. Firstly, the printing process of the SpotSwitch product was higher quality than anticipated. After settling for clear acrylic, we managed to make it work by spray painting it yellow, making it seem as “real” as possible. The commercial was beautifully done conceptually, aesthetically, and formally. We were pleased with how the commercial turned out, as well as the posters and logo design.

Additionally, the printing and posterizing process was smooth, encountering no problems along the way.

### **What Didn't Work**

Some things did not go as planned. For example, when creating the posters we had disagreements and confusion in creating and envisioning the placement of the text and images. For the video, we felt as if the audio could have been improved to make for a higher production quality.

### **With More Time**

If we had more time, there would be a couple of changes we'd like to make. First, in terms of the physical touchpoint, we'd possibly switch the material of the

SpotSwitch itself to silicon, or a rubbery substance. That way, it's naturally sticky and ductile. We would also mass produce the SpotSwitch so we can have users test it and give their testimonies, further advertising the product.

We would also have loved to incorporate another technological touchpoint, where users can scan the QR code leading them to a website to pre-order the SpotSwitch. Both the video and posters would link to this website, rather than the poster QR code being linked to the video. We would also create a social media account dedicated to the SpotSwitch, allowing us to interact with users on a technological level.

Furthermore, another thing we would have done would be to measure the engagement from our video and posters as more time would have been passed. Tracking the amount of visitors to the webpage, as well as the views and comments on the commercial.

In terms of improving what didn't work, we would also redo the audio over the commercial, possibly reshooting some scenes with better mics and audio devices.