

1. Empathise

- a. What is the effect of the problem?
 - i. Allow commuters to travel in their cars, and have instant access to finding a free street parking spot, or a paid one. All at a touch of a button.
- b. What are the pain points?
 - i. Everything is mixed up, you have to either have a word of mouth, or go through many websites and databases to get your answer.
- c. Are they time based financially or other?
 - i. Time based.
- d. What about the current situation creates this negative effect?
 - i. People are under the impression that free parking is impossible, but it is not.
- e. Who does this hurt the most? Are there multiple groups? If so, which group is affected the most?
 - i. Almost anyone who drives knows the pain of going in a high trafficked town and looking for regular street parking. There is only so much time in a day, and most of it shouldn't be spent looking for parking.

2. Define the Problem:

- a. What is the underlying Source?
 - i. I think that the underlying source is that people have taken granted of the free street parking, some folks either charge you a hefty fee to park their cars, while others have a system that allows them to trade car parking spots so they always have a spot. That leaves the rest of us either paying high prices to park our cars or running around for hours just

to find one spot to park in without having to deal with parking tickets, or getting your car towed.

- b. Are we looking to tackle the root cause?
 - i. Yes we want to tackle this head on, create an equal system where anyone and everyone can have access to free and affordable parking.
- c. Are we looking to directly address a single or multiple pain point(s) of the problem?
 - i. Multiple problems
 - 1. One is solely based on free parking that we can trade with other users who utilize this app.
 - 2. While the other can target better parking spots that offer much better prices to park than the competitors.
- d. Are we looking to solve the problem directly or are we trying to provide information/aid in an action that our users can take to solve the problem themselves?
 - i. We are looking to provide the information to solve this issue.

3. Ideate:

I created a wire-frame of what the app is expected to look like. The app explains how users can interact with a map that uses their GPS on their phones to allow them to find free/affordable parking spots. The wire-frame has easy to follow pictures and guides on how a user can see what spots are available around them and reserve a spot.

4. Prototype: Once you have your core idea, it is important to map out your MVP solution.

- a. I created an easy to follow wire-frame, that highlights all the important features of the app. At the top there is a current map that shows where you are and what parking spots are available around you.
- b. Next you can begin a search to see what you are looking for in other words, do you want a free spot or an affordable one where you would need to pay.

- c. Next you reserve a spot for yourself, and drive to the spot. Once the GPS confirms that you parked your car, the fund will be released to the person who ever gave you the spot.
 - d. You have the option of auto pay or release the funds when you are the spot you reserved.
5. Testing:
- a. Once the app is released, I will have the feedback page open so users can ask what is it that they need the most, and also what we need to work on. With the information provided we will be able to test this app. The application will use a rating system of 1 - 10, 1 being needs a lot of work, and 10 being on point. To determine what we should be working on. This application does rely on crowd-sourcing.

LEAN BUSINESS MODEL STRUCTURE

1. Problem Definition: What is the problem you are looking to solve?
 - a. To solve a parking problem in high trafficked cities such as New York City. Free street parking is only limited to those who know about it, like word of mouth, while the rest of us are made to either wait until a spot opens up, or pay for expensive parking.
2. Customer Segments: Who experiences this problem and is likely to use your solution (Who is this for?)
 - a. This is for parents, who need to drop their kids off
 - b. For workers who work in multiple places
 - c. Everyday commuters
 - d. Someone who doesn't like public transportation.
3. Solution MVP:
 - a. I created an easy to follow wire-frame, that highlights all the important features of the app. At the top there is a current map

that shows where you are and what parking spots are available around you.

- b. Next you can begin a search to see what you are looking for in other words, do you want a free spot or an affordable one where you would need to pay.
4. Key Metrics: How will we know if our solution is effective?
 - a. I will know by the number of downloads the app receives.
 - b. The number of customers who made purchases in the app or unlocked certain features (full version).
 - c. Customer feedback.
5. Unique Value Proposition: What makes our solution different from other solutions solving the same problem.
 - a. The reason why my idea is Unique and worth talking about is because we know the struggle of finding a good parking spot without having to deal with tickets. I know and understand the struggle of trying to look for parking whether it is free or paid. We stand out because we take all the information you will need to decide where to park. We do all the hard work for you like compare prices, find good areas to park in, we let you know what spots are available and avoid any and all tickets possible.
6. Channels: How will we get our solution into the hands of those that can use it? Will it be downloaded/is it free?
 - a. Yes it will be downloadable
 - b. Crowd-sourcing
 - c. Word of mouth
 - d. Sharing via social media
7. Unfair Advantage:
 - a. Many apps that do this do not utilize the Department of Transportation cause miscommunication and can result in customers having a bad experience and may even lead them into getting a ticket.
 - b. Paid parking spots are often favored over the free ones.

8. Cost structure:

- a. I will be charging customers an in app purchase of \$2.99 just to unlock the different boroughs of parking that we have to offer. Any additional purchases will be a \$1.00 dollar processing fee for any bids you make for a certain parking spot.

9. Revenue Structure:

- a. Customers have the option of giving spots for free as a way to give back and to add more "kudos" or points to your profile. The more points you have the more likely you are to stand out and get more free parking spots from other users. We will be using a point system called "Kudos". Just good luck points for those who give free parking spots without charging anything. There will also be a full version which unlocks more cities and towns. You would have to pay an additional fee for that. If two or more people want a free parking spot the person who offered is allowed to offer a bid. Bidding starts at \$0.50, highest bid can only be \$12.00, there is also a processing fee charged. The prices are low so that everyone can benefit from the app.