

Potential Problems	Essentials	Application	Marketing	Benefits
Will it cost money to use?	App should include information if the parking spot becomes free or discounted during certain times	Uses current location on maps to locate all open spots near you	We could market our app as a better solution to parking on campus	Football game parking will be 10x easier
Allow feedback from user if the app is accurate or not	Needs to display which parking spots are available and which are not	Deals on certain days and time of day	Merg with the passport app to connect zones	Help people get to class easier and faster
A potential problem is that we have to know if the spot is full or not, people may not enter their spot number correctly, leading our app to be inaccurate	Real time updates on which spots are open in the area around you.	reserve spots for multiple days	Ads on uber and lyft	Freshman on campus will have an easier time around campus
People not paying to park leading to problems with "open spots"	Pop-up notifications for when a zone opens up or is recently taken	Shows time left in spaces that are already taken	Bring the app to the Admins for safer and easier parking on campus, potentially more campus's throughout the country	Potential cheaper parking, users save money