

***“I need an app
which would help me to find
and book parking slot
near me within a few clicks”.***



Problem Statement

Find a car parking spot for a working professional and help him to park his car in a busy office area.

UX Design Process



01 RESEARCH

Understanding user
Define User goal

02 EMPATHIZE

User Persona
Empathy Map
Information Architecture

03 CREATE

Sketches
Wireframe
Low-Fidelity and Visual Design

04 TEST

Usability Testing

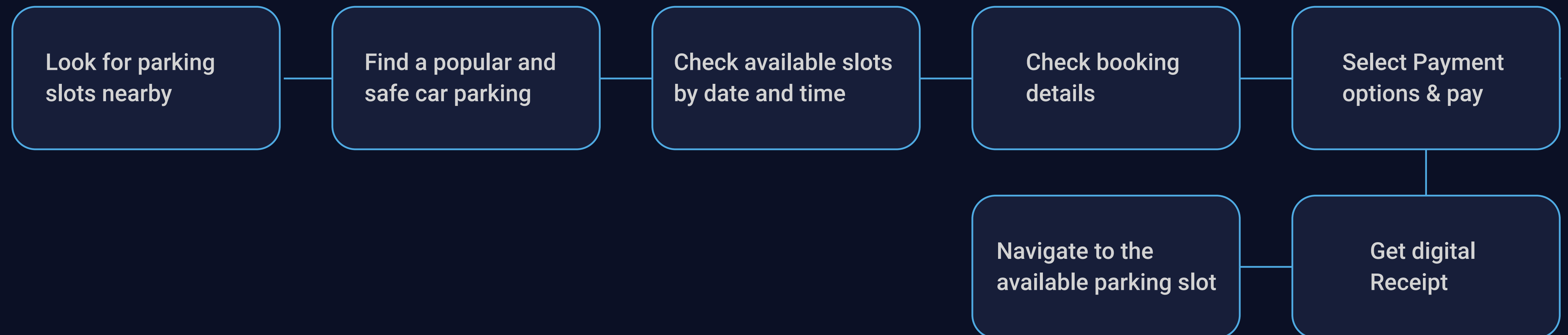
05 DELIVER

Developer handover
Design Reviews
Iteration

Scenario

As a user I need safe and affordable parking space so I can park my car

User Journey



User Persona



Prakhar Gupta is 32 years old married busy sales executive. He is from Delhi and travels within city to meet clients. While going home sometimes He goes for shopping. Finding safe and nearby parking space is challenge. He wants to spend less time looking for a parking space, which can save his time.

“I need an app which would help me find and book parking slot near me within few clicks”.

Goals

- Find an empty spot
- Get notified for nearby parking spaces
- Cashless Payment System
- Locate Car parking easily

Frustrations

- Difficult find car parking
- Cas Payment issue
- Difficult to locate free parking area

Empathy Mapping

Think

1. Find a parking space in an easy way.
2. Get nearby parking slot.
3. Bike/car should be safe.
4. Flexible parking charges.

Say

1. Not aware of empty parking slots.
2. Always late because of unavailability of parking.
3. Paying too much for parking.

Do

1. Ask friends/people for available parking slots.
2. Hurdles to find vacant parking space nearby.

Feel

1. Tired
2. Exhausted
3. Unhappy most of the time
4. Frustrated

Possible Solution



Mobile based application to find nearby parking spot



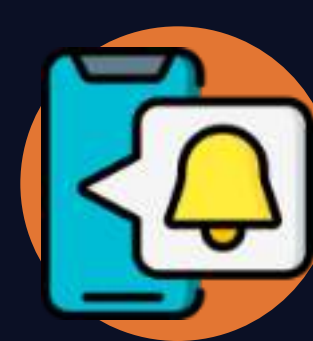
User-Centric design approach for better user experience



Online Digital Payment



Online Digital Payment

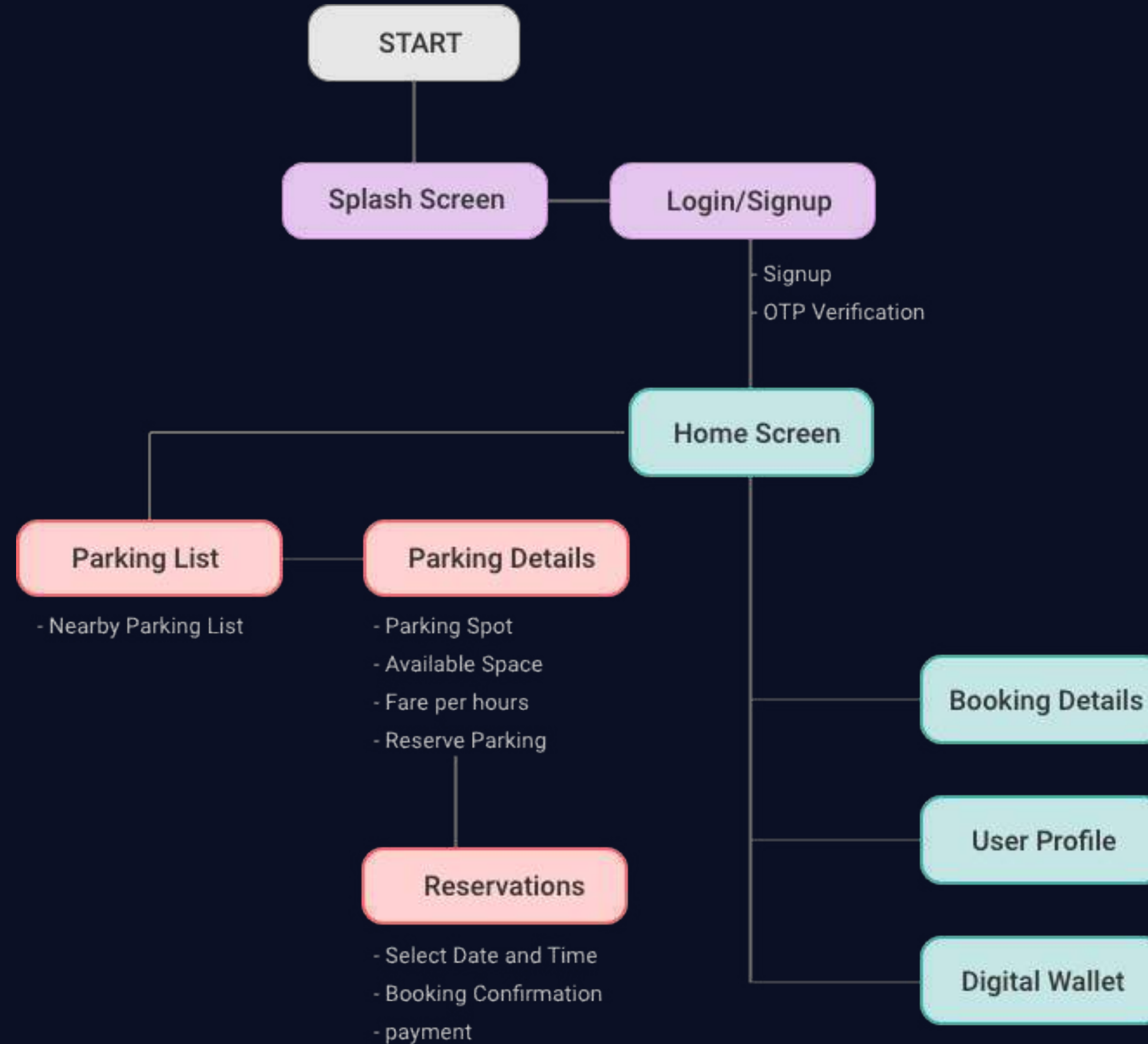


Get notifications



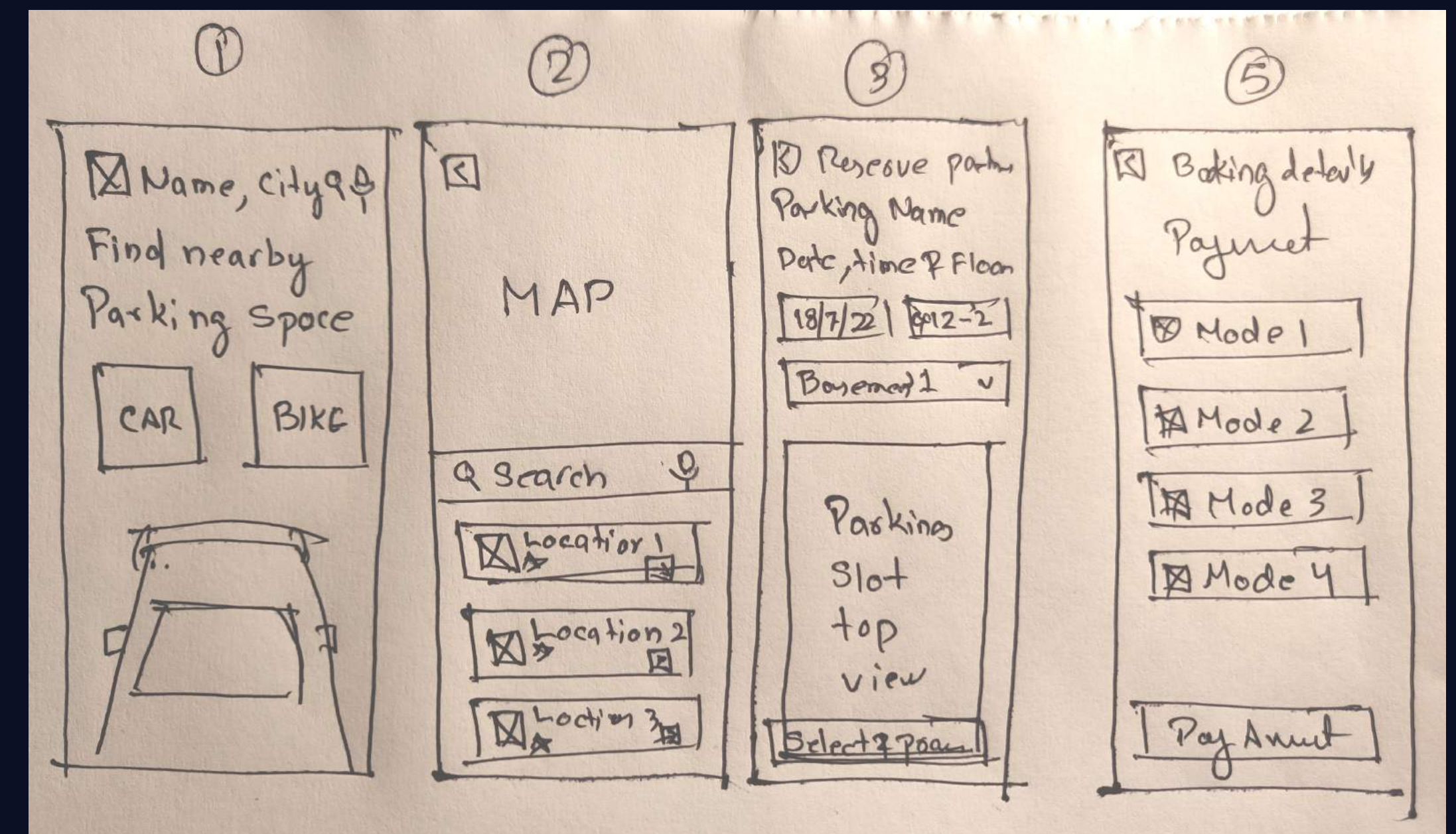
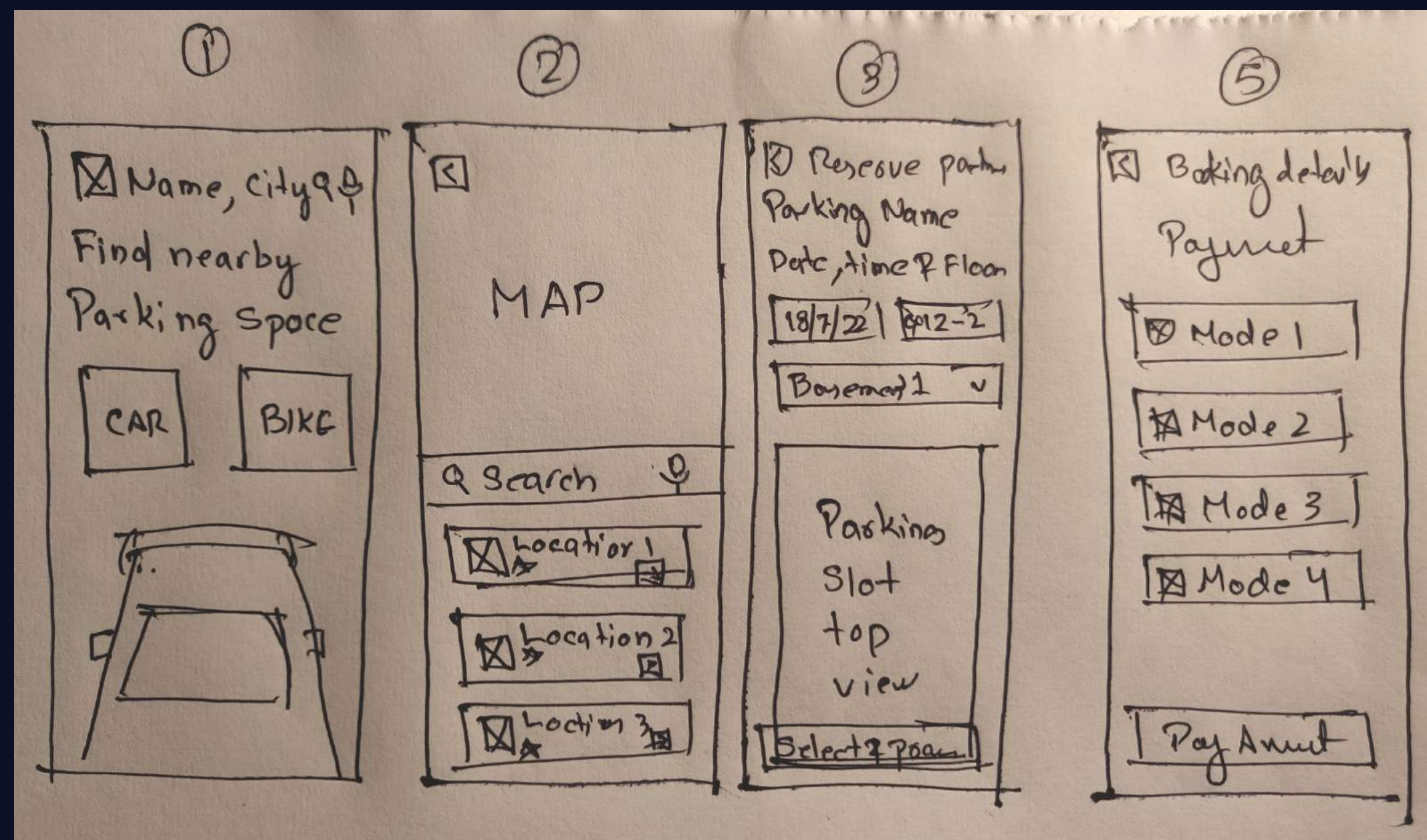
Digital parking receipt

Information Architecture

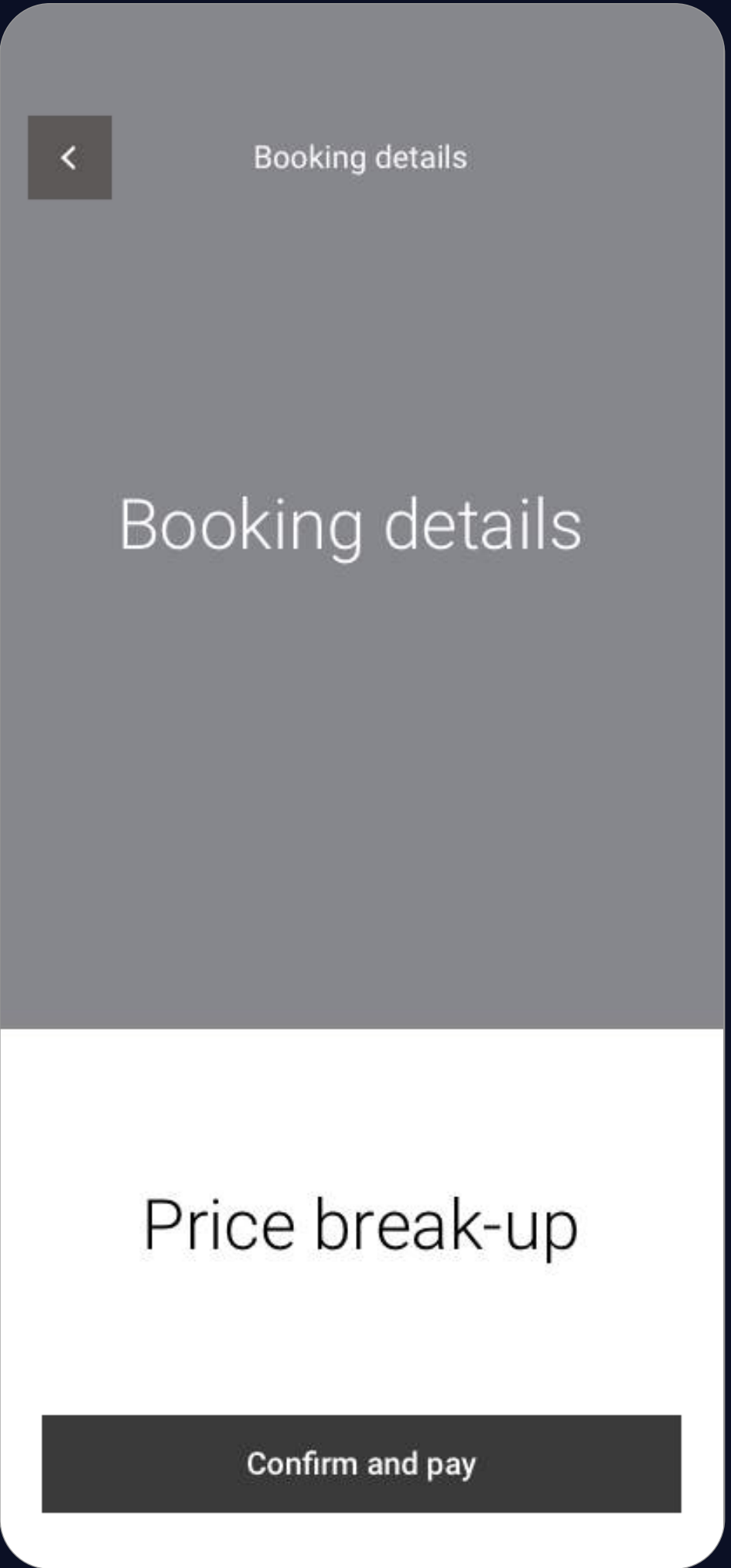
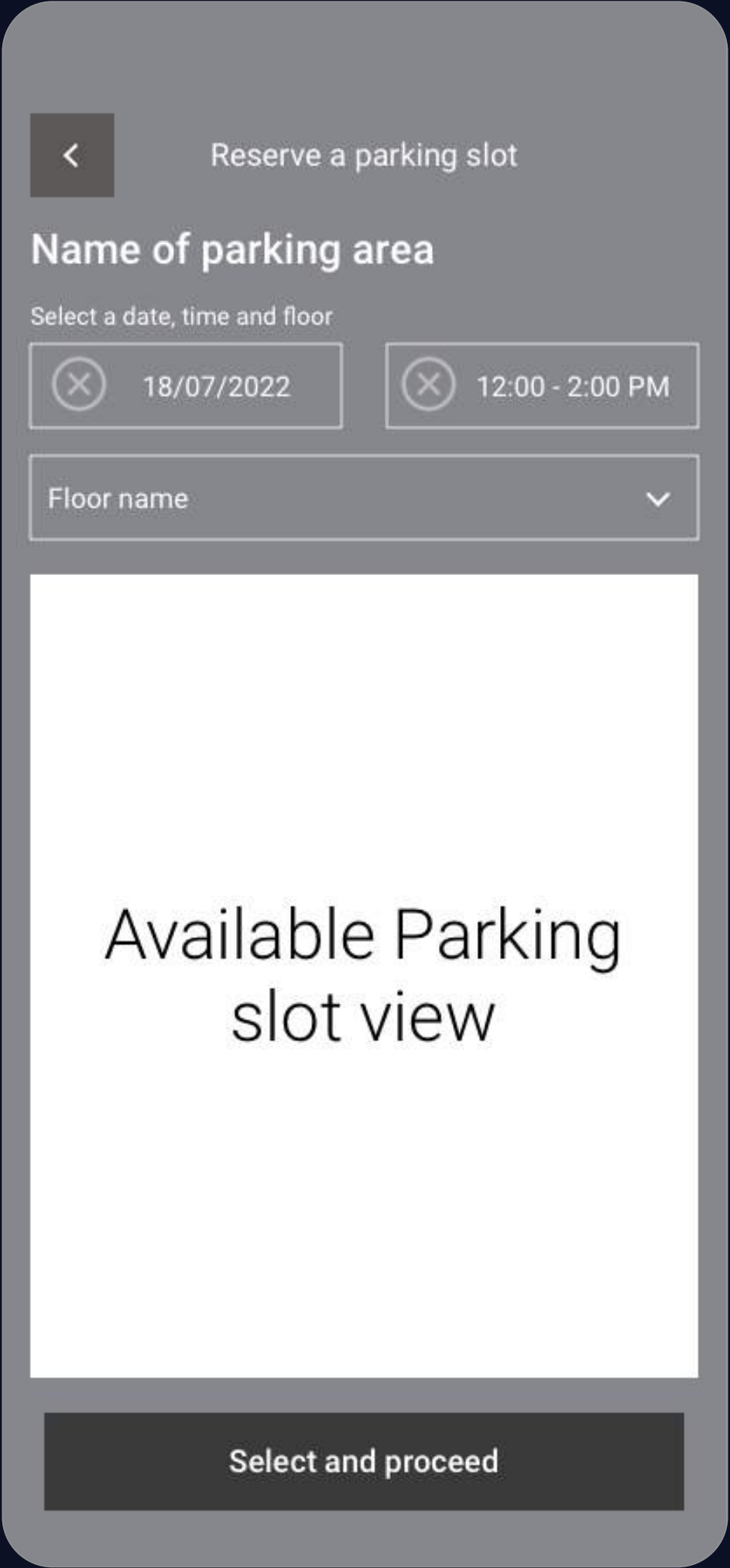
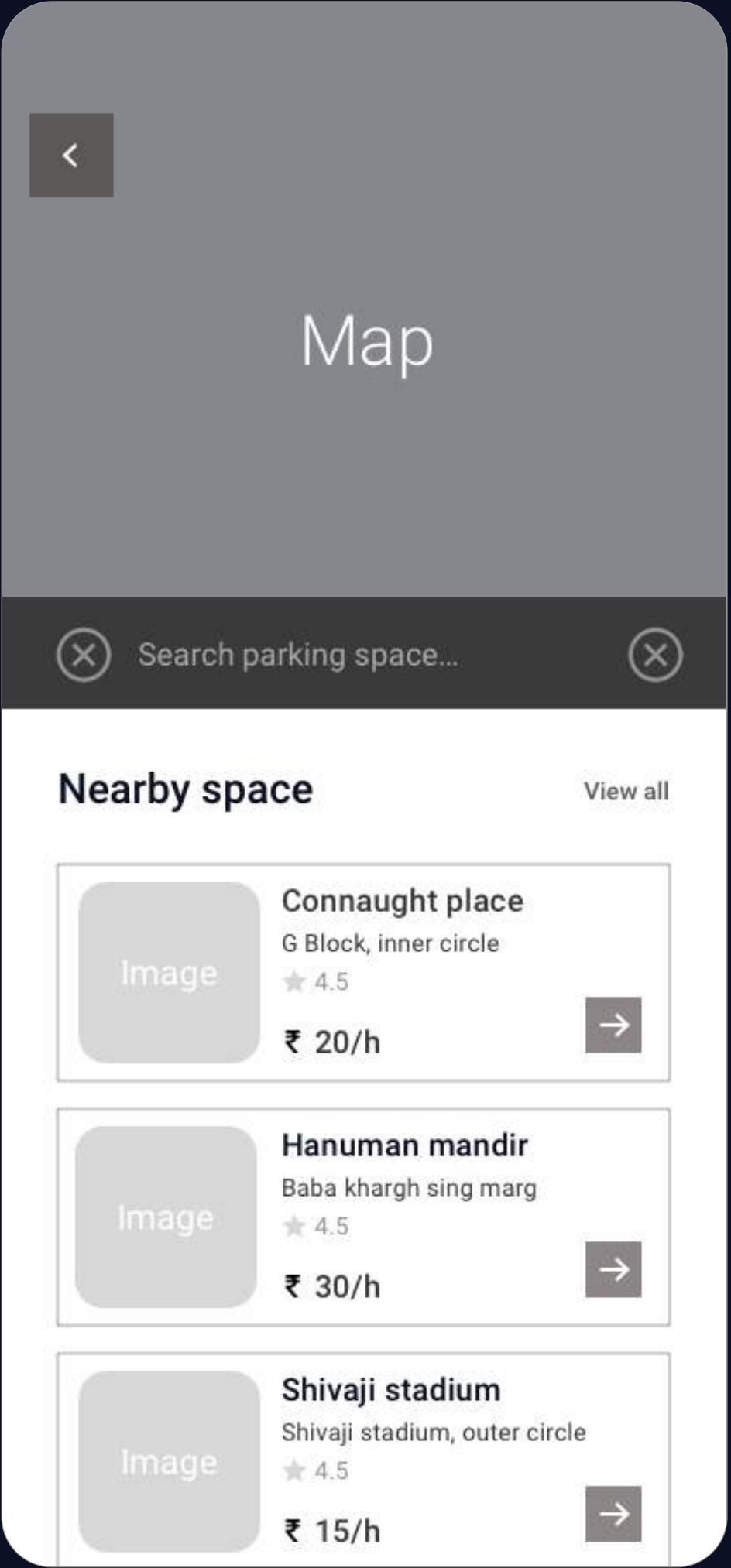
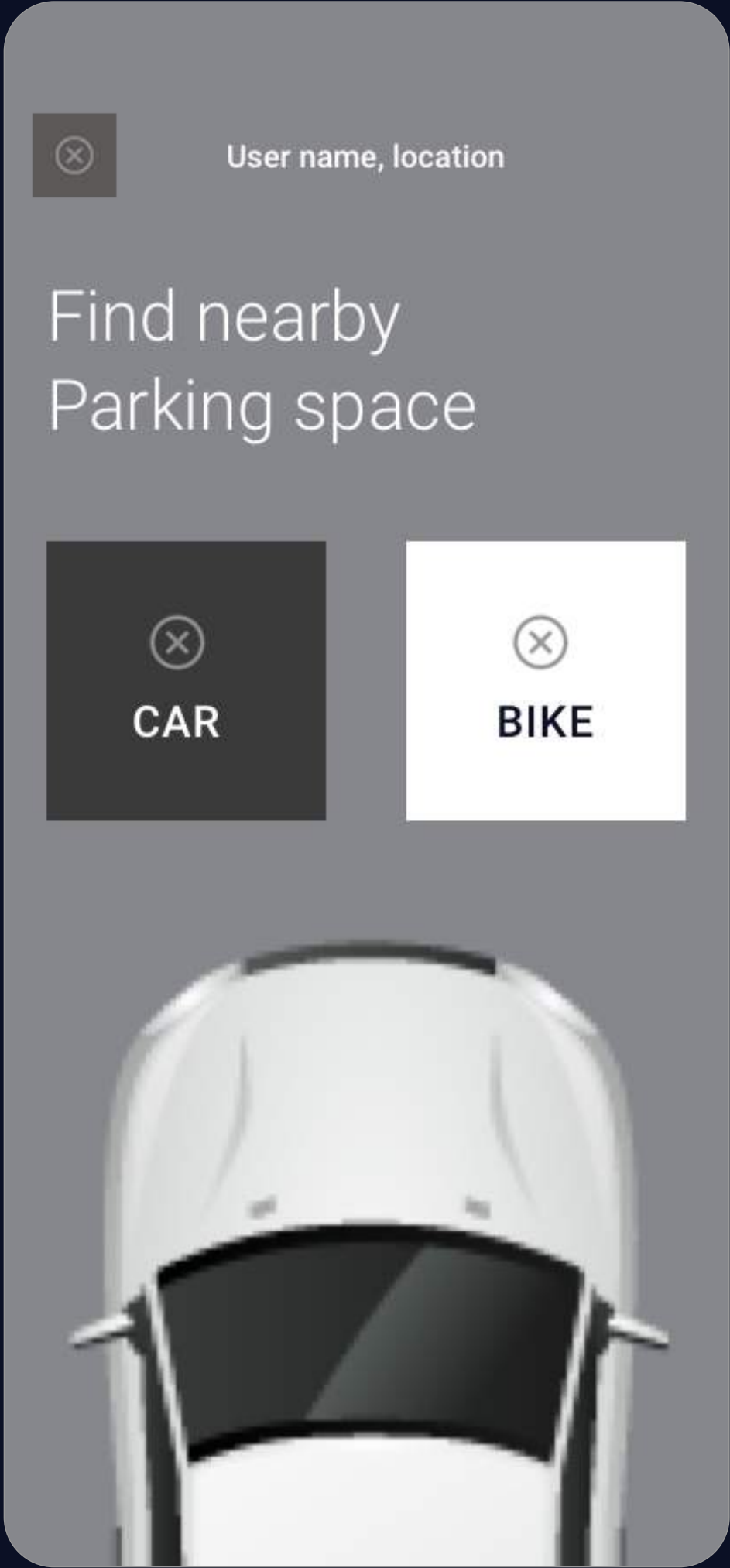


Sketches

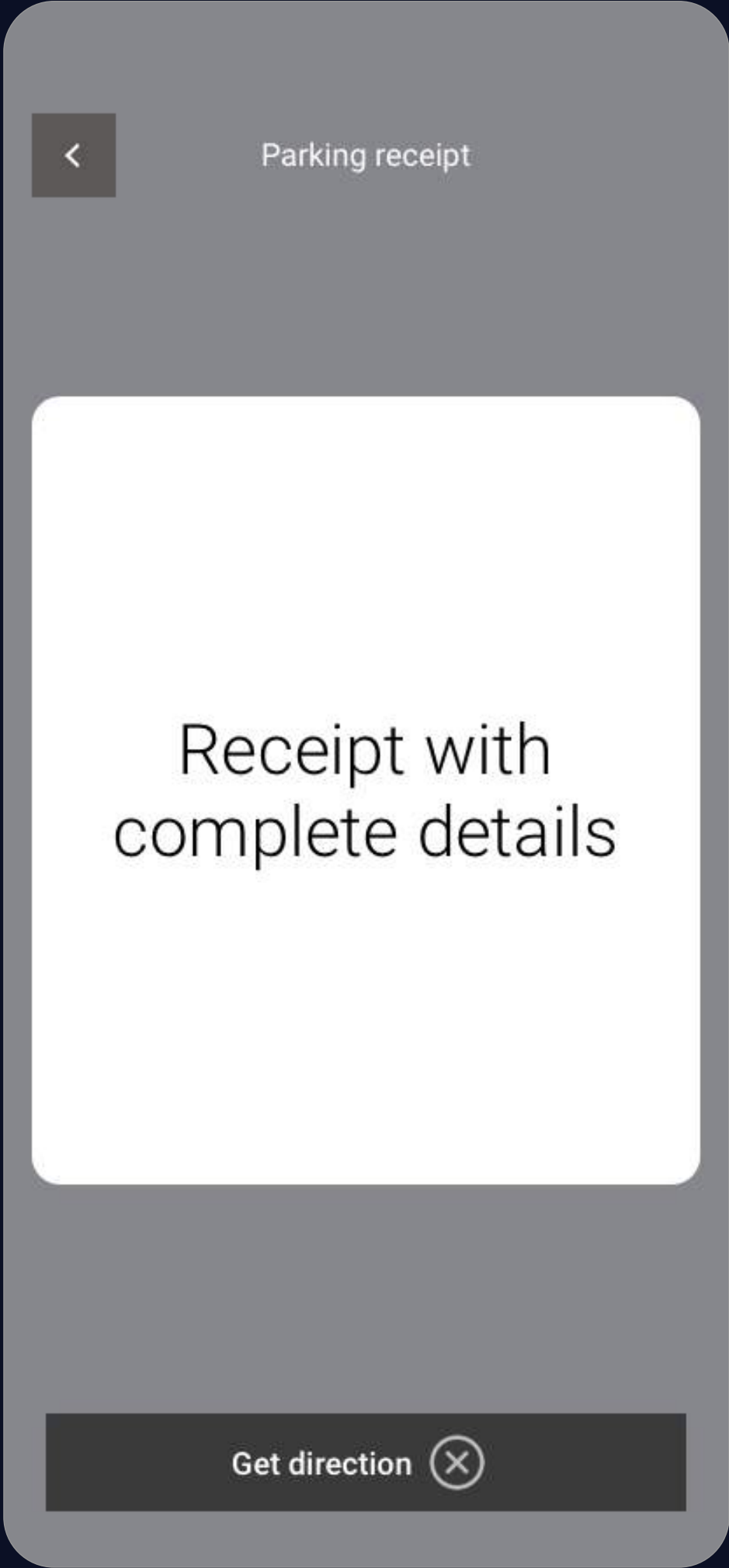
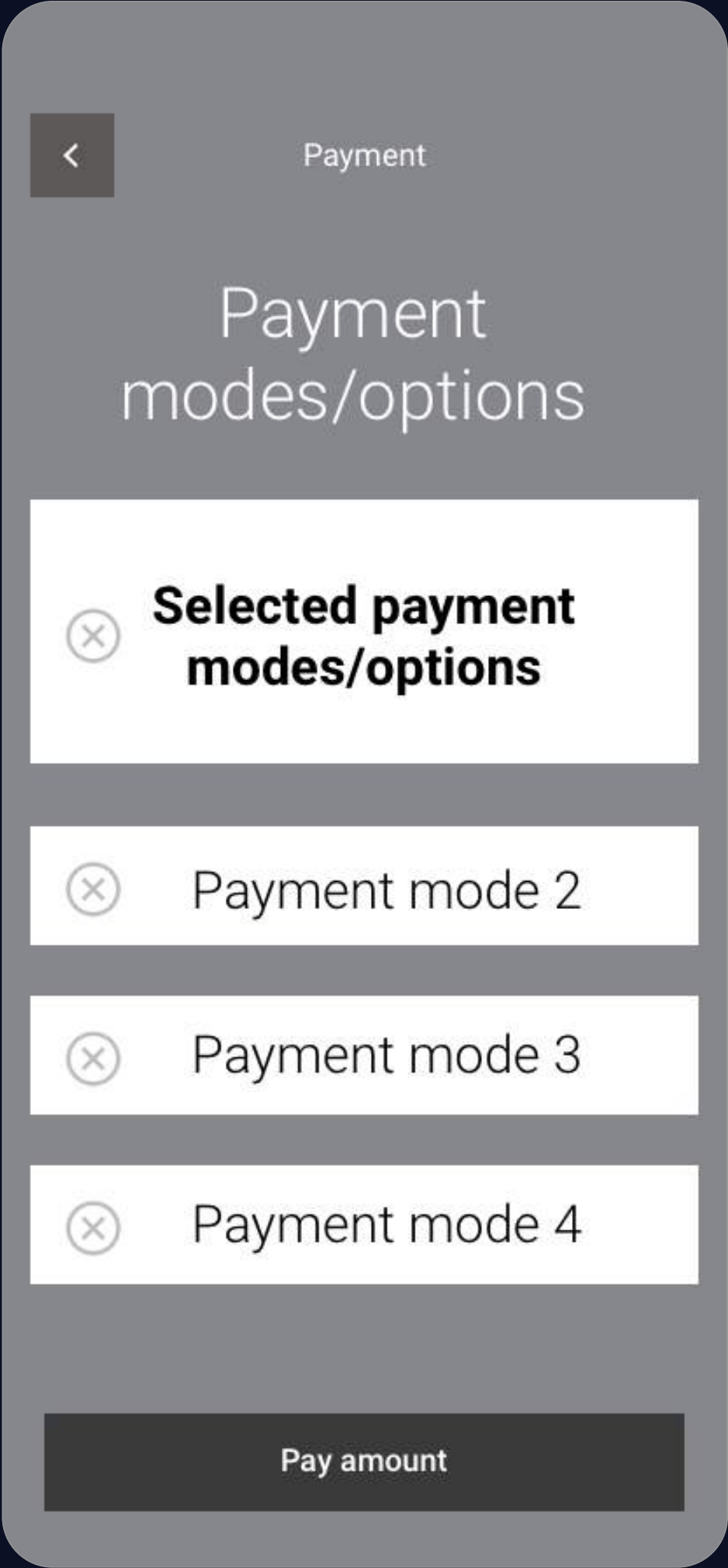
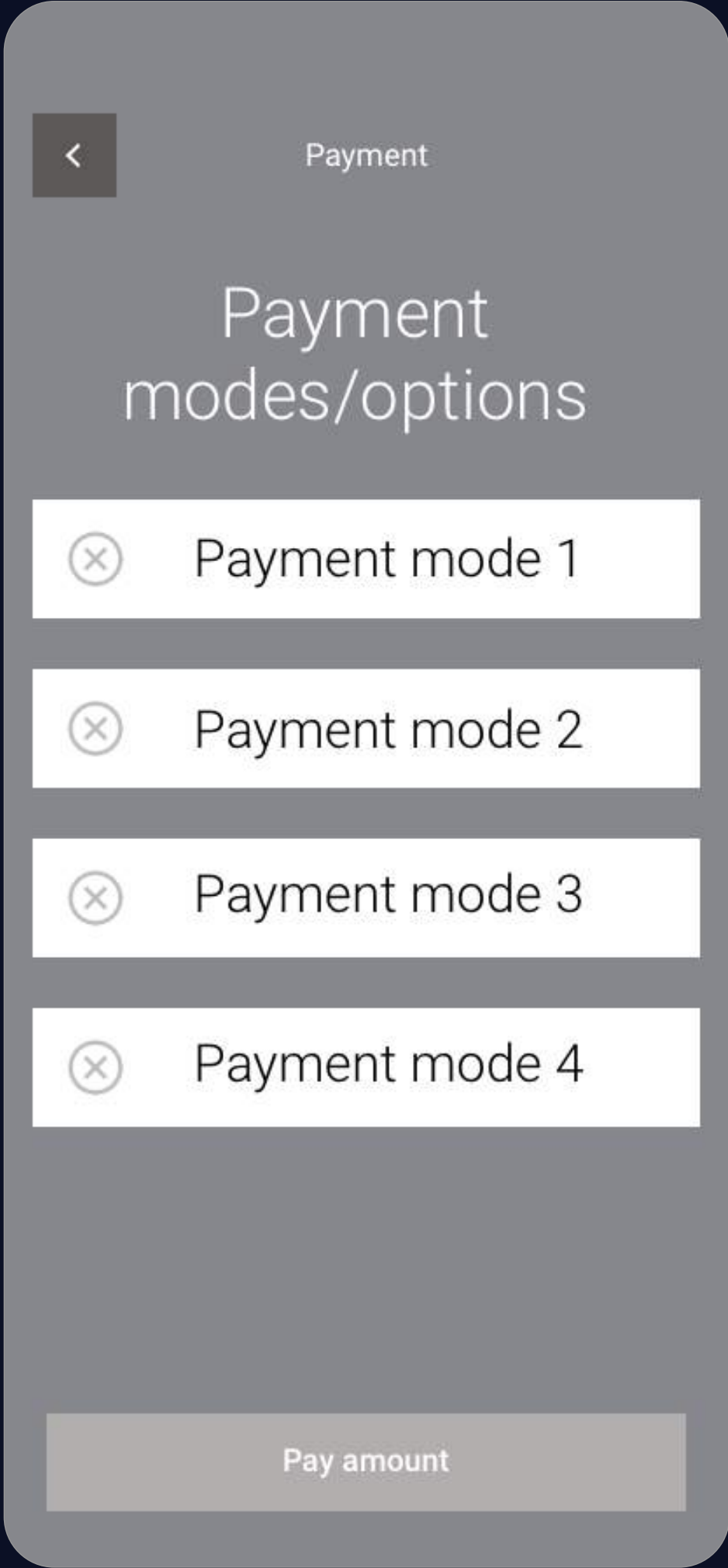
Sketching the screens gives me a better solution and the basic idea of design, after iterating 2-3 designs ideas, I came up with these final sketches of some screens.



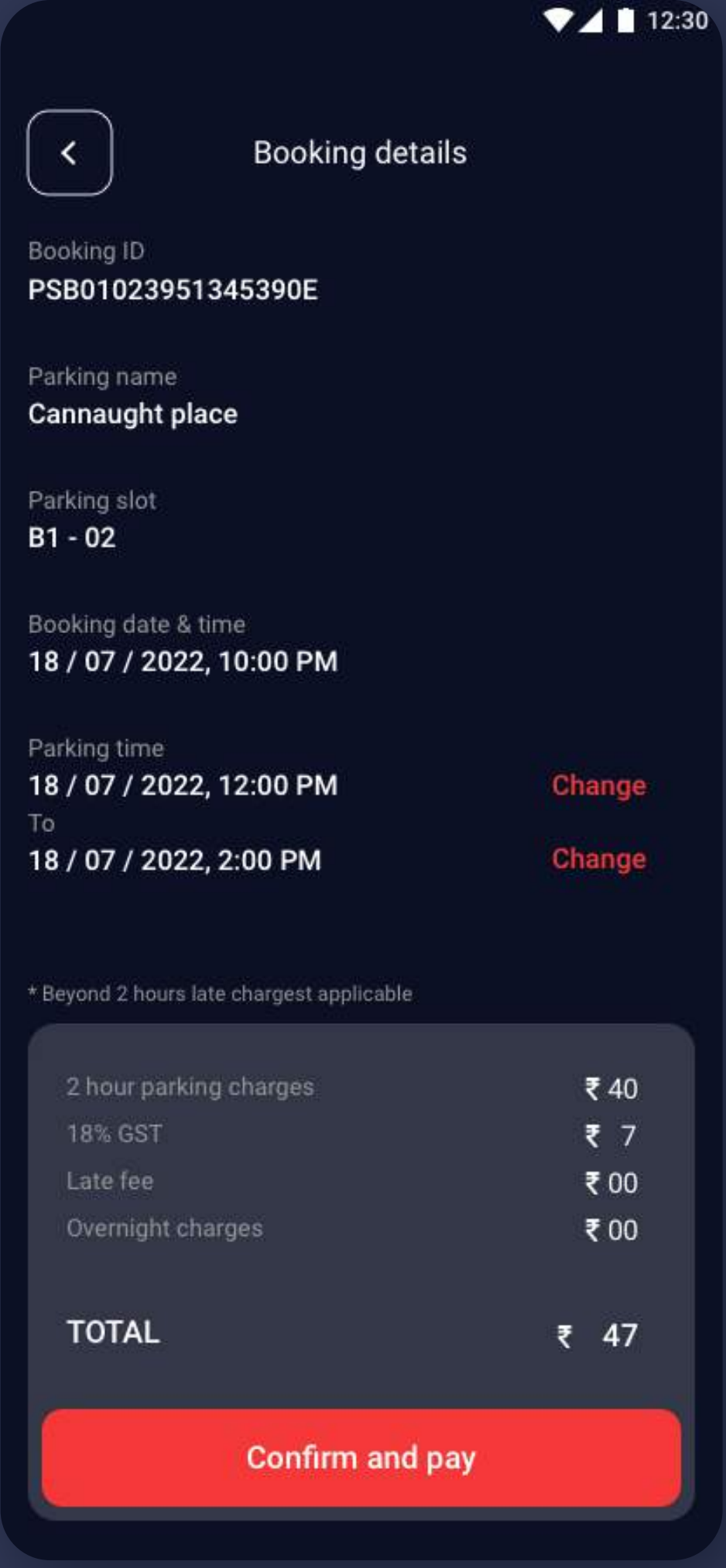
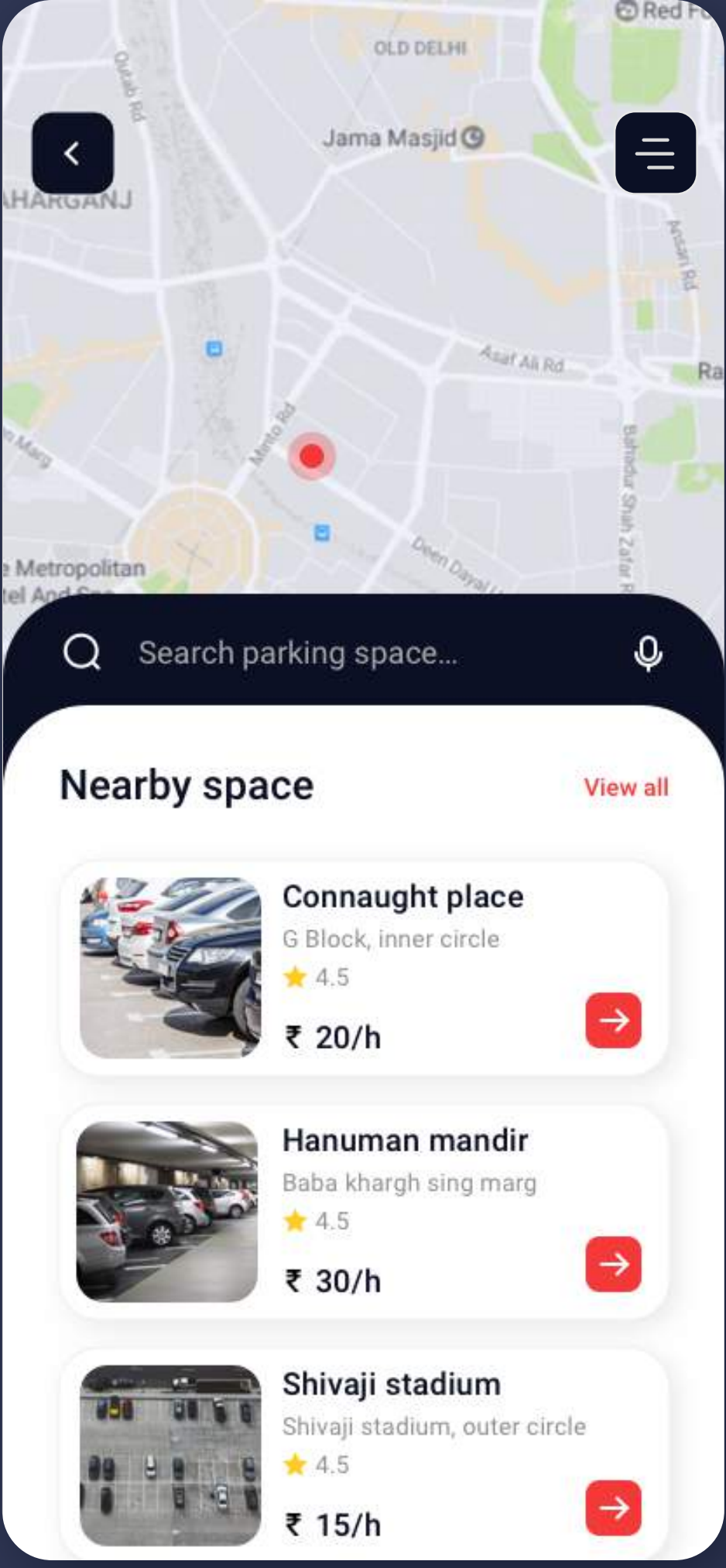
Wireframes



Wireframes



High Fidelity Designs



High Fidelity Designs

Payment

Credit/Debit card

Paytm

Credit/Debit card

Net banking

Pay ₹47

Payment

Card number

**** * 1234

Exp. date

05 / 26

CVV

Credit/Debit card

Paytm

Credit/Debit card

Net banking

Pay ₹47

Parking receipt

Booking ID

PSB01023951345390E

Parking slot

B1 - 02

Parking name

Cannaught place

Parking time

18 / 07 / 2022, 12:00 PM

To

18 / 07 / 2022, 2:00 PM

Name

Prakhar gupta

Vehicle model

N/A

Get direction

Parking route

Turn right

30m

Distance

230m

ETA

1:15 min

Parking slot

B1-02

Park you car at

Basement 1

Test

A thick red horizontal line underlining the word "Test".

Usability testing

Deliver



Developer handover

Design Reviews

Iteration