Business Case Template

Business case information can be structured by completing the table below.

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| **Application Name** | ParkEZ |
| **Type of business model** | **Subscription**: Retail or private property owners will pay monthly premiums to better facilitate their customer parking and tow removals |
| **Target audience of external users**  **(Customer Segments)** | **For whom are we creating value?**  Businesses, Property Owners, Customers/Patrons of the stores  **Who are our most important customers?**  Busy businesses and property locations such as malls that get a lot of foot traffic and require parking spaces for customers. |
| **Groups of internal stakeholders, business users** | **Do we need a product development group?**  Yes, to build an application/platform for the businesses.  **Do we need a sales group?**  Yes, a sales group will be needed for initial exposure to the market in attracting businesses to the platform. From there, we will rely on referrals since in many cases property owners manage other properties as well.  **Do we need a finance group (accounts payable, receivable)?**  Yes, in order to keep track of our funds and ensure we remain profitable our costs must remain below our gross profit.  **Do we need a customer support team?**  Yes, as we have a diverse set of areas to implement our application ranging from mall strips to parking garages we will need a team that can assist with resolving issues that may arise with different lighting conditions, areas of car traffic and parking lot striping.  **Do we need an advertising management group?**  No advertising team will be required because revenue will come directly from businesses with parking lots. |
| **Value propositions** | **What value do we deliver to the customer?**  We will help increase business revenue by finding people parking spaces and reducing non-patron parkers that will be towed by the business owners/property managers.  **Which one of our customer’s problems are we helping to solve?**  We are increasing the efficiency of and revenue from parking lots.   Loss of revenue occurs due to customer frustration from parking lot congestion. Increasing revenue through foot traffic by facilitating parking for store customers and helping find illegal parking instances to facilitate tows that can also lead to increased revenue for the business/property owner as well.  **What bundles of products and services are we offering to each Customer Segment?**  Property Owners/Store Operators/Malls: An easy way to track illegal parkers and reduce the amount of non-patrons in their parking lots.  Customers of Businesses: A one stop solution for all of their parking needs for the businesses they love to patronize at no cost to them.  **Which customer needs are we satisfying?**   * Need to maximize revenue for business operators/property owners from possible patrons by facilitating finding parking spaces. * Need to reduce illegal parking by non-patrons * Need to reduce crime by automating camera footage monitoring. * Provides customers an easy way to check traffic nearby their favorite spots to shop |
| **Key resources** | **What Key Resources do our Value Propositions require?**   * Team of developers to create the customer facing interface and the software that monitors the parking lot. * Customer support team to act as an intermediary between the app and the property owners. * Access to security camera feed from business owners or property managers.   **Our Distribution Channels?**   * Cellphone app stores, website, signage on property with application information   **Customer Relationships?**   * The nature of customer relationships is of a self-service character for individuals parking their cars. For business using our app to assist in managing their parking, our customer support team will act as an intermediary. Property managers also have access to some self-service features through their own web portal.   **Revenue Streams?**   * Subscriptions. |
| **How the system is used** | **What is the main system use scenarios for the External Customers?**   * Parking customer will go to the app, type in the store name and will see how many parking spaces are available * Business owners and security operators will have a web portal to sign in and view parking lot availability and any infraction instances that are liable for tow removal.   **What is the main system use scenarios for the Internal Users?**   * Internal users will have an administrative portal where information is available about all of the parking lots being monitored. * Internal users will be able to query all available information in order to assist law enforcement if required. |
| **External Interfaces (data feeds)** | **Does the system exchange data with external systems?**  Yes, in case of any accidents or emergency data is shared with police and first responders.  Feed from cameras in parking lots. |
| **Revenue generation, Revenue streams** | Monthly Subscription Premium |
| **Key Partners/Suppliers**  **(Stakeholders)** | Development Team, parking lot operators, investors, police and security |
| **Expected Benefits to the Customer** | 1. Maximize business revenue 2. Minimize crime or illegal parking 3. Ease burden on security operators/property management overseeing parking use through security camera monitoring |
| **Known Prototypes** | Reference some known portals on the Internet that are similar to your business case. You will use these prototypes for developing business, user requirements.   * [parkingdetection.com](https://www.parkingdetection.com/) * SpotHero |
| **Front-end Technology** | Languages: HTML, CSS, Javascript,  Libraries: React.js, Bootstrap |
| **Back-end, Database Technology** | MySQL, FAST API, Python |