Customer Needs  
Team 2: ParkEZ  
CS 691

**Customer Needs by External Users Group**

***Subscribed Parking Lot Operators***

* Ability to track occupancy of parking lot at all times.
* Notification when vehicles are overparking so towing companies may be notified.
* Ability to access archived camera footage, especially to show authorities in case of an incident in the lot.
* Ability to track large parking lots with multiple feeds.
* If lot has cameras installed, read license plates coming and/or leaving.
* A method to terminate subscription.
* A method to update password.

***Car Parking Users***

* Ability to see if a parking lot is full or not before parking.
* Identification of the best parking space available.
* Ability to see parking availability on either the business webpage, ParkEZ’s index or both.
* Knowledge that their vehicle will be safe and under surveillance in the lot.
* Knowledge of the layout of the parking lot.

***Subscribed Advertisers***

* A method of sending ads to ParkEZ to post.
* Ability to take down old or ineffective ads.
* A method of monitoring success of ads.
  + Impression statistics.
  + Click count.
* An ability to target specific parking lots near their business.
* A method to terminate subscription.
* A method to update password.