|  |
| --- |
| **1.4 I want to create account** |
| 1.1 I want a summary of my account |
| 1.2 I want to authenticate my account |
| 1.3 I want help by customer care |
| 1.4 I want to create my account |
| 1.5 I want to modify my account |
| 1.6 I want to cancel my account |
| 2.1 I want to see parking occupancy |
| 2.2 I want to access footage archive |
| 2.3 I want to detect over parking |
| 2.4 I want to track licence plates |
| 3.1 I want to search and select slot |
| 3.2 I want to see occupancy |
| 3.3 I want to access occupancy remotely |
| 4.1 I want to create Ad |
| 4.2 I want to modify Ad |
| 4.3 I want to view Ad statistics |
| 5.1 I want to define a payment method |
| 5.2 I want to Validate my payment |

Business Case Template

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

|  |  |
| --- | --- |
| **Application Name** | ParkEZ |
| **Type of business model** | **Subscription**: Retail or private/public property owners will pay monthly premiums to better facilitate customer parking and tow removals.  **Advertising**: Local businesses, such as malls, shopping centers, car rental companies, and stores near the parking lot, will be able to place advertising on our customer facing website and app. When a customer uses ParkEZ to check parking availability, they will see nearby businesses who advertise with us on their webpage or app. |
| **Target audience of external users**  **(Customer Segments)** | **For whom are we creating value?**  Businesses, property owners, customers/patrons of the stores and businesses who choose to advertise with us.  **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** | *Indicate who will be using the system in your organization, i.e., internal users.*  The development group, the customer support team, the advertising team and an administrator.  **Do we need a product development group?**  Yes, to build an application/platform for the businesses. To address reported issues, monitor the platform for bugs and ensure it is working correctly.  **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 revenue.  **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.  The customer support team can also help advertisers with ad management.  **Do we need an advertising management group?**  Yes, ads will be sold for local businesses (e.g., stores in malls) and appear on the website and apps customer facing parking availability pages. The advertising management group will sell and maintain ads. |
| **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.  We also connect local businesses with potential customers through advertising.  **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 customer. Also, helping find illegal parking instances to facilitate tows that can also lead to increased revenue for the business/property owner.  **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 number of non-patrons in their parking lots.  Customers of Businesses: A one stop solution for all their parking needs for the businesses they love to patronize at no cost to them.  Advertising Customers: An opportunity to find local customers by advertising on ParkEZ.  **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. * Increase business for advertising customers. |
| **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 businesses 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. * Selling advertisements. |
| **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.   + For example, a person may want to go to a popular downtown restaurant with limited parking. They can check parking availability via ParkEZ before leaving to decide whether to park in the parking lot or use other nearby parking. * 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.   + For example, a local Thrift Store owner with free parking may notice that a car has been parked in the parking lot for over 24 hours. He will see this on his web portal and know to call the towing company or issue a warning. * Advertising users will have a simple portal where they can upload advertisements (images matching specifications and URLs they go to), select frequency and time length of ads and select which parking locations their ads will appear in.   + You may have a small restaurant outside of a mall with a parking garage. Paying for advertising on the ParkEZ app may help more customers parking in the mall find your restaurant.   **What is the main system use scenarios for the Internal Users?**   * Customer support team members will have an administrative portal where information is available about all the parking lots being monitored.   + A customer support team member may need this feature if a business says the system isn’t working correctly registering a parking space. The internal user can login and confirm if the customers bug is a technical issue that needs addressing. * Customer support team members will be able to query all available information in order to assist law enforcement if required.   + Law enforcement calls to ask if a stolen cars’ license plate has been seen in the records. * Internal users will have a simple dashboard interface where they can see metrics about how different advertisements are performing, total income from advertisements, and what advertisements are currently approved for what timeslots |
| **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, Advertisement Fees |
| **Key Partners/Suppliers**  **(Stakeholders)** | Development Team, parking lot operators, investors, customers who bought advertisements, 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.   * [parquery.com](https://parquery.com/) * [parkingdetection.com](https://www.parkingdetection.com/) |
| **Front-end Technology** | Languages: HTML, CSS, Javascript,  Libraries: React.js, Bootstrap |
| **Back-end, Database Technology** | MySQL, FAST API, Python |