PROJECT STATEMENT

SMART WATCH PARKING APP PROPOSAL PAINLESS PARKING

CLIENT

City of Boston

Boston is Massachusetts' capital and largest city. Founded in 1630, it's one of the oldest cities in the U.S. Today, Boston has one of the busiest "downtown" street, in America.

THE PROBLEM

Today, the busy city street is already stressful enough for drivers, but adding on the factor of having to find a parking spot in the downtown area can be very difficult and frustrating.

TARGET AUDIENCE

The primary target audience would be your every day city commuter, occasional city driver, and city tourist.

PROJECT CONCEPT

The core user value of this project is to help the user locate a nearby available parking spot, allow the user to make a payment with the use of the integrated mobile payment, and to track the location of your parked car.

SOLUTION

Develop a smart watch application that can locate for the user a nearby available parking spot, allow them to pay with a mobile payment seamlessly, and navigate them back to their car in a smooth user friendly manner.

COLLATERAL

Apple smart watch application