



Parking Made Easy

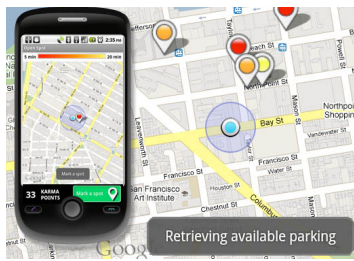
Dimple Mirpuri

09/11/2014

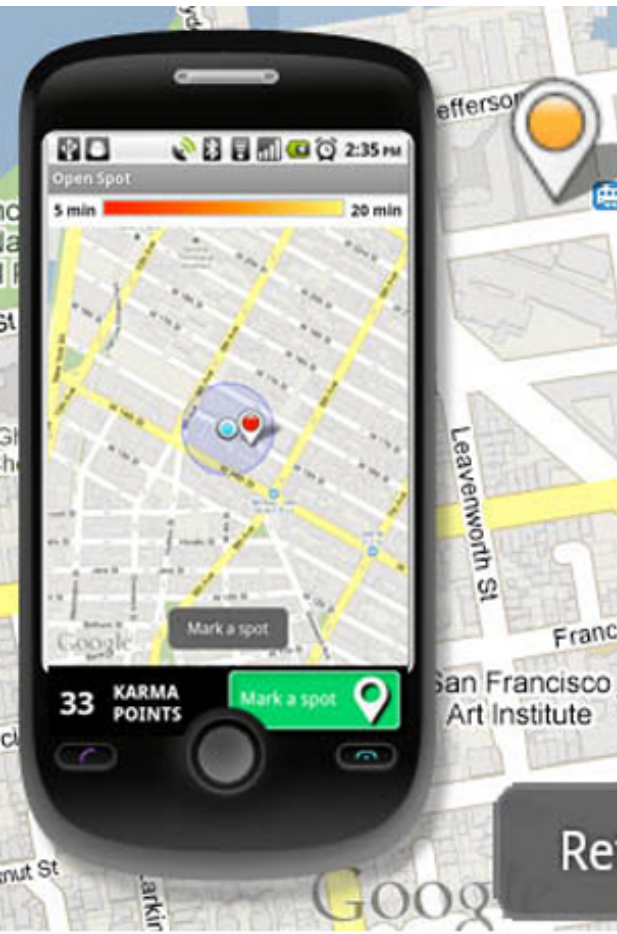
Doesn't it frustrate you when you are running late for work and cannot encounter a parking spot? Wasting up to 30 minutes every single morning just to look for one can be a pain in the neck. Besides building more space, we need a more effective solution to resolve the madness of parking.



To accomplish this, 'there's an app for that'. The app lets users to log in and indicate when they have left a parking spot. Users who log in and indicate will earn parking points which when accumulated will earn free parking. Other users will be able to anticipate the closest available parking spot. GPS System and Google Earth are incorporated with the app in a way that you will receive ongoing updates by the minute. This app should help a lot of drivers overcome the madness of parking.



MOODBOARD



PARK. PHONE. GO.
Parking Made Simple.

[Sign In](#)

[Sign Up Now!](#)

Parkmobile Now Accepts:
Parkmobile Wallet
[Click here to see if it's available in your city](#)





Identify a real world design problem you have observed your surroundings or environment. This problem could be political, local, systemic, or even related to your school. After some initial brainstorming, you will add structure to your ideas by completing the following ideation scenarios.

1 User: *Identify the user, based on the target user group.*

Parking problem in Midtown Manhattan for all drivers in the Greater New York City area, either working, living or simply visiting the area.

2 Context: *Describe context or situation in which the problem exists*

It takes more time to look for a parking spot than to travel from another borough to Midtown Manhattan area during rush hours.

3 Motivation: *Describe an incident or condition that motivates the use of the solution.*

In order to save plenty of time since time is money, it would help if we know where there are available parking spots as to looking for one.

4 Solution: *Show how they access and use the solution to address their need.*

Besides building more parking lots vertically, users should check-in and check-out locations using an app. The app is integrated with GPS and Google Earth feature that has ongoing updates in retrieving available parking spots. Also by earning parking points, users will be rewarded with free parking.

5 Outcome: *Describe the outcome of the situation – the payoff, the problem solved, and the happy user.*

By logging in to the app and notifying when you leave a spot would favor other users tremendously. Parking would never be simpler.

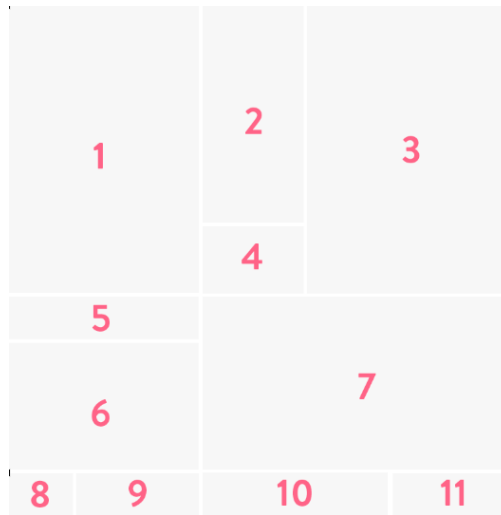


Image Attribution

1. Rognlin, Briana. *Open Spot App: Parking, Made Less Annoying by Google*. Digital image. *Open Spot App: Parking, Made Less Annoying by Google | Blistree*. N.p., 2010. Web. 2014.
2. Everything Neon. *Vertical Parking Neon Sign*. Digital image. Pinterest, n.d. Web. 09 Sept. 2014. <<http://www.pinterest.com/pin/415949715557405534/>>.
3. Naparstek, Aaron. *A Snapshot of New York City Gridlock*. Digital image. N.p., 07 Dec. 2006. Web. 09 Sept. 2014.
4. Tokic, Amy. *Motor Trend Finds Out Top Five Driver Pet Peeves*. Digital image. Autoguide.com, 06 June 2011. Web. 09 Sept. 2014.
5. *Double Double Parking on Bush Street*. Digital image. San Francisco Citizen, 21 Mar. 2014. Web. 09 Sept. 2014.
6. Blognews. *Stop Trying to Make QR Codes Happen*. Digital image. *Stop Trying to Make QR Codes Happen*. N.p., 07 Aug. 2012. Web. 09 Sept. 2014.
7. *Parkmobile Launches Mobile Parking Payment System In Mt. Clemens*. Digital image. *Parkmobile Launches Mobile Parking Payment System In Mt. Clemens*. CBS Detroit, 26 Nov. 2012. Web. 09 Sept. 2014.



8. *CCTV 'spy Cars' for On-street Parking to Be Banned*. Digital image. Which Co., 26 June 2014. Web. 09 Sept. 2014.
<<http://www.which.co.uk/news/2014/06/government-bans-cctv-parking-enforcement-cars-371972/>>.
9. McAnanama, Glenn. *The Cost of Free Residential Parking*. Digital image. Streetsblog NYC, 1 Sept. 2006. Web. 09 Sept. 2014.
10. *Parximity | Mobile IBeacon Parking Application*. Digital image. N.p., n.d. Web. 09 Sept. 2014. <<http://www.parximity.net>>.
11. *NEW YORK CITY PARKING CARDS FOR SALE*. Digital image. *New York City Parking Cards For Sale | The Forum Newsgroup*. The Forum, 25 July 2013. Web. 09 Sept. 2014.