
Brief yourself on the project you will critique. Take several minutes to read the project description and observe the artwork and reflect on the questions below.

Dimple Mirpuri Parking Made Easy

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QUESTIONS pt 1: Clarification and Intent

► *What problem was the designer trying to solve or what goal were they trying to achieve?*

The problem Dimple is trying to solve is reducing the time it takes to find available street parking when driving in Manhattan.

► *How did the designer try to solve that problem or achieve that goal?*

She came up with an app, where users could log when they leave and fill parking spaces. .

► *How effective is what the designer did at solving the problem or achieving the goal?*

I think she's really onto a great idea. When linked with real time updates in google earth and google maps, other users of the app could always know where to find the nearest parking spaces. Considering the high volume of smartphone/tablet users deployment of the app would allow for greater distribution to end users.

► *Why is or isn't what the designer did effective?*

This is a very well thought out approach to facing problem most Metropolitan New Yorkers face at some point or another. Users would already be inclined to use the app just for the time saving factor, but the addition of "parking points" is another incentive to use the application.

QUESTIONS pt 2: Digging Deeper

► *Are there any problems the designer could or should have solved, but didn't?*

Dimple focused mainly on the Manhattan, but this app could be used in all the boroughs. When you factor in the problem caused by alternate side parking, this app would be truly worth its weight in bitcoin.

► *Do any new problems arise as a result of the choices the designer made?*

One problem that could arise is the erratic behavior of users simultaneously trying to get to a space that opens up nearby. This could potentially result in car accidents. Ultimately, the app wouldn't be at fault, but it is something to consider.



NEW YORK CITY COLLEGE OF TECHNOLOGY

CITY TECH

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Critique Form
