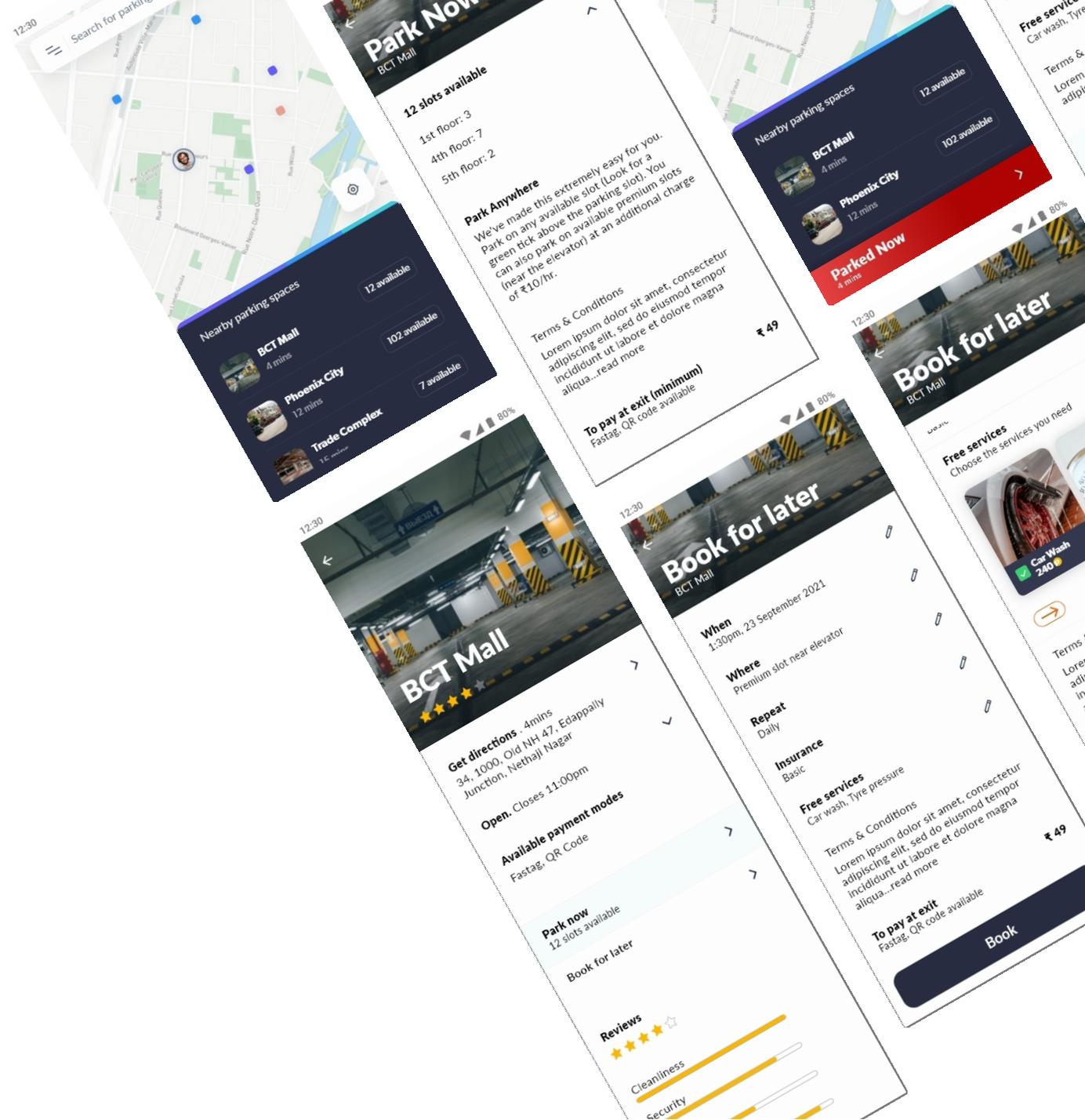# A Parking space

that pays when you leave early.

Benjamin Kurien
saltedmangoes.com/benjaminkurien

Assumptions:

1. A majority of cars would have fastag, and the company would have integrated to collect payments via fastag. Alternatively, QR codes that can be scanned to pay via any UPI app will also be available at the exit.
2. Camera and other sensors installed at the parking space, entrance & exit gates would be able to collect the following information: Number Plate Info, Time of Arrival, Time Parked, Time of Exit.
3. Although fully automated car parking systems solve for multiple problem areas it has a high initial cost and doesn't take advantage of existing parking spaces. Hence considering scalability & lower investment of the idea - automating existing parking spaces was selected to be solved for.

Learning

Desk research, Validating Feasibility, etc.

www.getmyparking.com

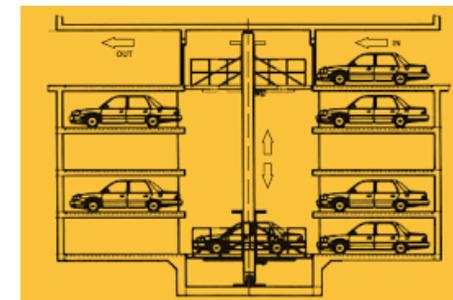### Get My Parking - Indian Smart Parking Company, Global Parking Solutions

We integrate Parking and Mobility Globally. We are present in 17 countries with 45 Million+ parking transaction on our smart parking platform.
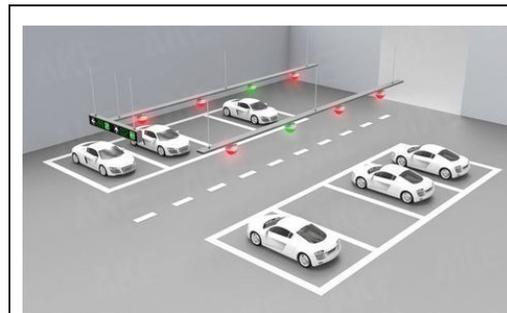

www.livemint.com

Now use FASTag to pay parking fees at airports, malls

FASTag, an electronic toll connection device fixed on the windshield of a vehicle, enables drivers to zip through toll plazas without having to stop

Fully Automated Car Parks

Existing Car Parks
Selected to be solved

User Persona

Owns a car and travels daily to the office and frequently to the city for entertainment and personal purposes.

I don't have a designated parking space at the office. I hate searching for parking every day

it's difficult for me to get someone to wash my car every day because I park at different places

when going to a shop it is difficult to find a place where I can quickly park without the hassle of going through a process

I don't have a parking space in my flat and I often park on the street. I am worried about the safety of my car

There's a pay&park service near my office but I hate walking to the office from it, sweating by the time I reach.

I don't want to pay hourly fees when I am parking only for few minutes

I don't want to install another app just for parking.

User Research

Identifying user behavior and needs

This isn't another app - just for the sake of it.
In fact, users need not even download the app to use the parking services.

With properly equipped cameras and sensors, users can just drive in and out - with their fastag being charged without even having to book the service.

The concept of the app that is being designed is not meant to add complexity to such a simple solution but to help the business monetize better by encouraging users to park more.

Because uses need not download an app to use the service, more people will start using the parking service - who can also be converted to be app users with targeted promotions.

Concept
Solving user and business problems

> The user should be able to park the car without the app.

> How to encourage the user to leave early even though he is charged hourly?

Why download the app?

Frustrated when you have to pay an hourly fee when you have parked the car for just 5 minutes? Download the app & get parking credits for every minute when you leave early.

Use your parking credits for discounts on bookings and other value-added services.

What's in it for the business? Why not just charge them per minute instead of hourly.

1. You get more money :P
2. When people leave early - You can sell the same parking space for more than 24 hours in a day

Because leaving early is gamified, people will not park unnecessarily just to make up for the hour they're being charged for. These gamified parking credits can then be used to motivate users to keep using the app, the parking facilities, and other value-added services like washing, electric charging, repairs, etc.. at the parking space.
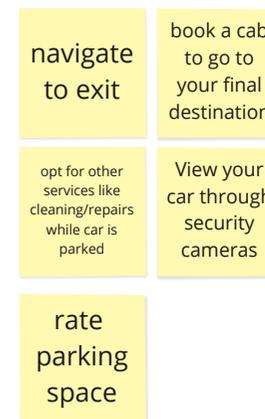
Deciding to book

| at home/office (planned) | on road - while nearing destination (unplanned) |

Booking process

select location where service is needed	nearby locations can be shown - considering user might be trying an unplanned parking attempt
preferred parking slot	opt for other services like cleaning/ repairs/ electric charging/ tyre pressure, etc.. while the car is parked
opt for parking insurance	option to park daily

Parking

navigate to parking location (the building)

park anywhere

report any issues with parking space

Post-Parking

| navigate to exit | book a cab to go to your final destination |
| opt for other services like cleaning/repairs while car is parked | View your car through security cameras |

rate parking space

Exit

| examine car | raise complaints for theft/damage |

ensure fastag/bank balance

Post-Exit

rate experience

*Park anywhere**
Forcing the user to navigate to a pre-booked parking slot while parking would be more troublesome; because - It is easier to find where you parked your car than to find the place where you need to park your car. (This is also the way we normally park)

* Electronic display boards on parking spaces will mark the premium parking slots pre-booked by other users (near elevator). So users who wish to park anywhere can park anywhere but there.
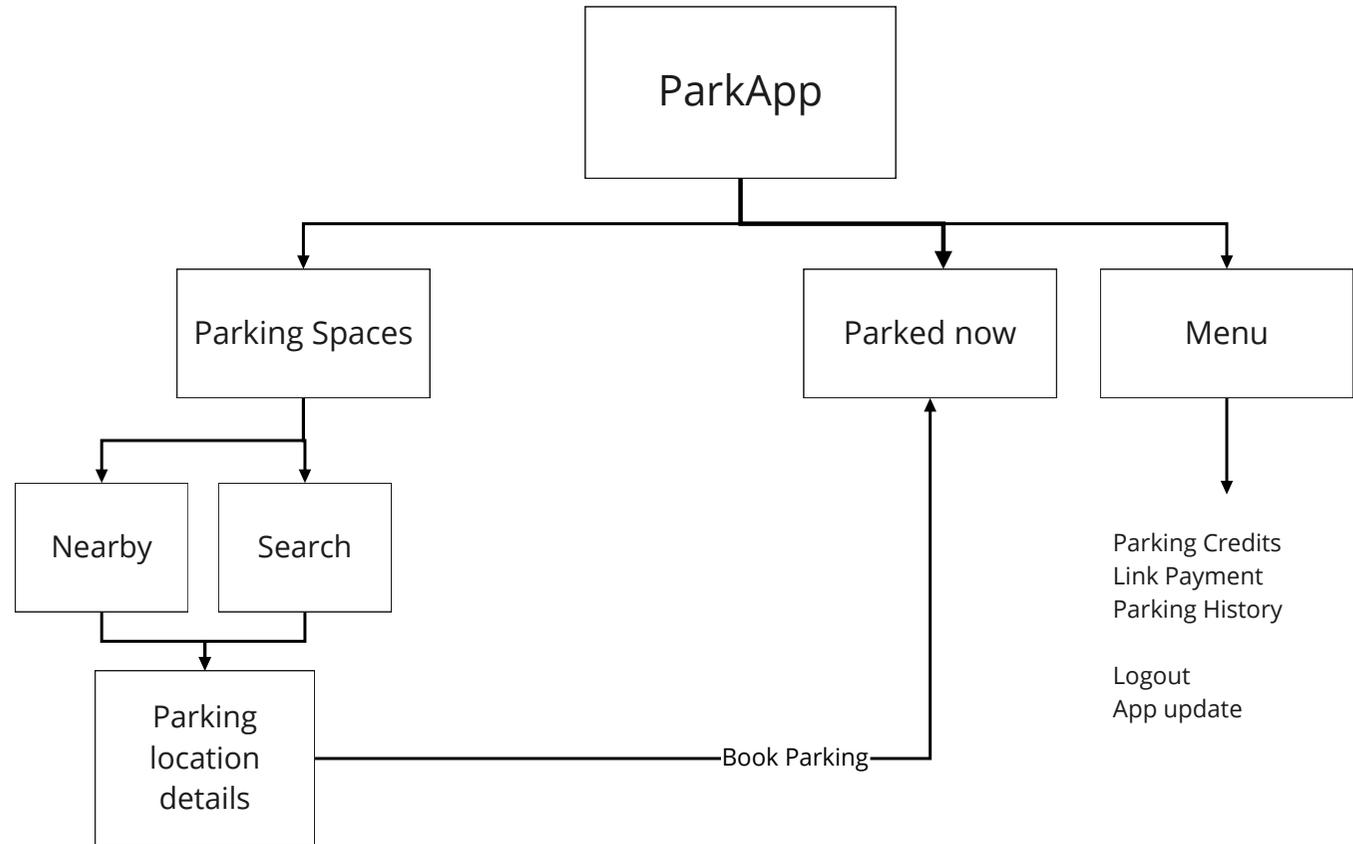
User Journey

Exploring key features for the app

How does it work?

When a car arrives at the parking facility, the cameras at the entry gate scans its number plate to check if the user registered with that number has booked a space before opening the gate. (Assuming we have the technology to do this)

If the user hasn't booked, then the gate opens for them only if there are available slots in the parking facility. When the non-booked user gets into the facility the number of available parking slots in the facility reduces by one. (Assumption: The design of the parking facility would provide for a way for the car to exit from the entry gate if there are no available slots for them)

The number of available parking slots increases by one every time a car exits the parking facility.

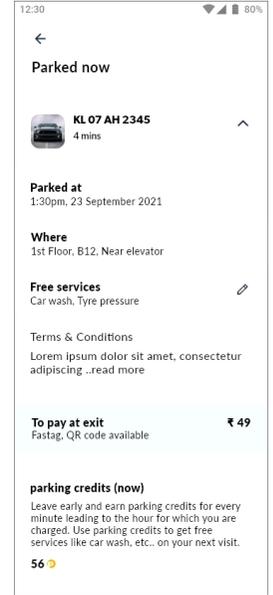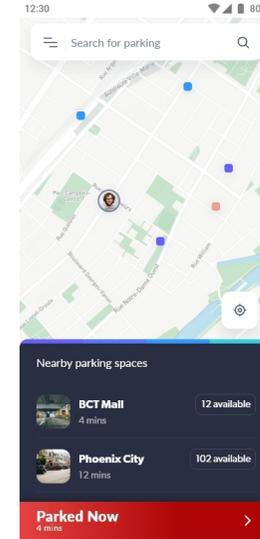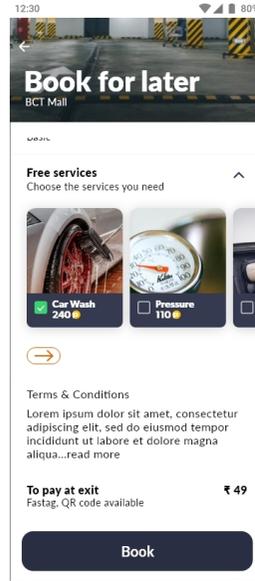ParkApp

Parking Spaces

Parked now

Menu

Nearby

Search

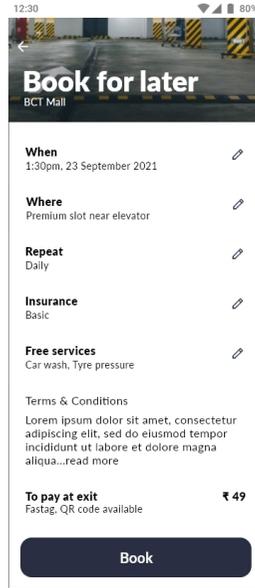Parking Credits
Link Payment
Parking History

Logout
App update
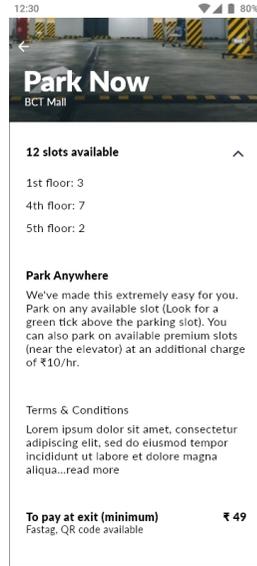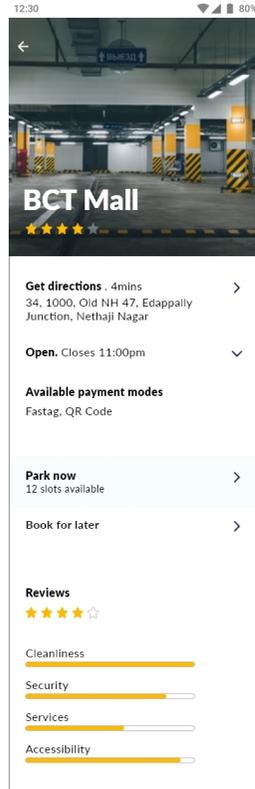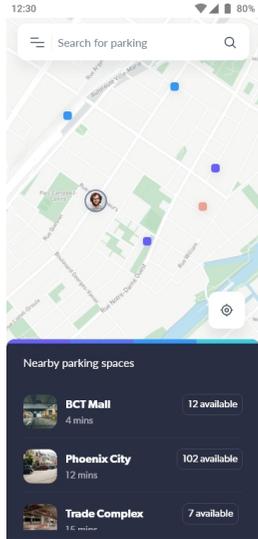
Parking location details

Book Parking

Information Architecture

Basic navigation to features

Wireframes

Quick sketches

Design

Core app screens

Search for parking

Nearby parking spaces

BCT Mall — 4 mins — 12 available
Phoenix City — 12 mins — 102 available
Trade Complex — 15 mins — 7 available

BCT Mall
★★★★☆

Get directions . 4mins
34, 1000, Old NH 47, Edappally Junction, Nethaji Nagar

Open. Closes 11:00pm

Available payment modes
Fastag, QR Code

Park now
12 slots available

Book for later

Reviews
★★★★☆

Cleanliness
Security
Services
Accessibility

Park Now
BCT Mall

12 slots available

1st floor: 3
4th floor: 7
5th floor: 2

Park Anywhere
We've made this extremely easy for you. Park on any available slot (Look for a green tick above the parking slot). You can also park on available premium slots (near the elevator) at an additional charge of ₹10/hr.

Terms & Conditions
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua...read more

To pay at exit (minimum) ₹ 49
Fastag, QR code available

Book for later
BCT Mall

When ✎
1:30pm, 23 September 2021

Where ✎
Premium slot near elevator

Repeat ✎
Daily

Insurance ✎
Basic

Free services ✎
Car wash, Tyre pressure

Terms & Conditions
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua...read more

To pay at exit ₹ 49
Fastag, QR code available

Book

Book for later
BCT Mall

Basic

Free services
Choose the services you need

Car Wash 240
Pressure 110

Terms & Conditions
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To pay at exit ₹ 49
Fastag, QR code available

Book

Search for parking

Nearby parking spaces

BCT Mall — 4 mins — 12 available
Phoenix City — 12 mins — 102 available
Parked Now — 4 mins

Parked now

KL 07 AH 2345
4 mins

Parked at
1:30pm, 23 September 2021

Where
1st Floor, B12, Near elevator

Free services ✎
Car wash, Tyre pressure

Terms & Conditions
Lorem ipsum dolor sit amet, consectetur adipiscing ...read more

To pay at exit ₹ 49
Fastag, QR code available

parking credits (now)
Leave early and earn parking credits for every minute leading to the hour for which you are charged. Use parking credits to get free services like car wash, etc... on your next visit.

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