SIMPARK
PARKING MADE SIMPLE

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THE PROBLEM

▸ Consumes Time
▸ Costs Money
▸ Cannot Predict
▸ Creates Traffic
DESIGN RESEARCH | INTERVIEWS

▸ General Strategy for Finding Parking
▸ Factors Prioritized During Search
▸ Worst Parking Experience
SIMPARK

SIX TASKS

1. Finds Parking Filtered by Price, Distance, Safety
2. Finds Parking during Specific Time
3. Finds Parking during Big Event
4. Rates Parking & Provides Feedback
5. Manages Parking with Report and Shared Data
6. Finds Parked Car
DESIGN SKETCHES
MOBILE APP

Displays Related Preferences to People based on Location
MOBILE APP

Displays Relevant Parking Prices based on Selected Neighborhood
SIMPARK

MOBILE APP

Shows Reviews

EXISTING REVIEWS

- Fantastic & Safe
  - Jonathan

- Expensive but Good
  - Mary
MOBILE APP

Shows Photos to Gain Familiarity and to Increase Safety
MOBILE APP

Lays Out the Best Time to Spot a Parking
SIMPARK

VOICE INTERACTION

Interacts Verbally with Car to Find Parking
VOICE INTERACTION

Personalizes based on Parking Preferences
VOICE INTERACTION

Personalizes based on Parking Preferences
PARKING LOT ASSISTANT

Interacts with Parking Device
**PARKING LOT ASSISTANT**

*Alerts* Parking Lot Manager Instantaneously
PARKING LOT ASSISTANT

Finds Parked Car

After 1 hour
I can't remember where I parked, but Social Park remembers.
PARKING LOT ASSISTANT

Pays on Exit
STORYBOARD
Storyboard 1

Task 1: **Finds** Parking Filtered by Price, Distance, Safety

1. I need parking.
2. Current location: Cheapest at 12th Ave, $3/hr, 2 miles away.
3. It's too far! Let's sort by distance.
4. 1st Ave, $5/hr, 500 ft away.
5. Awesome parking, I'll give a review.
6. Rate: 4 stars.
Storyboard 2

Task 5: **Manages** Parking with Report and Shared Data
Storyboard 2

Task 5: **Manages** Parking with Report and Shared Data
SUMMARY

- Drivers Want an Efficient Method to Parking
- Availability of a Location should be Clear
- Design should be General for All Drivers and Parking Spots
So...how long have you been circling for a spot?