Parking Made Simple

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The Problem

Consumes time

Lack of real-time data

Not well optimized

Hard to predict
Walkthrough: Initial Prototype
Initial Prototype: Voice
Initial Prototype: Voice

Do you prefer this option? or
Do you want more searching result.

What kind of parking do you prefer? You can say cheap parking. things like

There is an available parking space at 52nd Avenue. It's 0.5 miles away from your current location. The rate is 15 dollars per hour.

The next option will be the street parking on 95th Ave. It's 1.0 miles away from your current location. The rate is $20 per hour.
Initial Prototype: Voice

How do you rate this parking space.

OK. I will navigate you to 45th Ave.

Do you prefer this option? or Do you want more searching result?

Thanks for using SimPark.
Heuristic Evaluation: Recognition Better Than Recall
Heuristic Evaluation: User Control And Freedom
HE/UT: Voice Interface -- Flow Diagram
First Usability Test: Wording
First Usability Test: Wording
Second & Third Usability Tests: Tab Views
Second & Third Usability Tests: Ambiguity
Final Paper Prototype: Voice

Welcome to SimPark. Parking made simple.

The selected space is no longer available. Do you want to find an alternative spot?

"Yes"

"No"

Thank you for using SimPark.

There is an alternative space at 52nd Stange. It's 0.6 mi from your destination. The rate is $15 per hour. Rated 3 out of 5 stars for safety.

"Navigate here."

Say "navigate here" for this spot or "next suggestion" for more options.

Follow up

Next option from same parking

The next option is street parking on 45th Ave. It's 0.15 mi from your destination. The rate is $12 per hour. Rated 3 out of 5 stars for safety.

Next option from same parking

The next option is street parking on 43rd Ave. It's 0.1 mi from your destination. The rate is $10 per hour. Rated 3 out of 5 stars for safety.

The next option is street parking on 45th Ave. It's 1.5 mi from your destination. The rate is $12 per hour. Rated 3 out of 5 stars for safety.

What kind of parking do you prefer? You can say things like "cheap parking?"

"cheap parking"

"safe parking"

Ok, I will navigate you to 52nd Stange. Navigation will be displayed on the mobile app. Please have a review using the app. Thank you for using SimPark.
Digital Mockup: Overview
Digital Mockup: Overview

START: "Hi SimPark!"

Welcome to SimPark, parking made simple. Follow up: "What kind of parking do you prefer? You can say things like "cheap parking.""

The selected space is no longer available. Do you want to find an alternative spot?

"No"

Thank you for using SimPark.

"Yes"

Follow up: "Close/nearby parking"

There is a parking space at 52nd Garage. It's 0.5 mi from your destination. The rate is $15 per hour. Rated 3 out of 5 stars.

Follow up: "Cheap parking"

There is a parking space at 52nd Garage. It's 2.5 mi from your destination. The rate is $8 per hour. Rated 3 out of 5 stars.

Follow up: "Best reviewed parking"

There is a parking space at 52nd Garage. It's 2.5 mi from your destination. The rate is $15 per hour. Rated 5 out of 5 stars.

Ok, I will navigate you to 52nd Garage. Navigation will be displayed on the mobile app.

Follow up: "Navigate here"

Say "navigate here" for this spot or "next suggestion" for more options.

Follow up: The next option is street parking on 45th Ave. It's 1.0 mi from your destination. The rate is $12 per hour. Rated 4 out of five stars.

After user returns to parked car

Please leave a review using the app. Thank you for using SimPark.
Digital Mockup: Task 1

1. **Plan a Drive**
   - Enter Destination
   - TO:
   - Enter Destination

2. **Results on Map**
   - Price
   - Distance
   - Reviews

3. **Map View**
   - 4th Ave S - Street Parking
     - 0.3 mile - $20/hr
   - King Garage Parking Lot
     - 0.5 mile - $15/hr
   - Pacific View Park Parking Lot
     - 1 mile - $20.50/hr
   - 6th Ave S Green Parking
     - 2 mile - $30/hr

4. **More Details**
   - User Photos
   - User Reviews

5. **View Planned Drives**
Digital Mockup: Task 2

Speech Interface Activated

Switch to Visual Interface

Hi SimPark!

I want to Park nearby ASAP.

What kind of parking do you prefer? You can say things like 'cheap parking'.

The nearest one!

There is a parking space at City Garage. It's 0.5 mi from your destination. The rate is $10 per hour. Rated 3 out of 5 stars for safety.

Can you show me more?

The next option is street parking on 4500 Ave. It's 1.2 mi from your destination. The rate is $12 per hour. Rated 4 out of 5 stars for safety.

Navigate me there.

Oh, I will navigate you to parking on 4500 Ave. Navigation will be displayed on the website too.
Summary

• Initial design will change throughout the testing process
• Perspectives from other designers and potential users are important
• Do not assume what is best for a user, give them options
• Lay importance on creating entries over customization of entries
Thank You