

Social Parking - 2g: Design Review (1x2)
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- Why this design and these tasks?

For our design, we choose to combine a mobile app with a device that is integrated in the car. With this design, we have all the benefits of interacting with a mobile app which will be accessible for a large number of drivers, but also by having a device that is in the car, we can add several new features that can help business owners manage their parking facilities better by tracking cars that come in and leave their lot. For our first task, we are demonstrating how a driver that has arrived at their destination would filter available parking spots by price, distance, safety, etc. This is something that most drivers might consider when parking is limited and will make it easy to get a tailored recommendation based on user preferences rather than showing them too many options. For the second task, we chose business owners using our product tracking and reporting parking availability to drivers using the app. Taking advantage of the device that is inside the car and sensors in parking garages, cross information exchange between drivers and the parking managers can take place in an effective manner..

- What makes the design better suited to the people for whom you are targeting your design?

While we were conducting the interviews, all of the students expressed some concern for finding parking based on different factors. By choosing a mobile app as the design, students would have less trouble being able to find parking based on their specific needs. An application design makes it easier to filter through suggested parking until the student driver is content with the suggestion. Once a parking spot is chosen, the app can easily direct the driver to the location without the need of another device. By including the integrated device, this design can also help eliminate the wait for entering a garage and getting a parking ticket as drivers are automatically charged as they leave the facility. In eliminating the wait time, the student can make getting to class the priority over finding the parking. The integrated device also gives UW parking lot managers the advantage of being able to monitor the drivers effectively. When the device is detected, it allows the lot managers to keep a real time count of the number of cars in the lot without having to stop them before entering and after leaving. By giving them access to their own business account on the app, they are also able to perform other tasks, like contacting the driver and reporting a car, etc.

- Why are these tasks more compelling than the others?

These tasks are more compelling because they cater to multiple dimensions of a problem in multiple settings. Our other tasks had constraints or limitations surrounding them with respect to finding a parking, feedback methodology and public vs private parking spaces. Our selected tasks ensure focus on dynamic real time information of parking lots versus prediction of parking availability at a later point in time. Our selected tasks also cater to a larger set of parking spaces like public, private, campus, malls, events, concerts etc. Some of the tasks that we've not gone forward with were very restrictive in terms of receiving user feedback and had probable difficulty in communicating and prototyping to enable feedback and iterations with bias. Hence, the above selected tasks are compelling and justified to last for the remainder of the course.



