

SIMPARK

PARKING MADE SIMPLE

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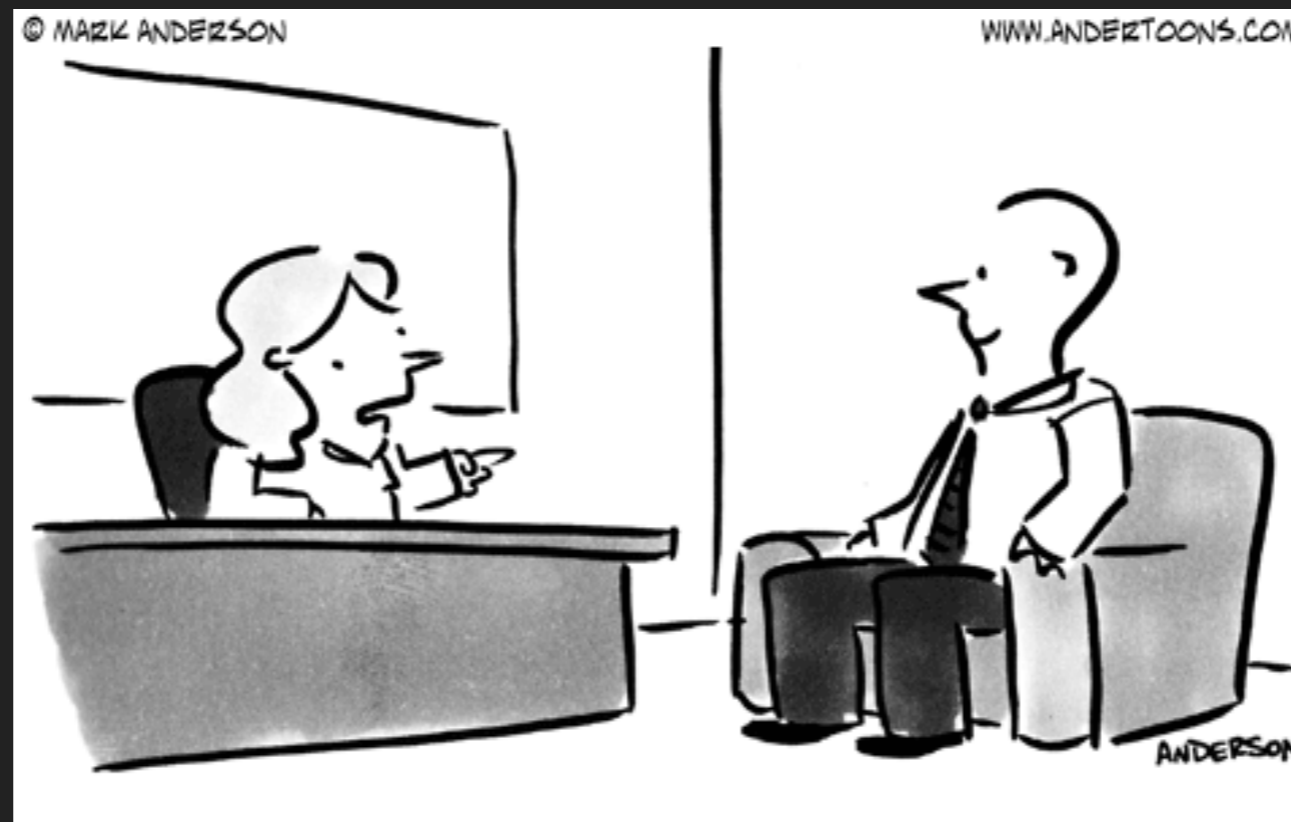
THE PROBLEM

- ▶ Consumes Time
- ▶ Costs Money
- ▶ Cannot Predict
- ▶ Creates Traffic



DESIGN RESEARCH | INTERVIEWS

- ▶ **General Strategy for Finding Parking**
- ▶ **Factors Prioritized During Search**
- ▶ **Worst Parking Experience**



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

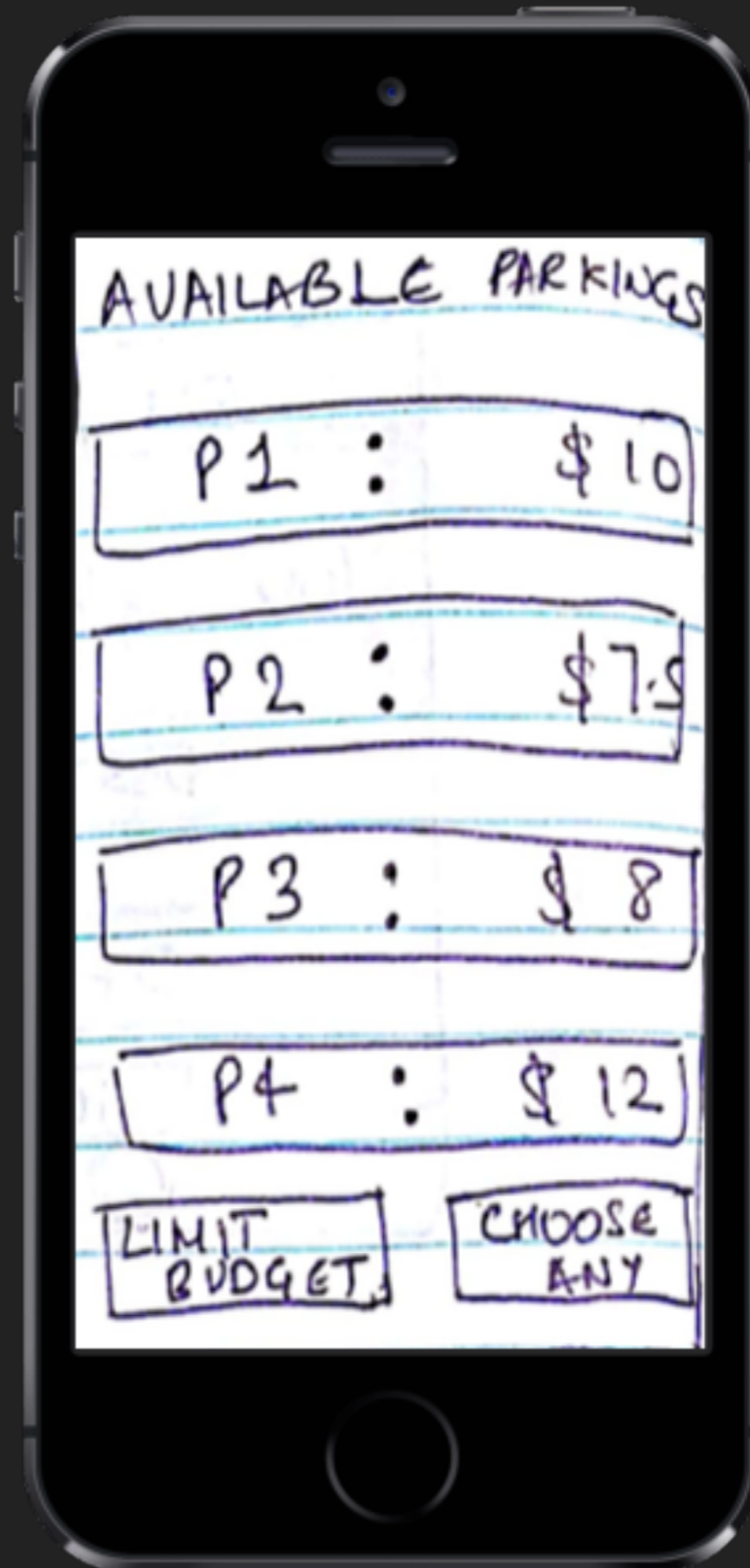
MOBILE APP

Displays Related Preferences to People based on Location



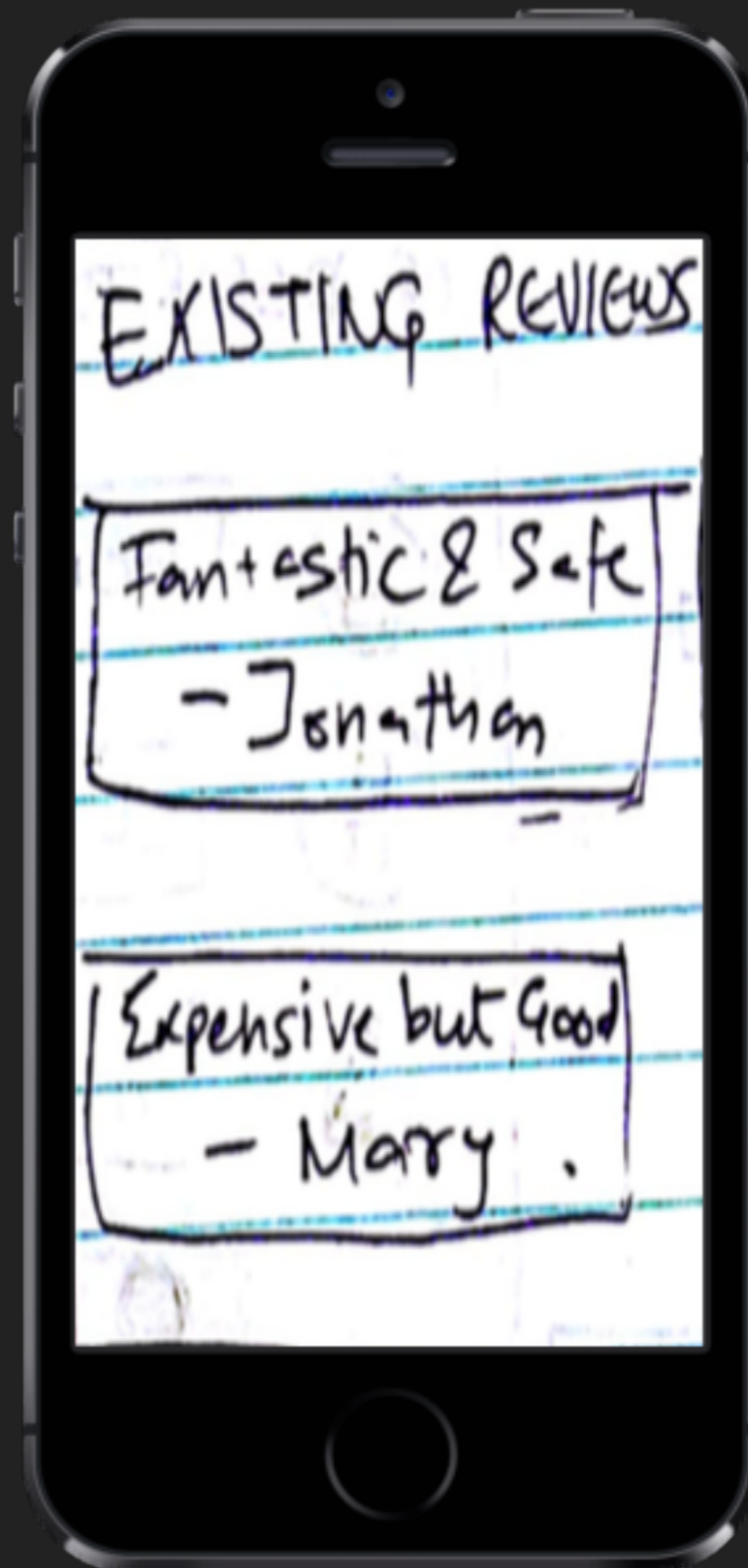
MOBILE APP

Displays Relevant Parking Prices based on Selected Neighborhood



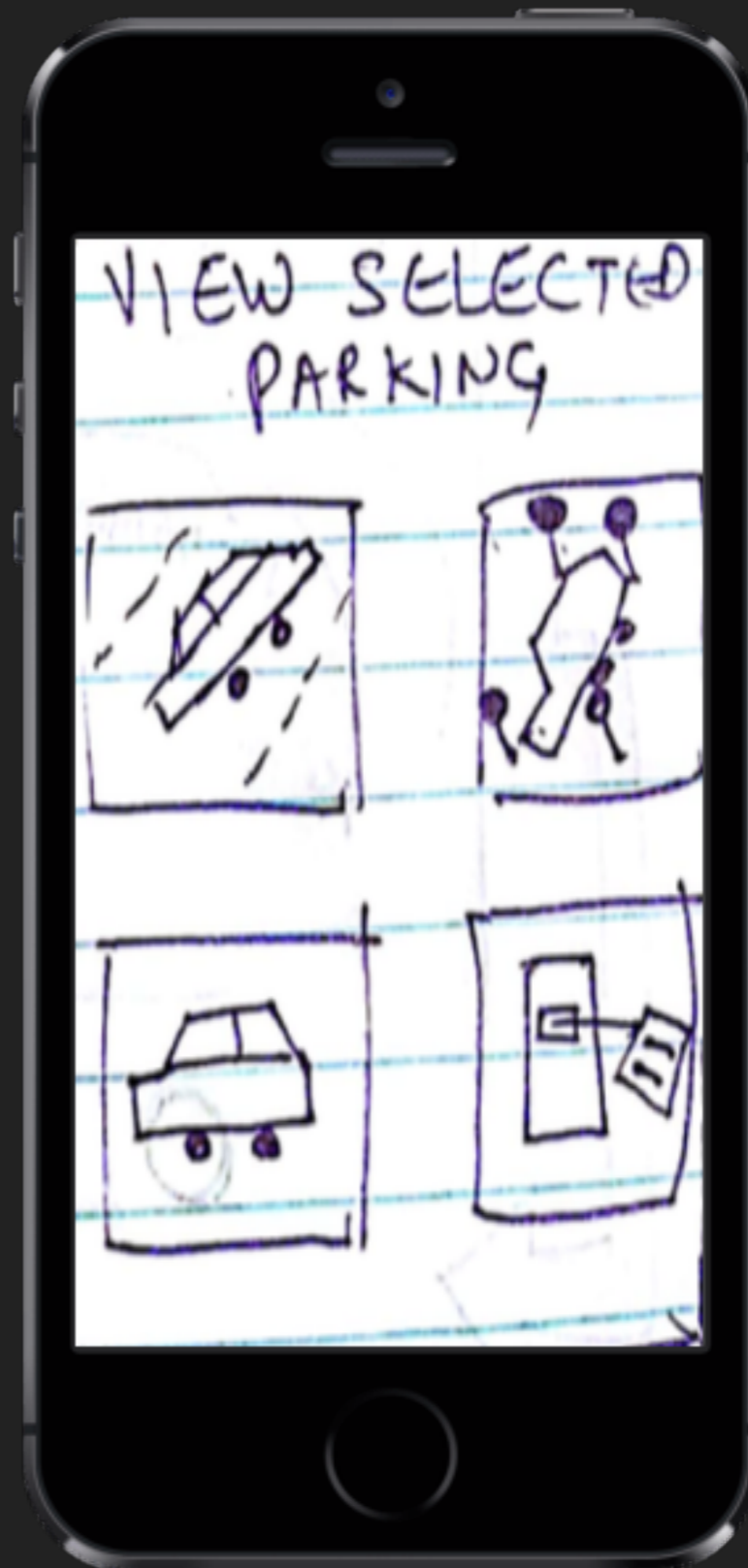
MOBILE APP

Shows Reviews



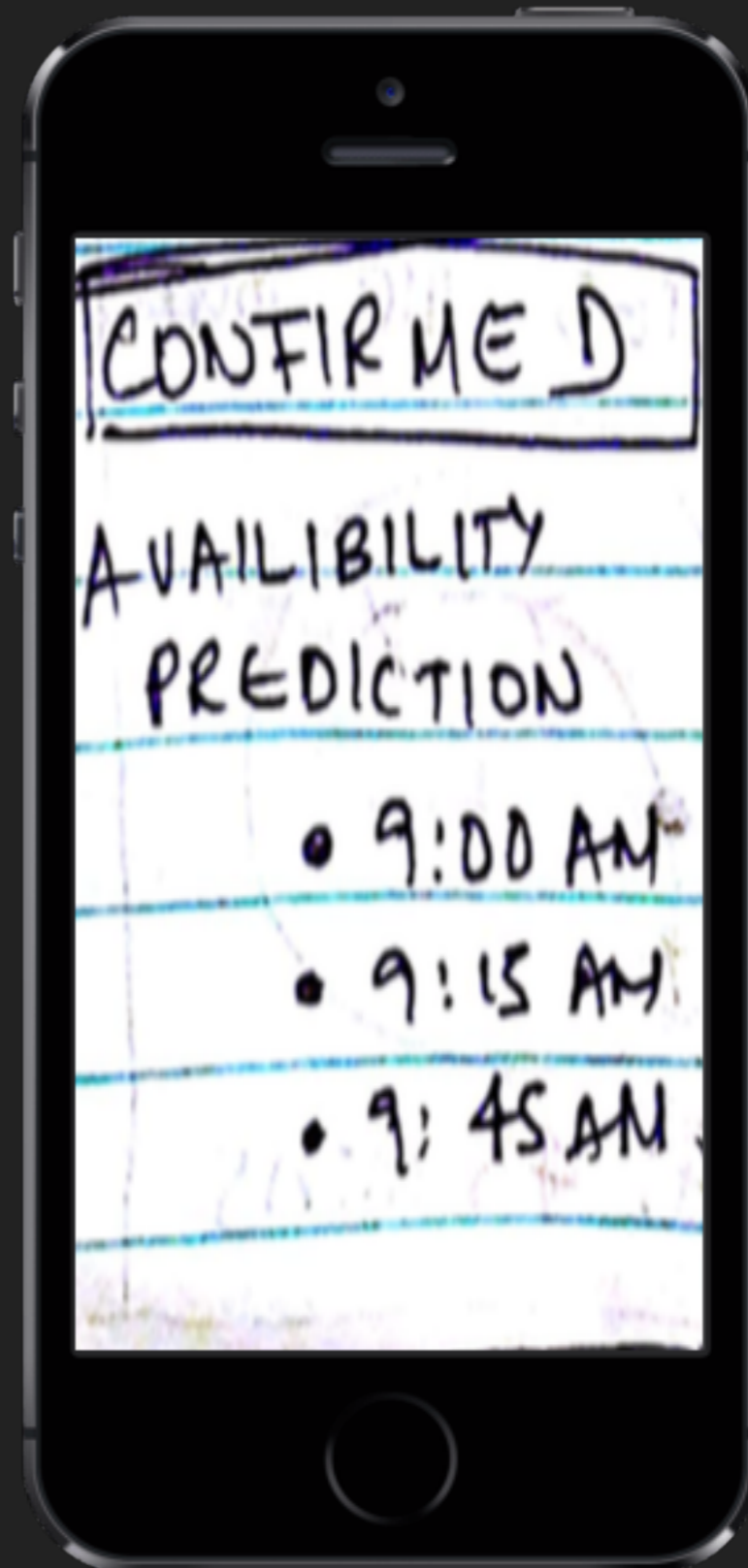
MOBILE APP

Shows Photos to Gain Familiarity
and to Increase Safety



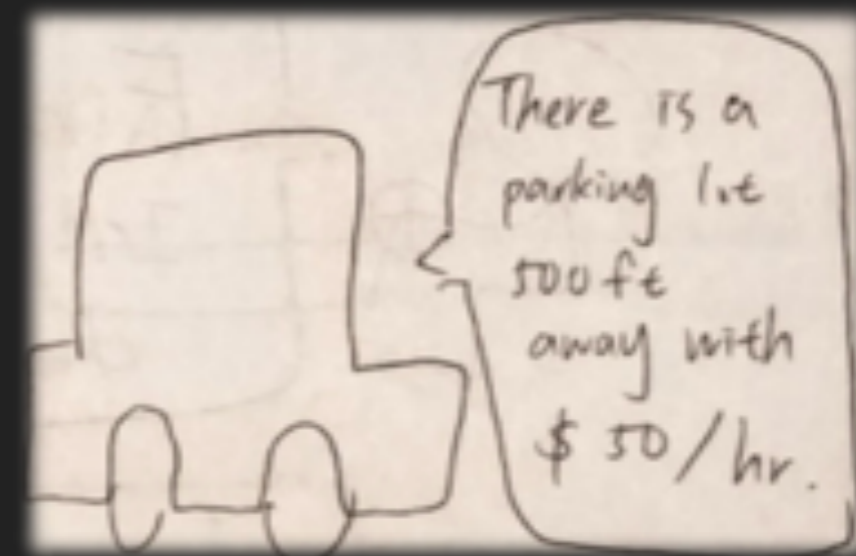
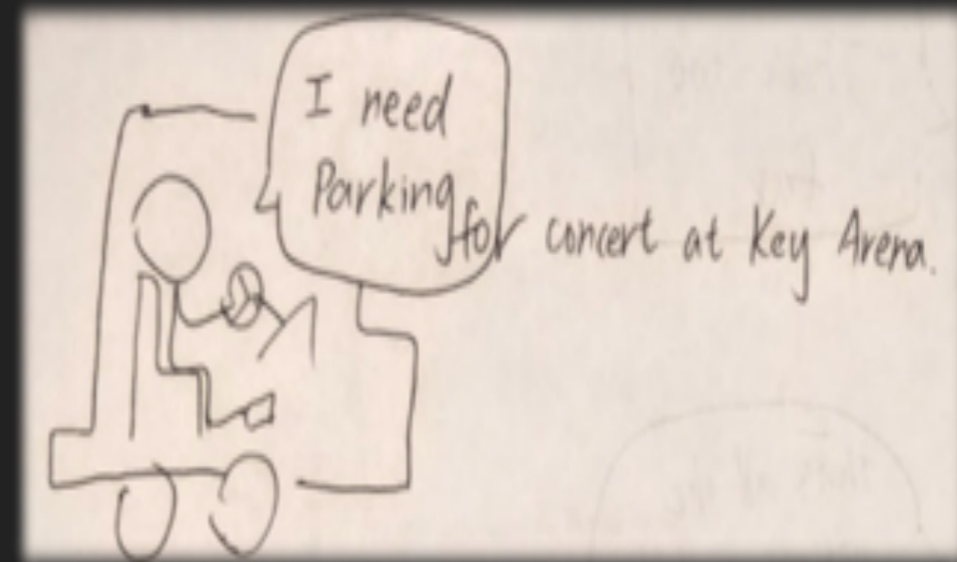
MOBILE APP

Lays Out the Best Time to Spot a Parking



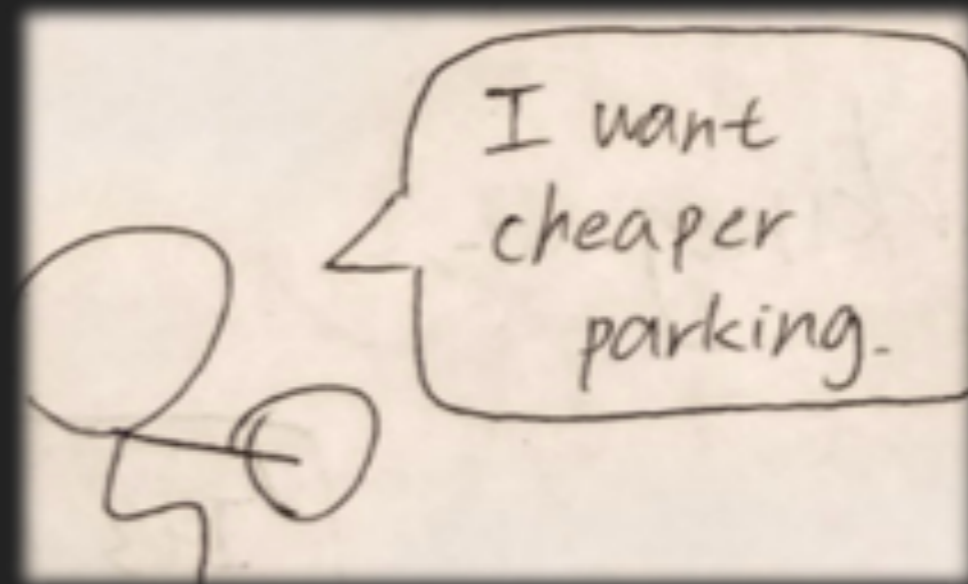
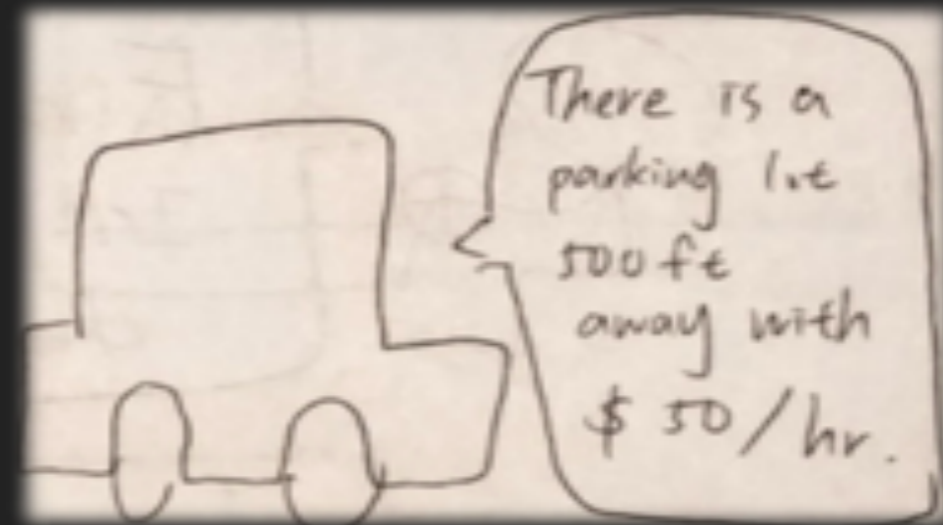
VOICE INTERACTION

Interacts Verbally with Car to
Find Parking



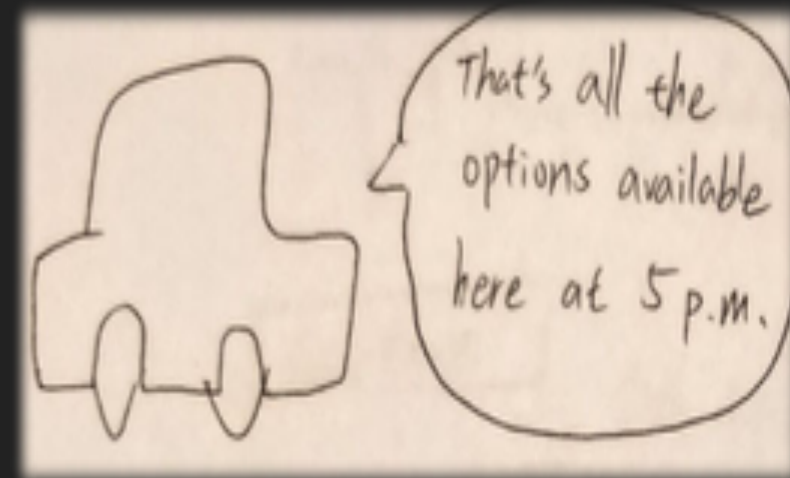
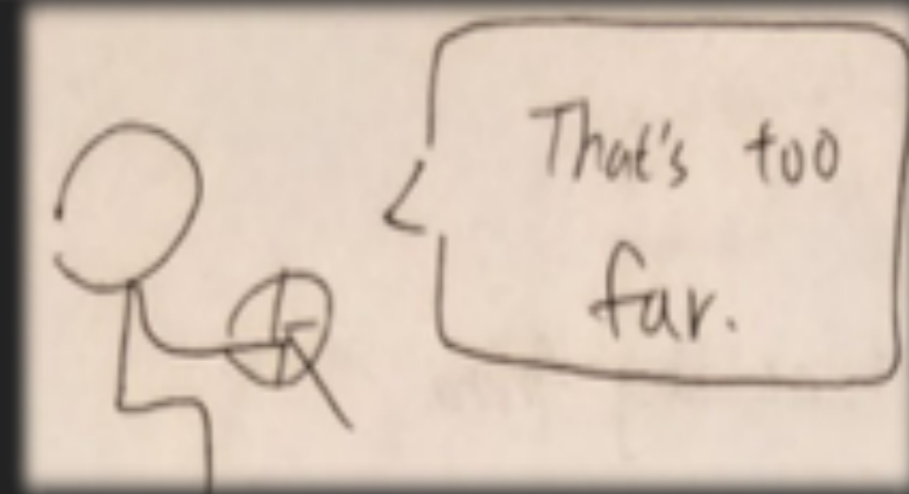
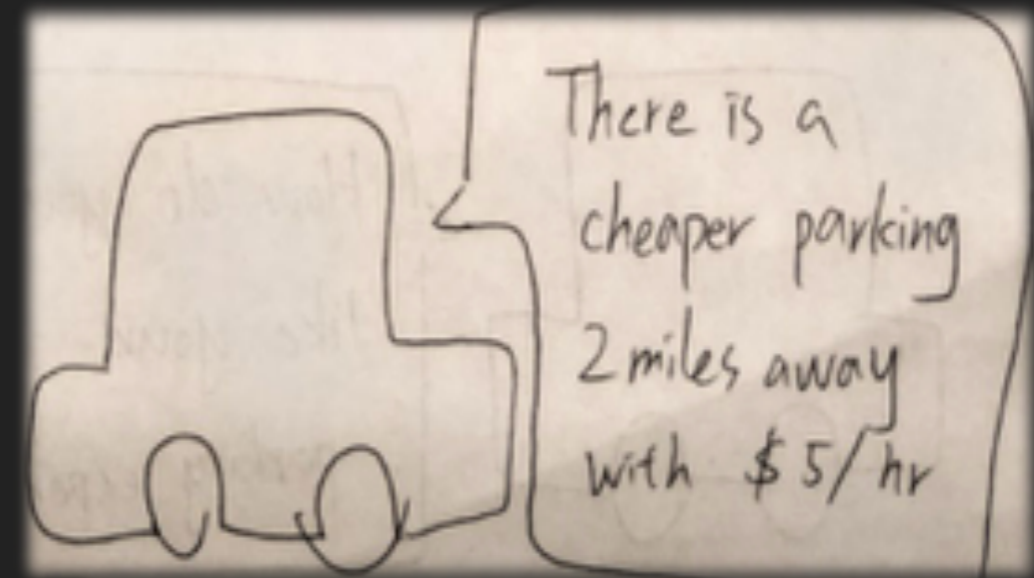
VOICE INTERACTION

Personalizes based on
Parking Preferences



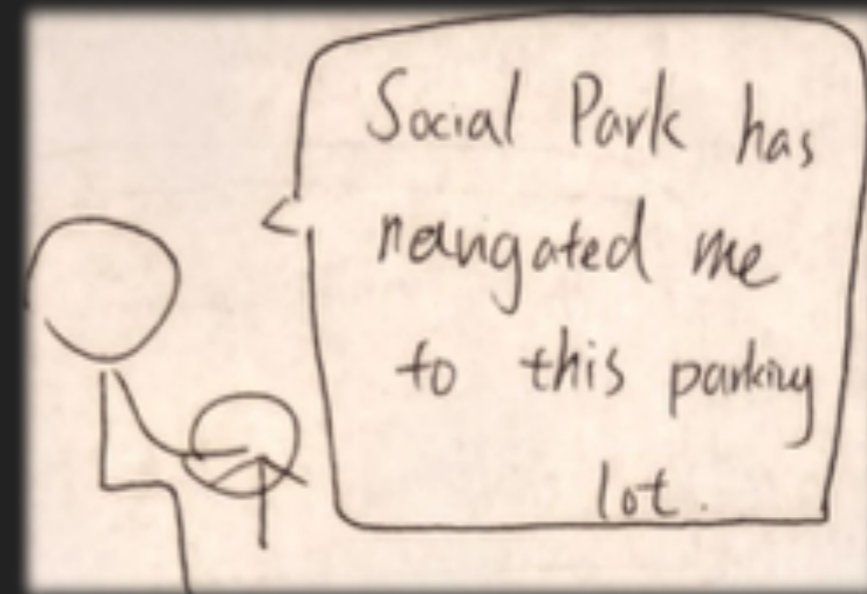
VOICE INTERACTION

Personalizes based on
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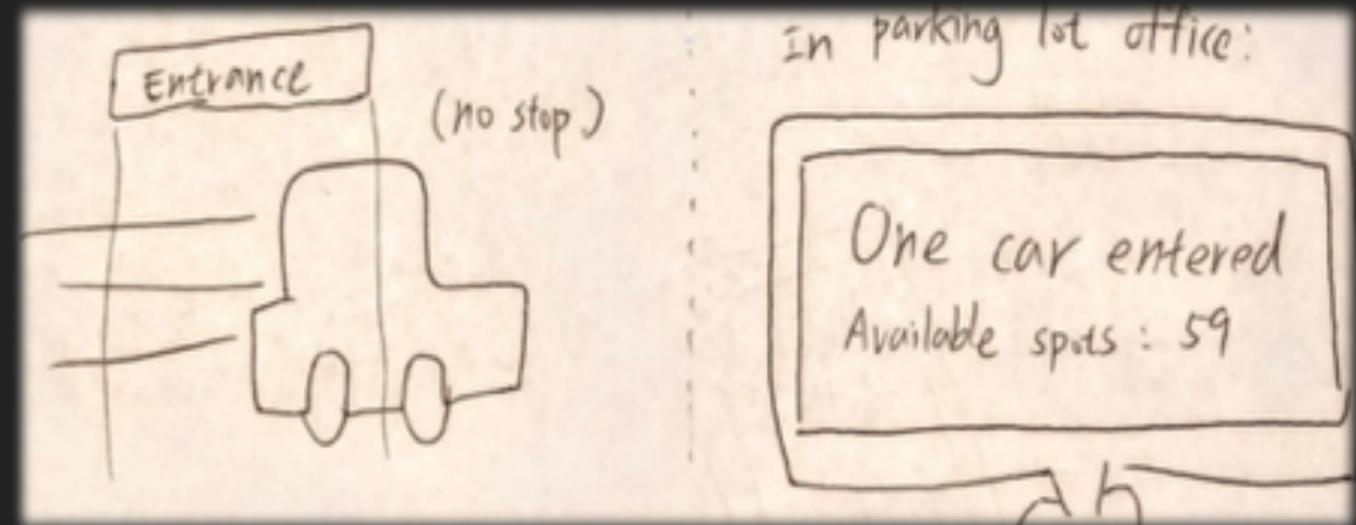
PARKING LOT ASSISTANT

Interacts with Parking Device



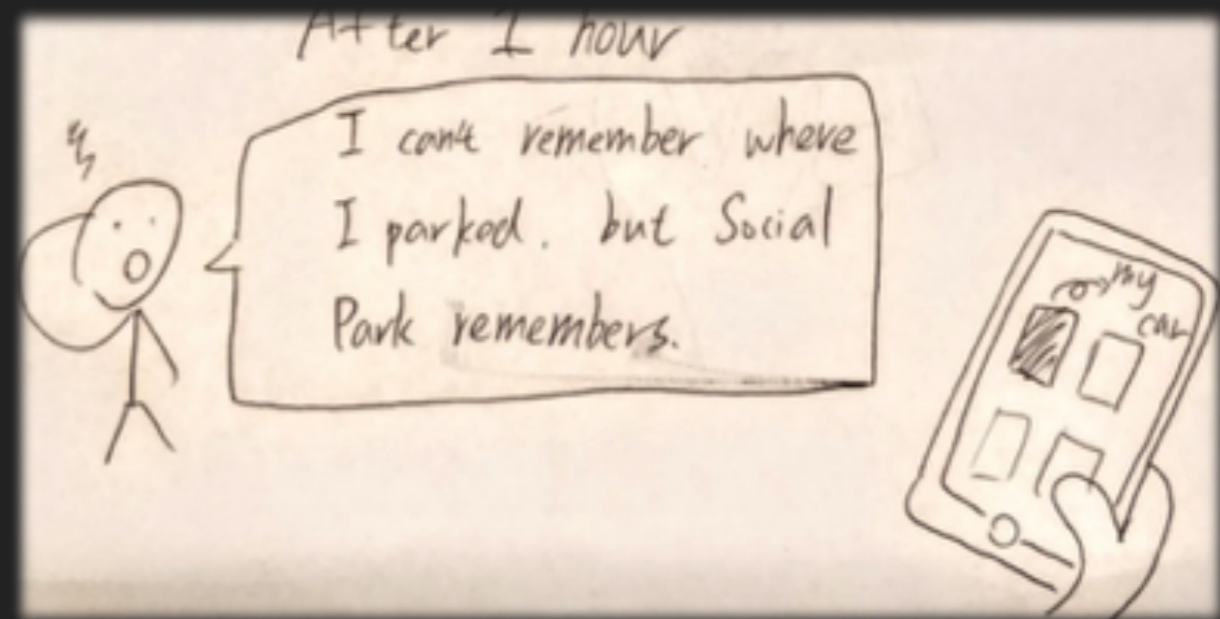
PARKING LOT ASSISTANT

Alerts Parking Lot Manager
Instantaneously



PARKING LOT ASSISTANT

Finds Parked Car



PARKING LOT ASSISTANT

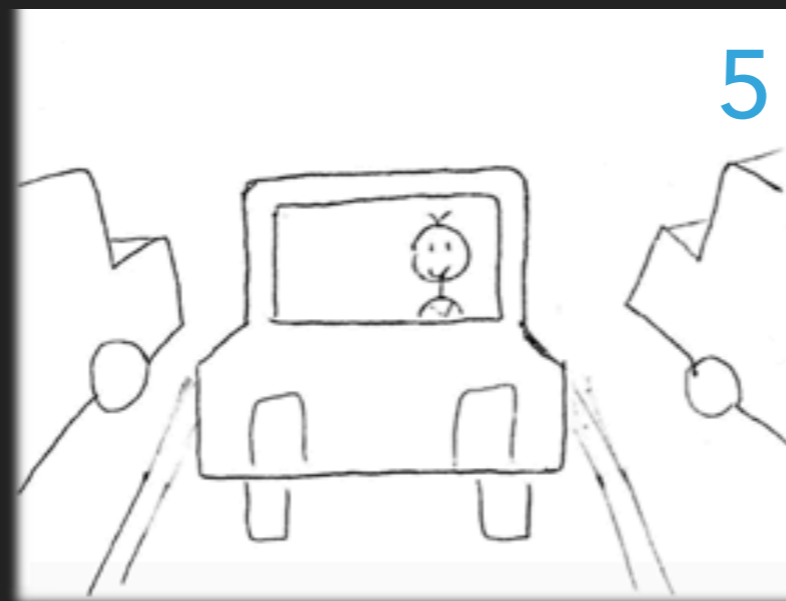
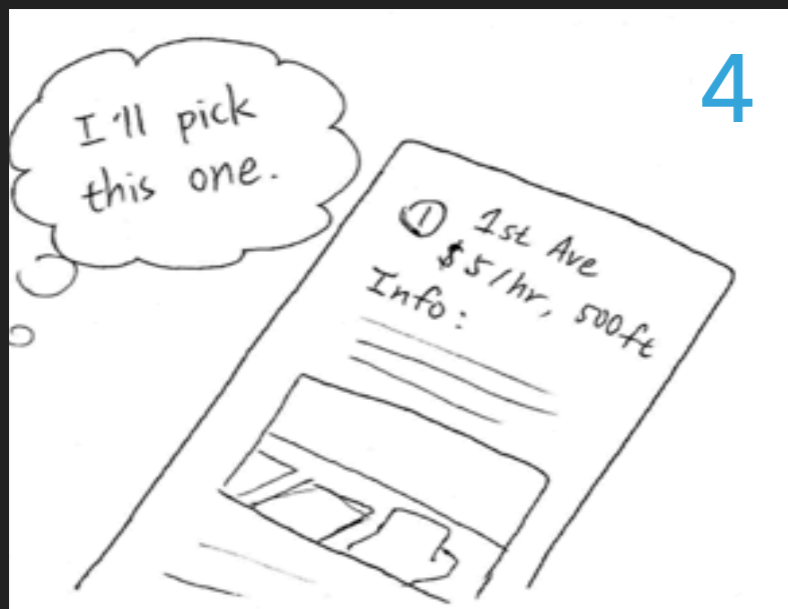
Pays on Exit



STORYBOARD

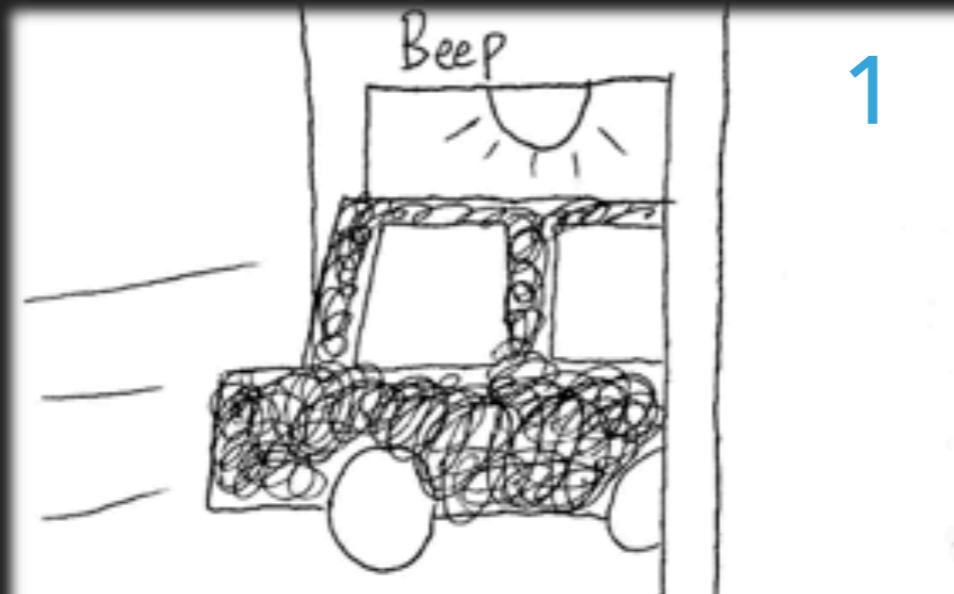
Storyboard 1

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



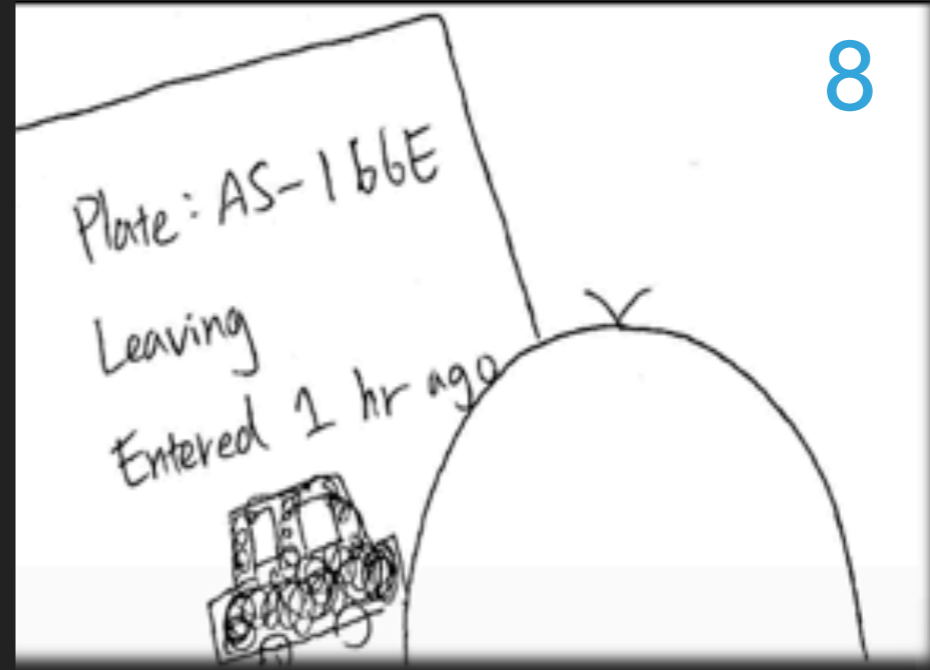
Storyboard 2

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



Storyboard 2

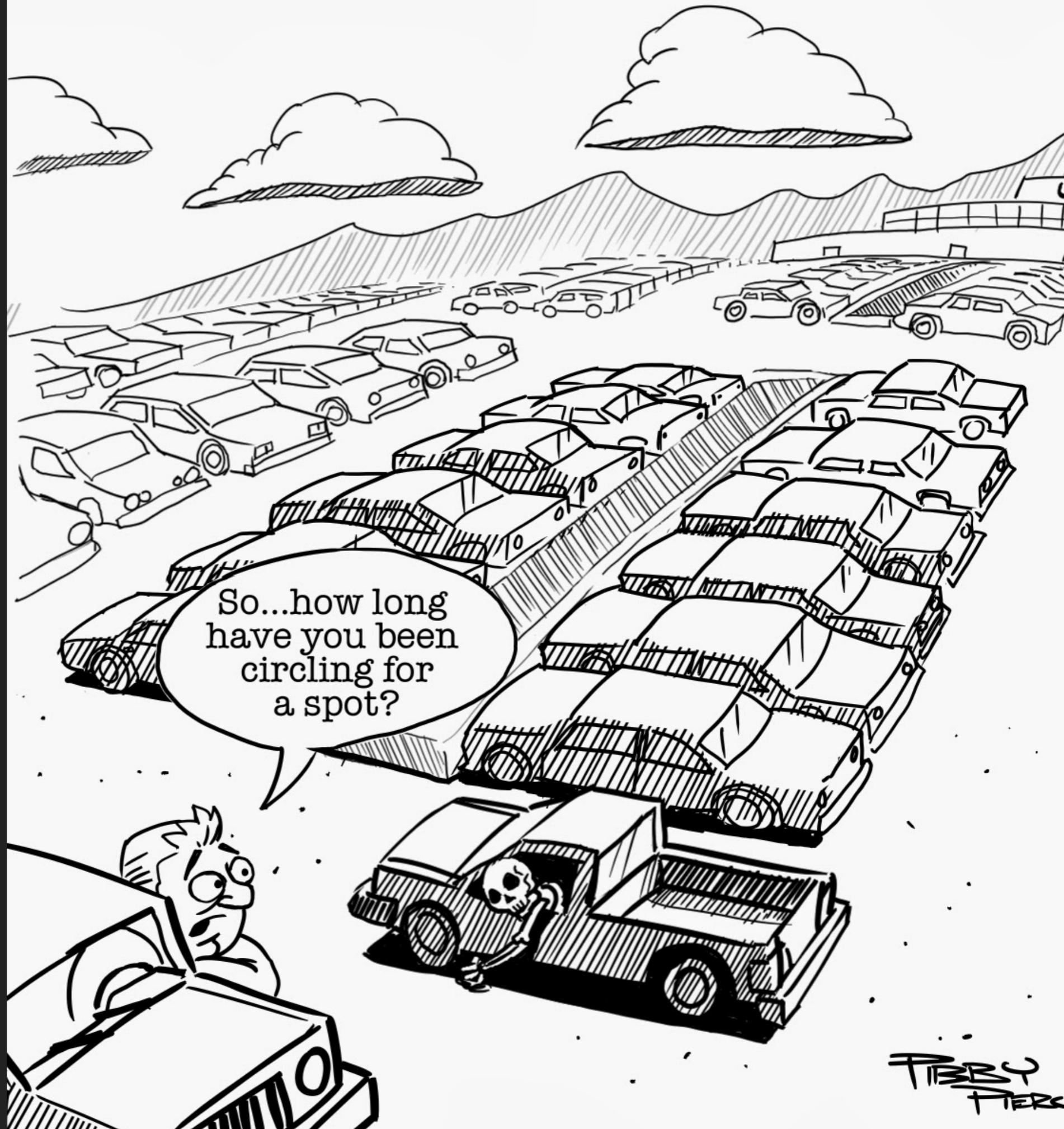
Task 5: **Manages** Parking with Report and Shared Data



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**

**THANK
YOU
SIMPARK**



So...how long
have you been
circling for
a spot?

TERRY
TERRY