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**ParkSwap**

USER EXPERIENCE IMMERSION

# ParkSwap

Native Mobile App

## OUR PRINCIPLES

**Treat People Right**

**Work with Autonomy, Mastery, Purpose, and Accountability**

**Be an Excellent Collaborator**

**Assume Positive Intent**

**Strive for Simplicity**

**Show > Tell**

**Deliver, and Then Some**

**Don't Take Yourself Too Seriously**

**Always Be Improving**

## OUR APPROACH

We've developed our community-based approach to user experience discovery to help you accurately design what your users need. In this case, user experience discovery is a client experience, not a process. It serves to empower our clients and partners to become our collaborators, fostering an environment where everyone helps find solutions.

Our facilitators use a-la-cart design practices & lean UX methodology because we firmly believe that if problems vary, so should approach. We create real world scenarios in order to build practical solutions. World building and character journeys help us visualize the challenges. Facilitate problem-solving with purpose, accuracy, efficiency, and scalability.

*IN THE END, WE HELP YOU  
HELP YOUR USERS.*

# The Agenda

- ✓ North Star
- ✓ Immersion Outcomes
- ✓ Scenario & Personas
- ✓ Journey Wireflows
- ✓ Key Takeaways
- ✓ Build Strategy
- ✓ Next Steps

# NorthStar

A long term ambition, an intent to inspire others to take action, an end goal underpinned by milestones on the road to success.

## VISION STATEMENT

**Offering a parking crowdsourced digital exchange which provides near cost neutral alternative to public parking in metro areas**

# Immersion Outcomes

Our product immersion is a result includes a deep dive into the current experience. This helps us identify their pain-points and allow us to better understand how to improve their experience.



## SESSION SUMMARY

**Our tailored approach consisted of a series of sessions aimed at understanding the business needs, stakeholder interview with collaborative workshops to identify the necessary workflows needed to fulfill the user goals.**

# Personas

Our users examined are a customer experience of the spot seeker and the spot swapper.



## THE SEEKER

### JUDITH JACKSON

Unemployed  
Female • Age 21

Needs to find a parking spot before she arrives at a very important interview which will help her secure a job if she is successful.

#### Objectives

- Find a parking space in the lower east side
- She is a planner, therefore she did plan out to leave at least 2hrs before her interview to allow her time to arrive and find parking

#### Quote

"I can't afford to lose this opportunity, therefore, I need to be there on time to make a great impression"



## THE SWAPPER

### LUIS RAMIREZ

Wallstreet Courier  
Male • Age 32

Delivers important information to and from downtown brokerage firms for investment firms.

#### Objectives

- Wants to be able to make extra money without it impeding getting in and out of the area
- Anything he does do for extra cash cannot interfere with him getting his route done on time

#### Quote

"I'll only wait as long as I can before heading to the next drop off on my route"

# The Scenario

Our experience is based on a scenario beginning with the seeker and a series of occurrences that lead up to our personas using the app to exchange parking spaces. This is their story.

## THE STORY

Judith was recently selected to move forward with a job opportunity. She is scheduled for an in-person interview at a large firm. She is very excited about this opportunity and can't wait to chat with the potential employer about her skillset and how she can add value to the team.

The interview will take place in an office building on the lower east side. She lives in Queens, NY, therefore she decided to drive. She knows the commute is long and she will need time to grab a coffee and explore the area to ensure she arrives on time.

As she leaves for the interview, she realizes that although she will arrive early to the interview, she may lose time trying to find a parking spot. She hopes she can find someone with an available parking spot to swap, before she arrives, saving her time to walk the blocks it takes to get to the office building.

# The Seeker

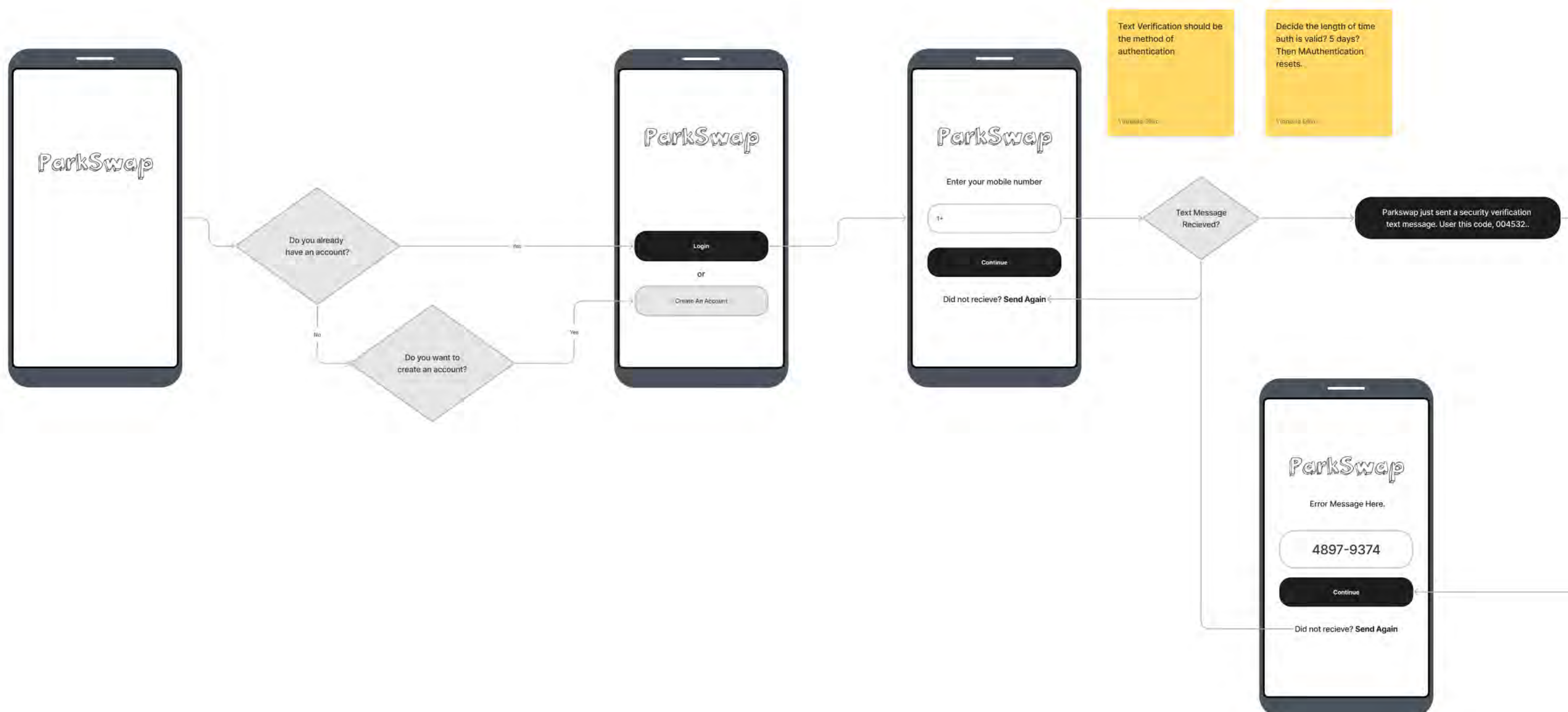
The seeker persona, as the primary user of this app will use this application to search for a parking spot. While in use, they may be asked to enter a series of parameters including location and radius allowance of their search area.

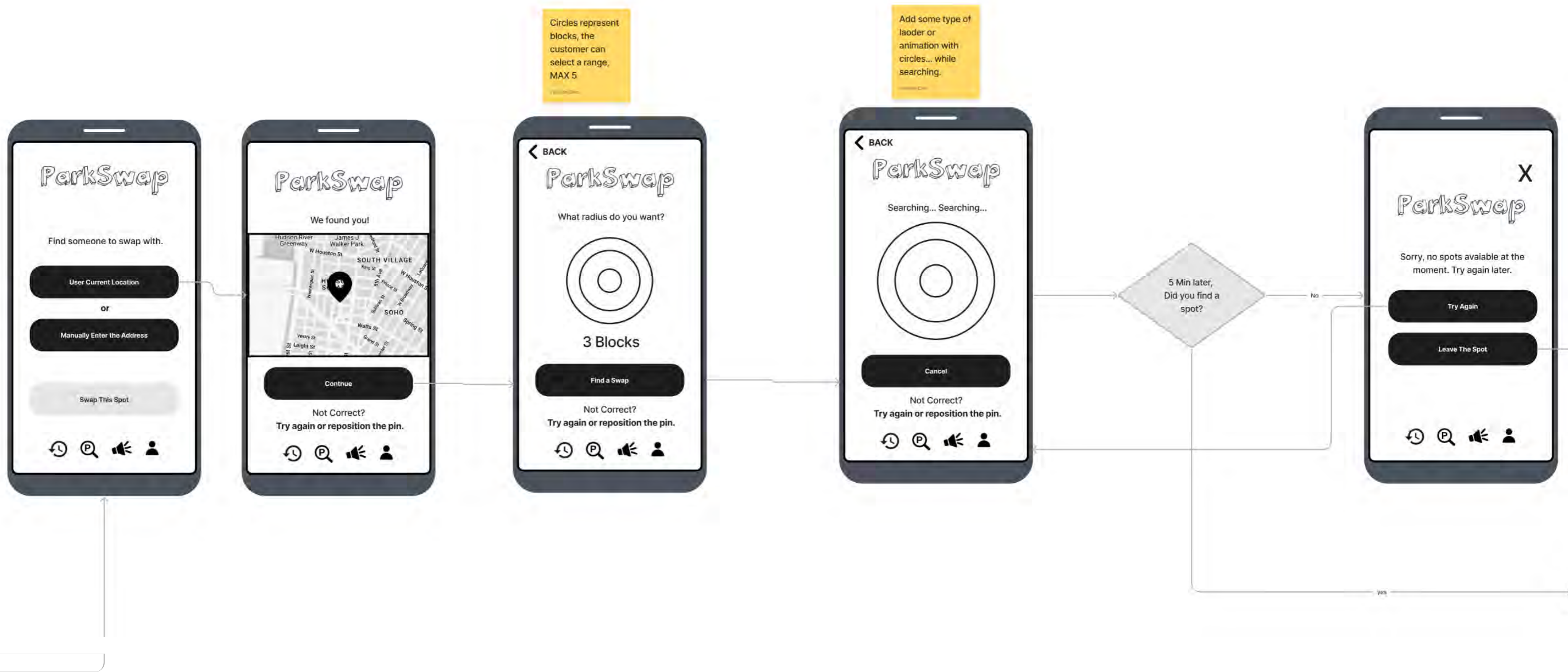


## LOGGIN IN

Authentication with a phone number ensures user verification for user security purposes and also adds an aspect of convenience. A user does not have to memorize a password to gain access to the app.

LOGIN IN WITH MY NUMBER  
IT EASIER IF IM IN A HURRY  
-JUDITH





## SEARCHING FOR A SPOT

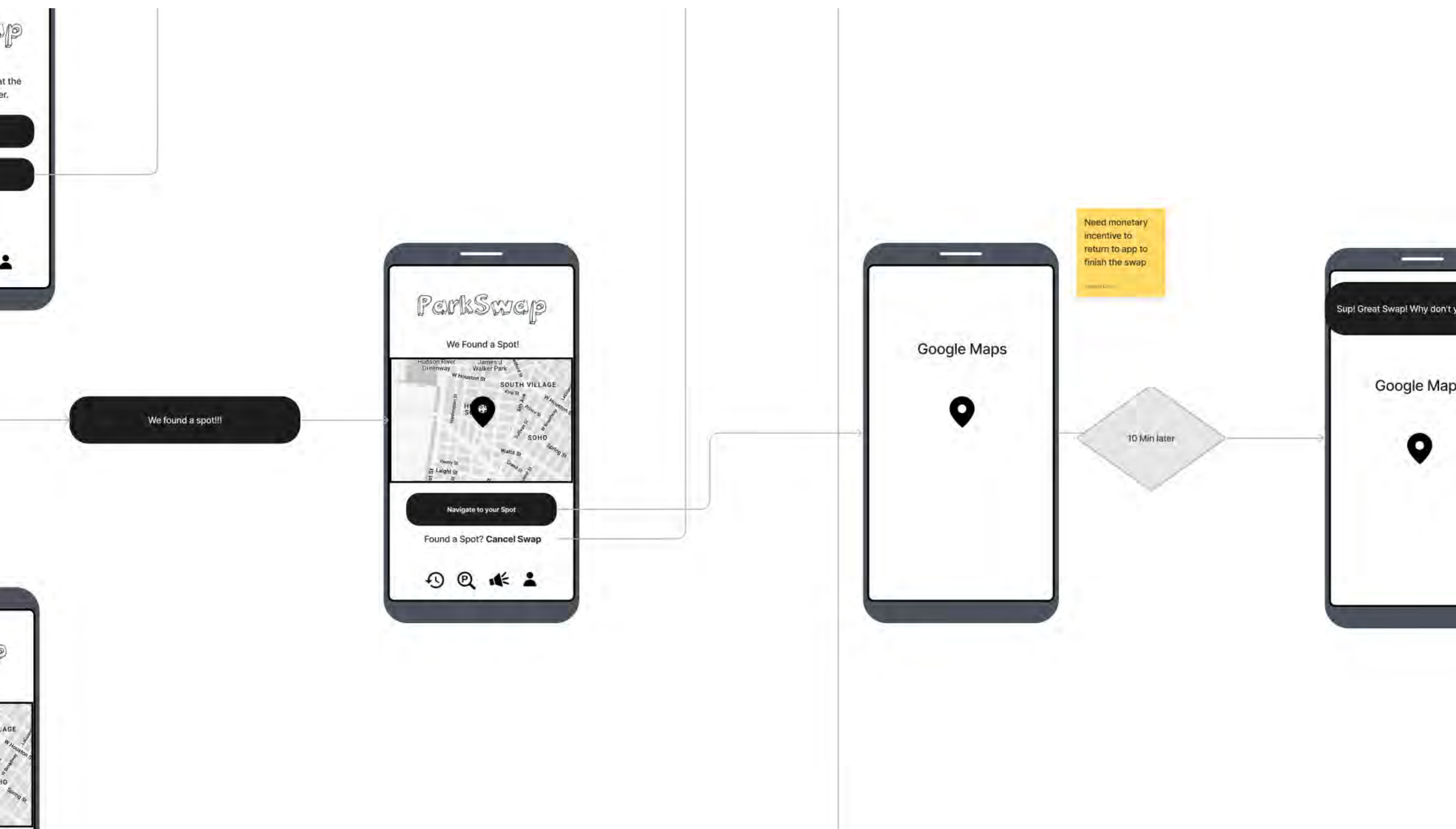
Users who are seeking are presented with the option to either enter their location manually for privacy or leverage the GPS capabilities of their mobile phone to identify their location automatically. After they are able to set a boundary in order to direct the app to search for parking within the radius of that boundary.

*"I DON'T WANT TO PARK MORE THAN 4 BLOCKS AWAY FROM MY DESTINATION"  
-JUDITH*



## FOUND A SPOT

If a spot is found, the user is redirected to the map application of their choice and will be given GPS instructions on how to arrive at the location where the parking space and its current occupant will be waiting for them. Simultaneously the user with the spot available will be instructed to wait for the seeker to arrive.







## RATE YOUR EXPERIENCE

After the swap happens, the user may choose to return to the application and rate their experience. The rating screen will appear if the any one of the users indicate the swap happend or the swap times out.



## TIP YOUR SWAPPER

The seeker may choose to tip after rating the swapper via one of the many popular cash applications such as Venmo, Cashapp, Zelle, or any other available.



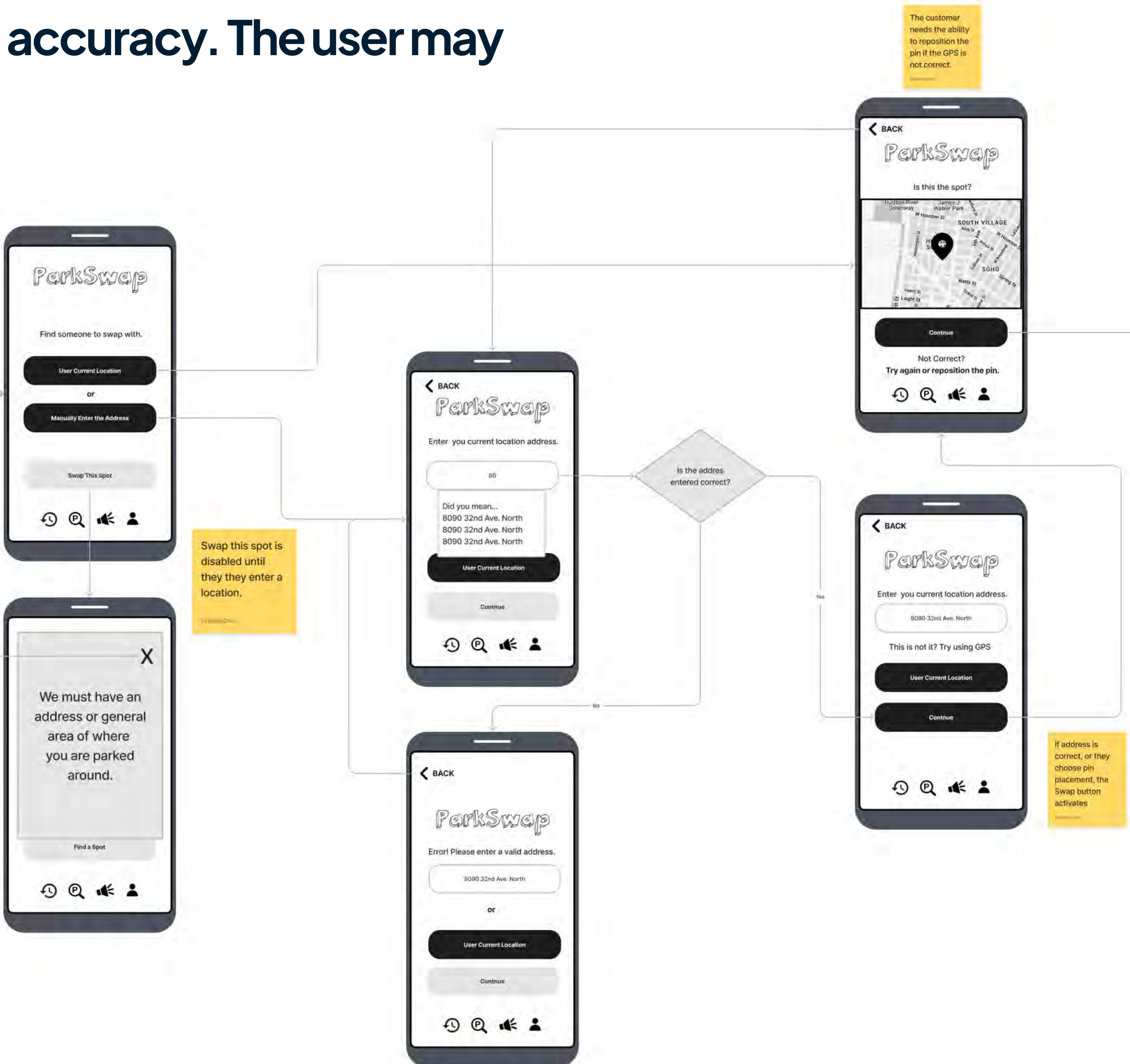
# The Swapper

The swapper persona, as the secondary user of the app will use this application to sell a parking spot. While in use, they may be asked to enter a series of parameters such as their location, and possibly a timeframe they are willing to wait for a seeker to arrive.

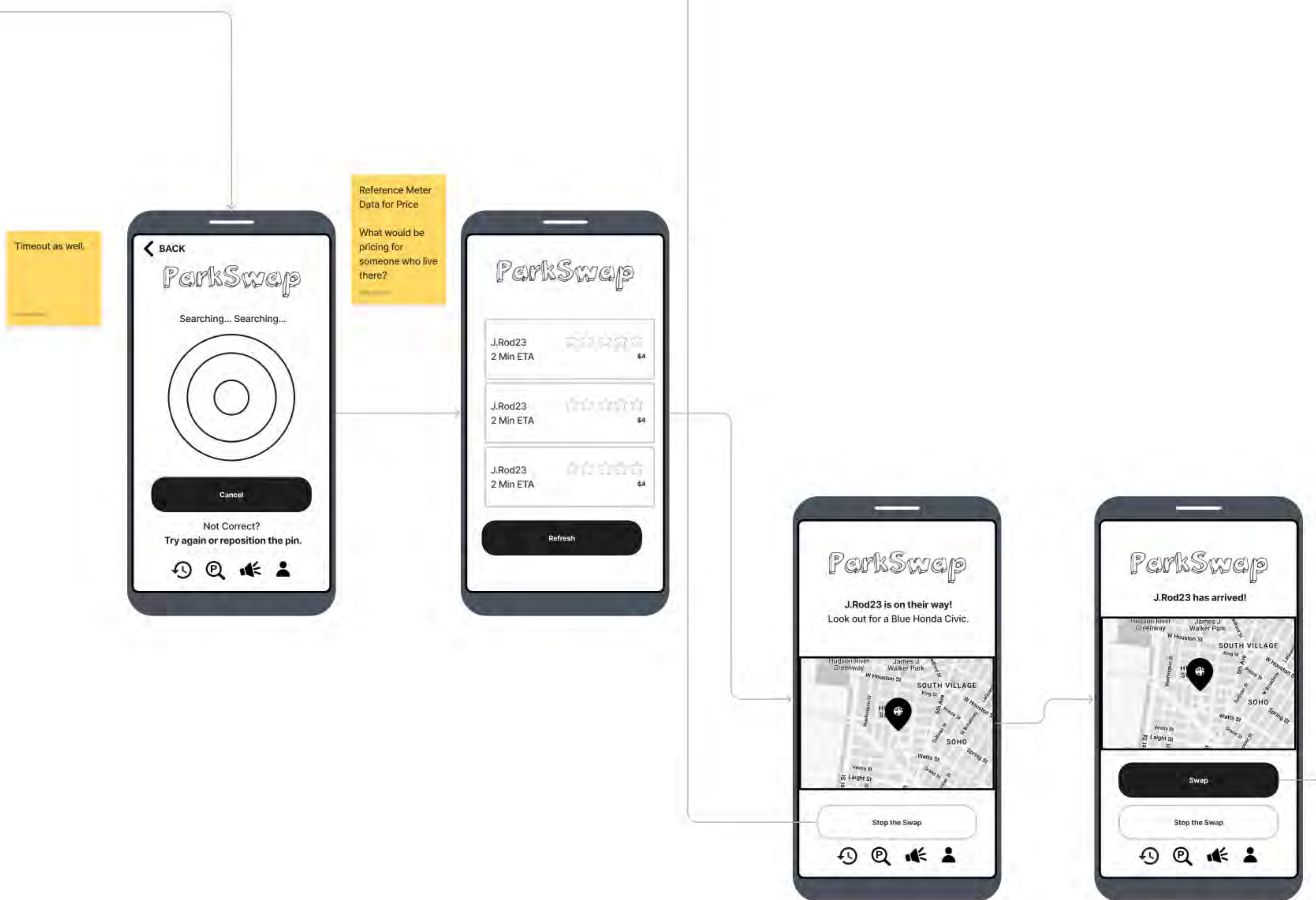


## MANUAL LOCATION ENTRY

This swapper user chose to manually enter their location details. The address the user has to be validated to ensure accuracy. The user may







## SELECTING A SEEKER TO SWAP WITH

This swapper is presented with an selection of users seeking to swap with them. The swapper will select the best option based on their location, eta, rating, tip, etc. Once the swapper makes their selection, the swappers location is shared with the seeker, and the swapper recieves description of vehicle and is told to wait for their arrival.

## PRAISE AND RATE THE SEEKER

After the swap happens, the user will receive a message praising the swap. They receive their payment via the app or any other payment app. The rating screen will appear if any one of the users indicates the swap happened or the swap times out.



# Key Takeaways

Our professional recommendations based on the audit, interviews and ux sessions.



## **TAKEAWAY SUMMARY**

**ParkSwap will be a solution that fills a need. Users will always opt for any solution that offers convenience. ParkSwap will lead in the area of offering free crowdsourced alternatives to paid parking. Users will be able to park closer to businesses and work without having to pay the high prices of public parking facilities.**



# Takeaway #1

The Parking Problem in NYC

**PARKING SOLVED**



# Takeaway #2

Connecting the Need to the Have

**PARKING SOLVED**



# Takeaway #3

Leveraging Technology to Reduce Friction

**PARKING SOLVED**

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# Build Strategy

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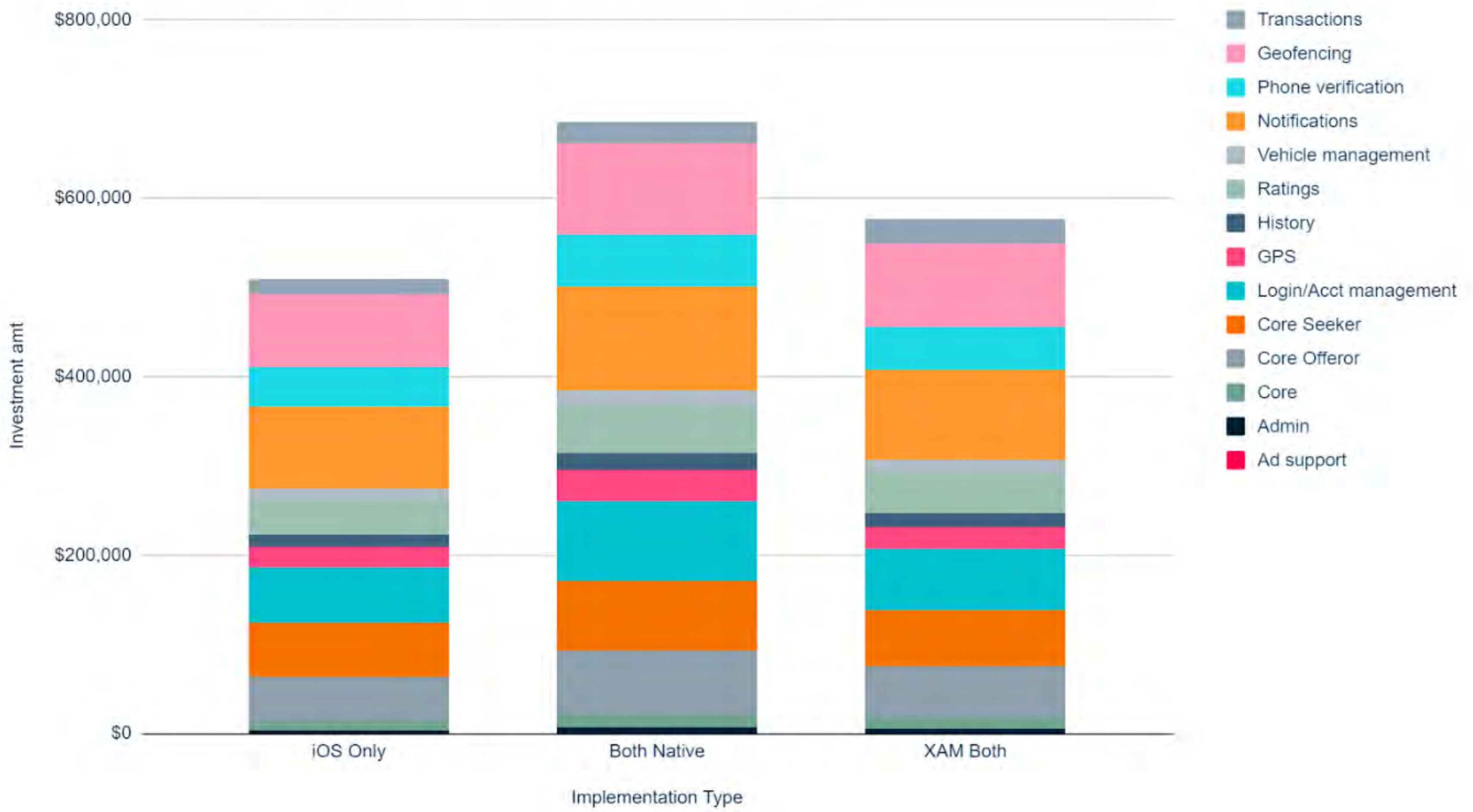
## RECOMMENDED PHASES

<b>1. 144 Hours</b>	<b>\$25,200</b>
Ad support	
Admin	
Core	
Core Offeror	
Core Seeker	
Login/Acct management	
<b>2. 72 Hours</b>	<b>\$12,600</b>
GPS	
History	
Ratings	
Vehicle management	
<b>3. 56 Hours</b>	<b>\$9,800</b>
Notifications	
Phone verification	
Ratings	
Vehicle management	
<b>4. 12 Hours</b>	<b>\$2,100</b>
Geofencing	
<b>5. 32 Hours</b>	<b>\$5,600</b>
Transactions	



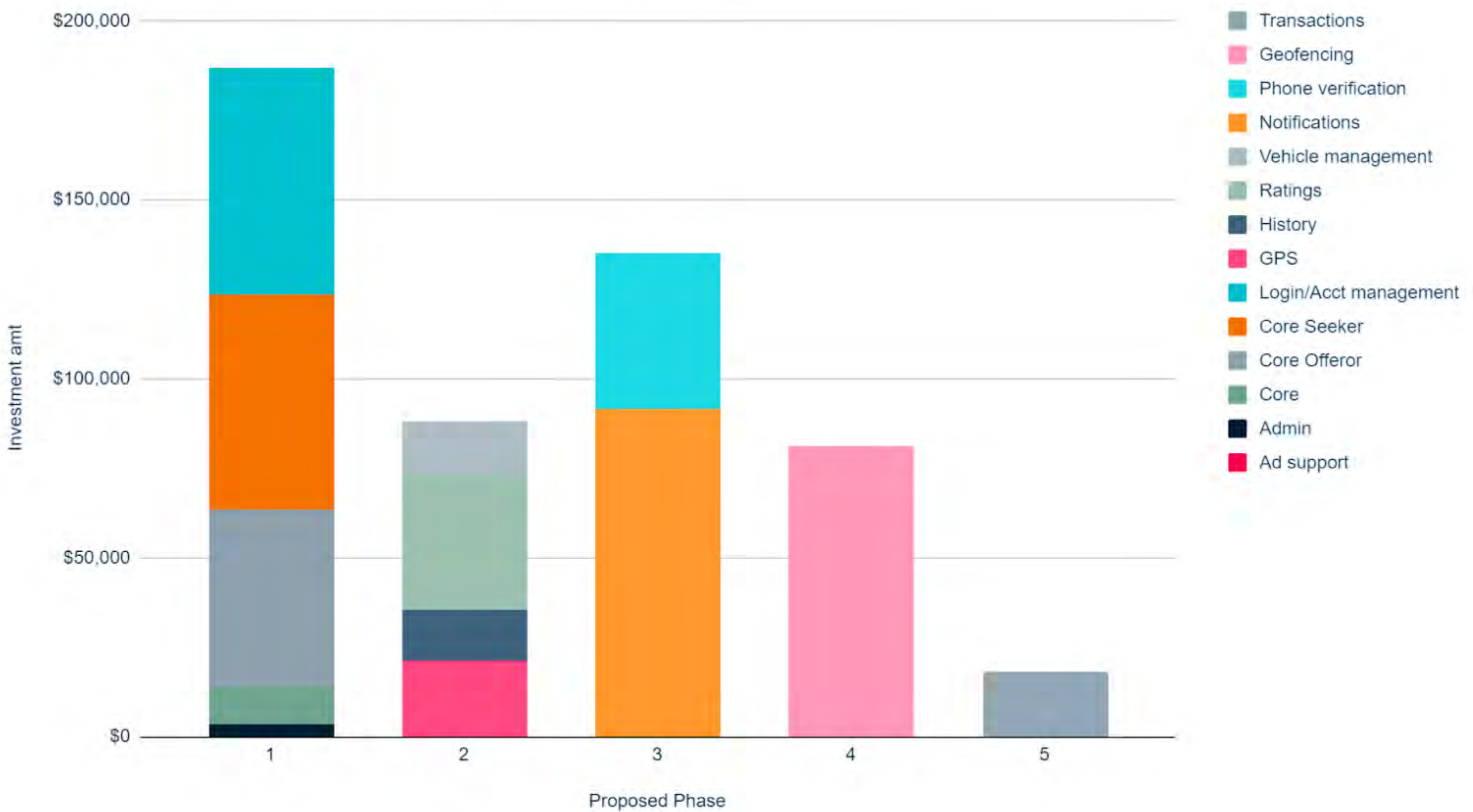
# DIFFERENT INVESTMENT BY IMPLEMENTATION TYPE

Investment Level by Feature for Varied Implementation Types



# IOS ONLY IMPLEMENTATION

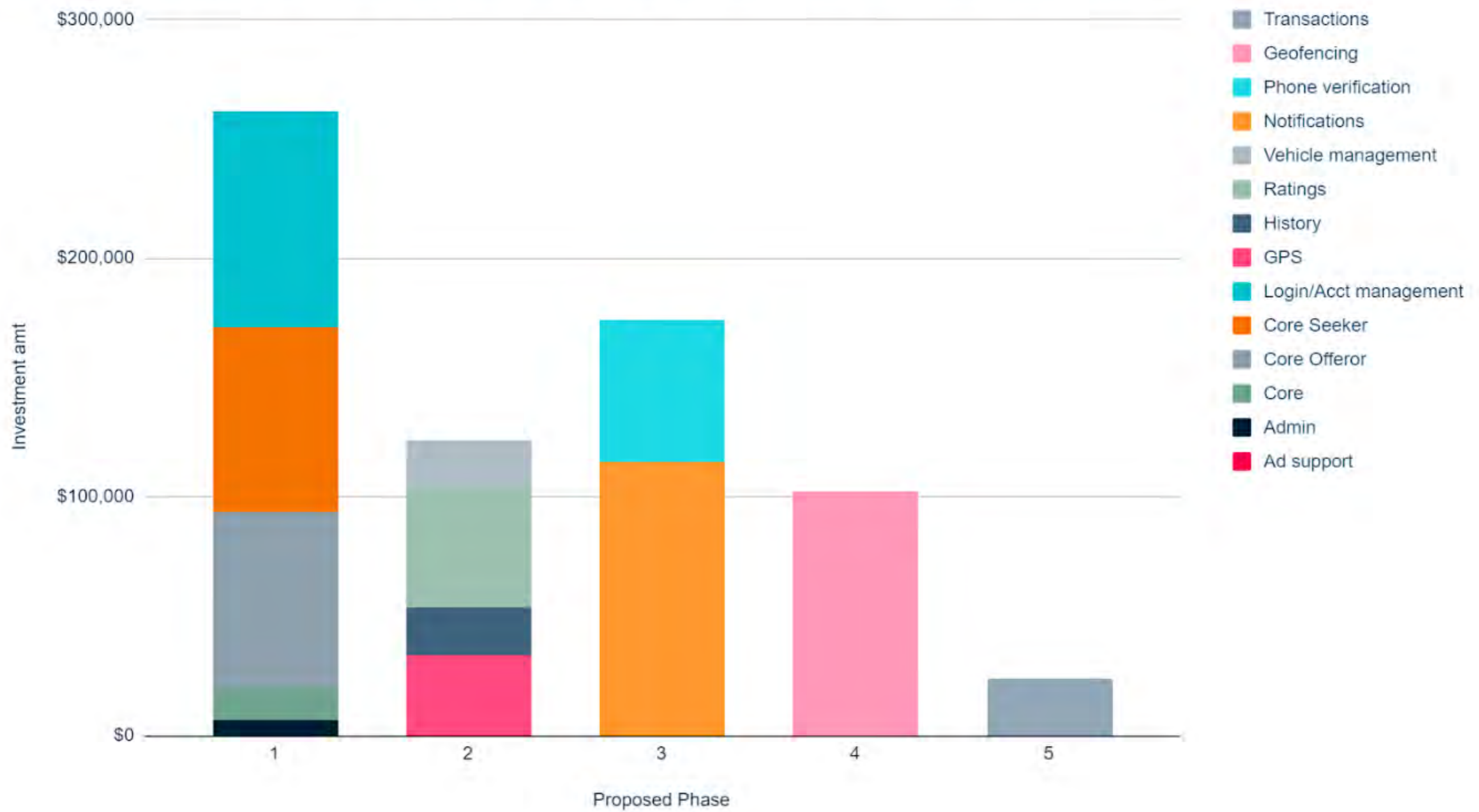
Investment Level by Feature and Phase for iOS Implementation





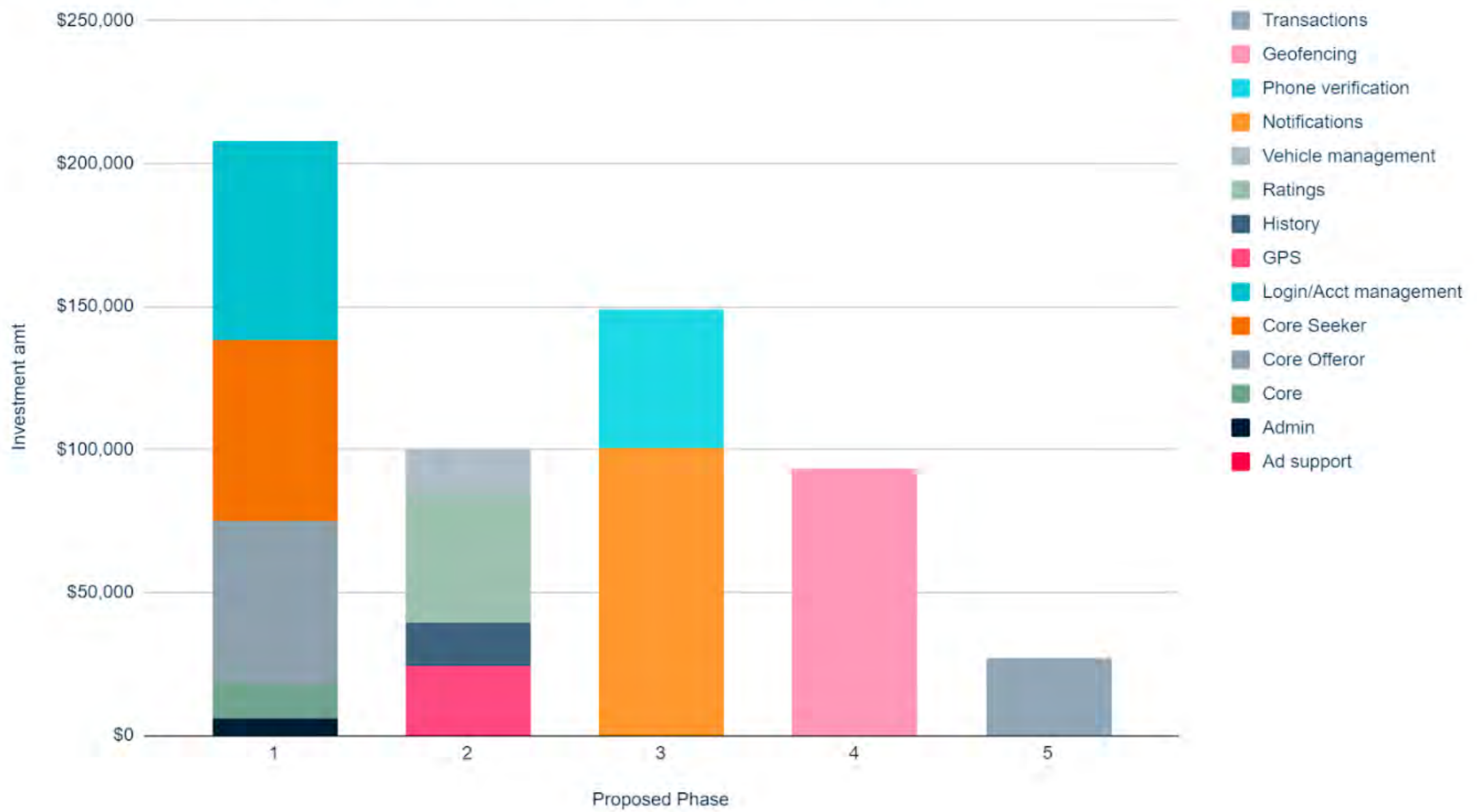
## IOS AND ANDROID NATIVE IMPLEMENTATION

Investment Level by Feature and Phase for iOS and Android Native Implementation



## XAMARIN IMPLEMENTATION

Investment Level by Feature and Phase for Xamarin Implementation



# Next Steps

- ✓ Review Materials in Depth
- ✓ Gather Questions & Requests
- ✓ Reconvene or Discuss Asynchronously
- ✓ Revisions as Necessary
- ✓ Proposal & Roadmap for Build

# Thank You!