Park zen

Meet ParkZen, the new way to handle parking stress. In busy cities where finding parking is a headache, our platform steps in to make things easier. We're all about connecting people with open spots, so the hassle of searching for spots, dealing with bookings, and getting lost in parking lots.

DESIGN BRIEF

Users face challenges in locating available parking spots, managing booked spots, and ensuring a smooth parking experience. This lack of a centralized system leads to frustration, wasted time, and congestion in parking areas. To address these issues, we propose the idea of a Parking App as well as Private Parking Lot Rental System. This system aims to streamline the parking reservation process by providing users with a user-friendly interface. The key objectives of this project include:

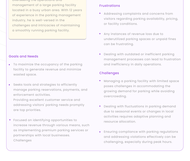
Developing a centralized platform for booking parking spaces in both private and public parking lots. Providing real-time availability of parking spaces to users. Simplifying the reservation and management of parking spaces through intuitive interfaces. Improving efficiency for parking lot owners by optimizing space utilization and revenue generation

Design Process

1. Research
2. User gathering
3. Design ideation
4. Testing
5. Prototyping

User Flow

In order to design the best experience, I've laid all the possible paths the user might take during their journey and examine. what happens during each step. I usually create a map or figure to get a detailed view of the User Flow.



User Persona

In the initial stage of creating the application, we pace special attention to creating user personas. Since our application is user-oriented, we used the Human Centers Design methods.

Name: Adeshya
Age: 42 years old
Profession: Manager

Short Description

Adeshya is a 42 year old male, working as a Parking Manager responsible for overseeing the operations and management of parking facilities located in a busy urban area. With 8 years of experience in the parking management industry, he is adept at handling challenges and innovations in maintaining a smooth parking parking facility.

Goals and Needs

- To maximize the occupancy of the parking facility to generate revenue and minimize wasted space.
- Seeks tools and strategies to efficiently manage parking operations, including enforcement activities, monitoring occupancy levels, and optimizing revenue streams.
- Aims to enhance customer service and satisfaction by offering parking rates promptly and top priorities.
- Focused on identifying opportunities to increase revenue through various means, such as implementing dynamic pricing strategies or partnerships with local businesses.
- Challenges.

Frustrations

- Addressing complaints and concerns from customers regarding parking availability or facility conditions.
- Any instances of revenue loss due to unauthorized parking spaces or unpaid fines can be frustrating.
- Dealing with outdated or inefficient parking management systems that hinder operational efficiency in facility operations.

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- Dealing with outdated or inefficient parking management systems that hinder operational efficiency in daily operations.

Challenges

- Managing fluctuating parking demand due to seasonal events or changes in local infrastructure, requiring adaptive pricing and resource allocation.
- Ensuring compliance with parking regulations and addressing violations effectively can be challenging, especially during peak hours.

Name: Priya
Age: 27 years old
Profession: Corporate professional

Short Description

Priya is a busy professional who relies on parking services regularly due to her active lifestyle and commitments. Residing in a frequent use of parking facilities in urban areas, Priya values convenience, affordability, and reliable parking solutions to streamline her daily routines and commitments.

Goals and Needs

- Convenient access to her destinations, minimizing time spent searching for parking or alternative modes.
- Priya is conscious of parking costs and prefers options that are affordable and offer good value, ensuring cost-effectiveness for regular usage.
- Priya prioritizes safety and security when using parking facilities, preferring well-lit areas with surveillance cameras and visible security measures.
- Priya prefers parking services that offer flexible payment options, such as mobile payments or contactless payments, to expedite the transaction and minimize hassle.

Frustrations

- Spending valuable time circling around busy streets in parking lots in search of available spaces.
- Receiving parking tickets or fines due to misunderstandings or ambiguous signs.
- Concerns about vehicle damage or theft in poorly maintained or insecure parking facilities.

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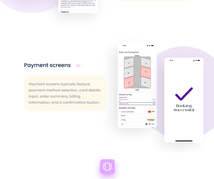
Challenges

- Finding parking spaces in crowded urban areas, especially during peak hours or special events.
- Parking in poorly lit or isolated areas raises concerns about personal safety and the security of their vehicle.
- Technical glitches or difficulties with payment methods at parking facilities can lead to delays, fines, or even the risk of getting towed.

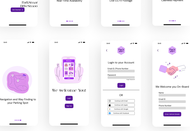
Wireframes

Based on the research conducted at the UI stage, we started developing wireframes. It was important to conveniently organize the elements on the screens and provide an intuitive structure of the application.



Style Guide

We wanted to choose a bright and eye-pleasing color palette and readable font, as the application will be used on all phone sizes.

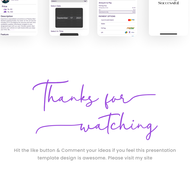


Screen Preview

Below we will take a look at the most important application screens separately.

Welcome Screens

When a user signs up the app for the first time, the user gets a home screen. Includes User All Initial Needs That They Want In Their First Glance While Visit The App. Splace



Home Page

Research suggests that including location, pricing, and distance on both the homepage and detail page will make it easier for users to quickly find and book available parking slots.

Payment screens

Payment screens typically feature payment method selection, card details input, order summary, billing information, and a confirmation button.

Other Screens

Combining all the elements together, the result is a clean, modernly bright application.

Thanks for watching

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