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UX DESIGN & STRATEGY

**ParkMe**

Mobile concept exploration  
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# PARKME / executive summary



## Potential taglines:

Pull right in.  
Really smart parking.  
We find and decide for you.

## Scope:

This concept was created during six 4-hour sprints, totaling 24 hours.

## Goal:

Let users see available parking options (street, lot, or garage) in a chosen area in real time.

## Problem:

When someone drives to an unfamiliar place for an event (i.e. a concert), it's difficult to assess the parking situation before arrival. Oftentimes, street parking signs are confusing, and garages and lots are full or don't offer public parking.

“It's hard to drive in an area I've never been to *and* pay attention to road signs *and* find parking ... If I do get to a particular lot and there are no available spots, I get very anxious.

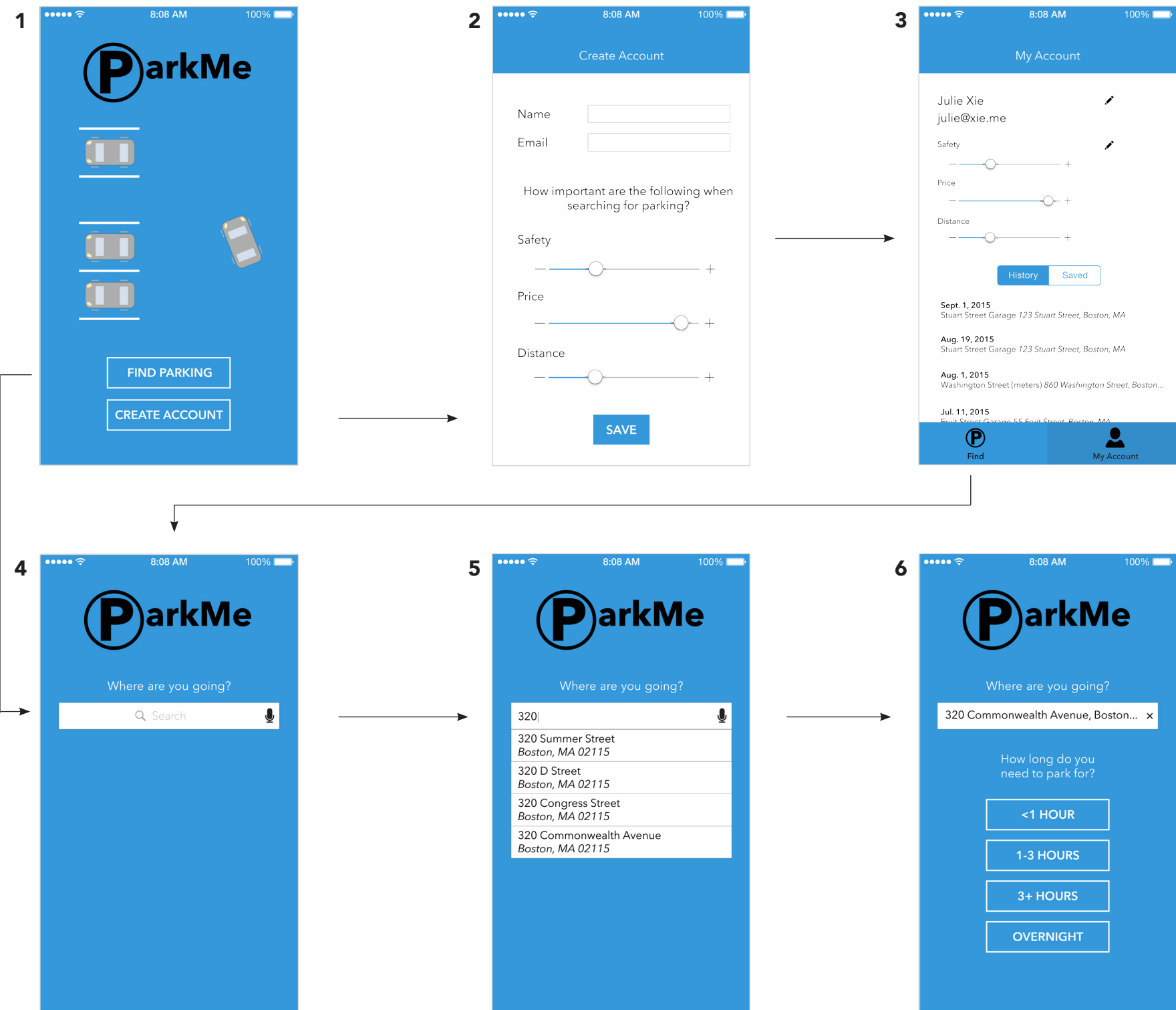
## Solution/Key Features:

ParkMe...

- Displays all parking options around a chosen address.
- Recommends garages or lots based on availability, park duration, and user preferences.
- Warns users when there are busy events (i.e. sporting events) happening nearby.
- Displays which roads have metered street parking with a toggle switch.
- Displays capacity, availability, hours, pricing, and contact info of garage/lot.
- Provides GPS navigation from user's current location to garage/lot.
- Allows users to create account and save garages/lots.
- Remembers a user's parking history.

ParkMe predicts availability by examining lot capacity, data from garage management (if applicable), time of day, how many ParkMe users have successfully parked at a location, and big data trends from the user base. The app then recommends parking places to a driver, first based on availability, then on the variables the user has prioritized (safety, price, and distance). The app will get smarter as it learns more about the user's habits and preferences. Account creation is optional, but creating an account will allow the app to supply better and more tailored parking recommendations.

# PARKME / key screens



The Splash screen (1) greets users as they load app. New users will be prompted to create an account (optional).

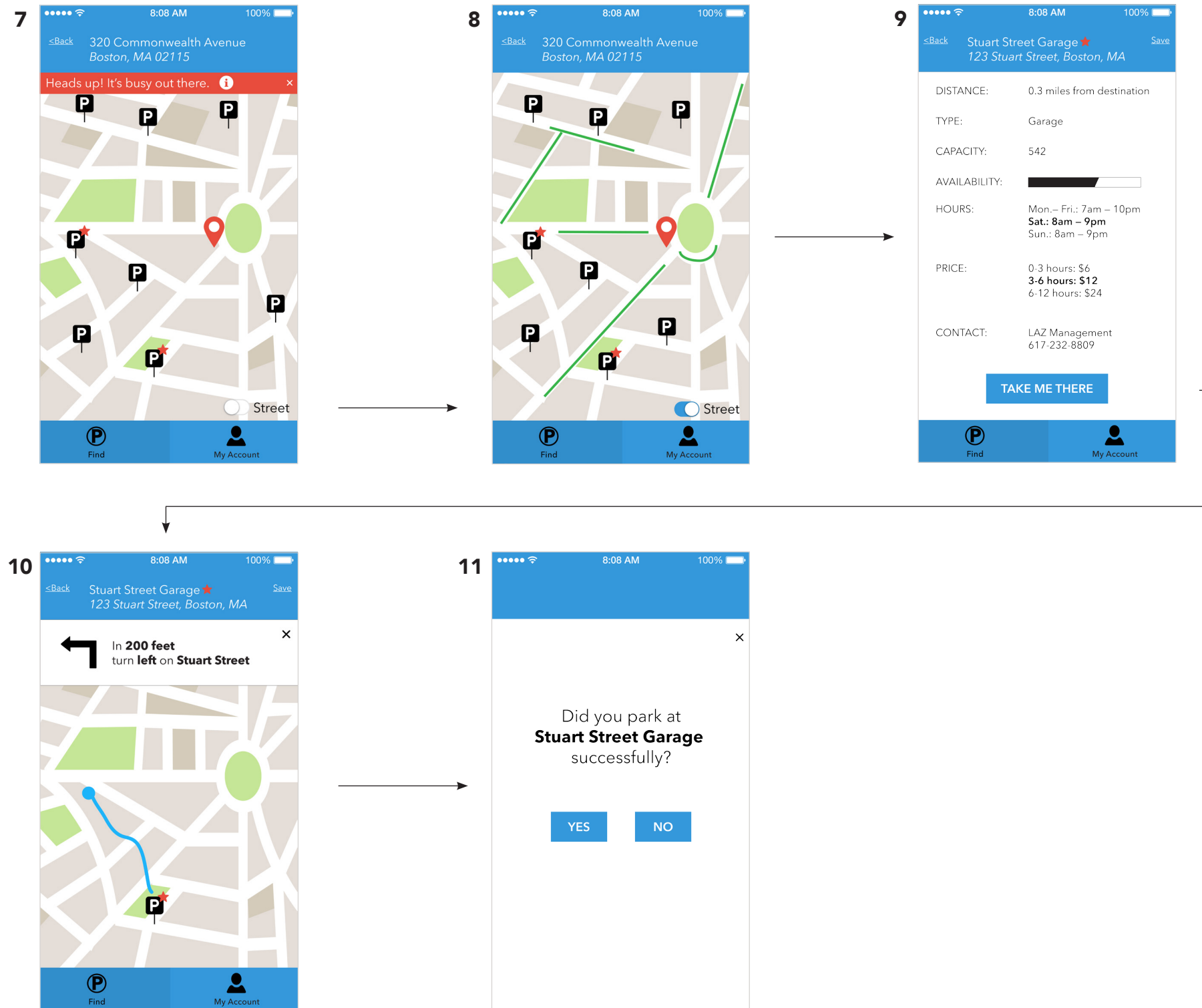
When creating an account (2), users are asked to rate how much they value safety, price, and distance when looking for parking. These ratings will affect the recommendations the app delivers to the user.

The main navigation is at the bottom of the screen (first shown in screen 3) and is persistent in most screens.

Screens 4, 5, 6 demonstrate the search flow. A user first enters an address, then selects how long they need to park for.

→ To screen 7 (next page).

# PARKME / key screens



The search results screen (7) displays all parking options and recommends two as the best options (denoted with a star badge).

If there are big events (i.e. sporting games, concerts, conventions) happening nearby, an alert bar will appear at the top of the screen. The alert self-dismisses in eight seconds, but users can close it at any time. Clicking the information icon expands the bar and displays more information about the events.

toggling on street view displays street parking options. When street view is ON (8), green lines on the map denote areas of the road that have metered parking.

Tapping on a parking icon brings users to the parking detail screen (9). Users can see information about the garage/lot, including the availability prediction. They can begin navigation to the garage/lot (10).

When the app detects that the user has arrived at the garage/lot and the vehicle has stopped moving, the app will ask users whether they successfully parked. This question helps the app gather data about the user and feeds into the availability estimate.

**Clickable prototype:**  
<https://marvelapp.com/1337991#8689522>