



Try to make parking experience better

Introduction

Picking aims to optimize the user parking experience by integrating real-time parking queries, vehicle management, relocation reminders, and one-stop payment functions, achieving easy positioning, convenient payment, and efficient management, and creating an intelligent and convenient parking ecosystem.

Dec 10, 2024



Research

What is parking?

Parking category

“ Parking Is The Act Of Stopping And Leaving A Vehicle In A Designated Area For Temporary Storage. ”

- On-Street Parking:** Parking along public roads, often regulated by meters or time restrictions.
- Off-Street Parking:** Surface lots, private driveways, or designated areas not directly on public roads.
- Garage Parking:** Enclosed or multi-level structures offering added security and weather protection.

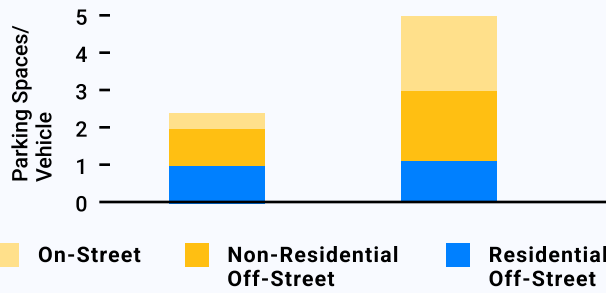
People have bad experiences with parking, often getting tickets for parking too late, forgetting to pay, or even being towed or unable to find a parking space. And since many places have time limits on parking spaces, it is difficult to find a suitable parking space.

DATA Of Parking Plot

Parking Spaces And Costs In Five U.S. Cities (Scharnhorst 2018)

	New York	Philadelphia	Seattle	De Moines	Jackson
Population	8,537,673	1,567,872	704,352	215,472	10,529
Parking Spaces	1,965,377	2,172,896	1,596,289	1,613,659	100,119
Spaces / Household	0.6	3.7	5.2	19	27
Vehicles / Household	0.6	1.0	1.9	3.0	3.7
Spaces / Vehicle	1.0	3.7	2.7	10	14
Total Value	\$21 Billion	\$17 Billion	\$36 Billion	\$6.4 Billion	\$711 Billion
Average Value / Household	\$6,570	\$29,974	\$117,677	\$77,165	\$192,138

Parking Supply Estimates



Parking Supply Estimates

These Two Charts Indicate That The Distribution Of Parking Resources In American Cities Is Extremely Uneven. Different Estimation Methods Show That The Actual Number Of Parking Spaces Per Vehicle May Range From 2.5 To 5; Although Big Cities Have A Large Total Number Of Parking Spaces, The Per Capita Or Per Vehicle Parking Spaces Are Relatively Low, While Some Small And Medium-Sized Cities Exhibit Higher Parking Ratios And Greater Value. This Not Only Reflects The Deviation Between Drivers' Intuitive Perception And Actual Data, But Also Indicates That Cities Need To Be More Tailored In Parking Management And Planning.

Pain points

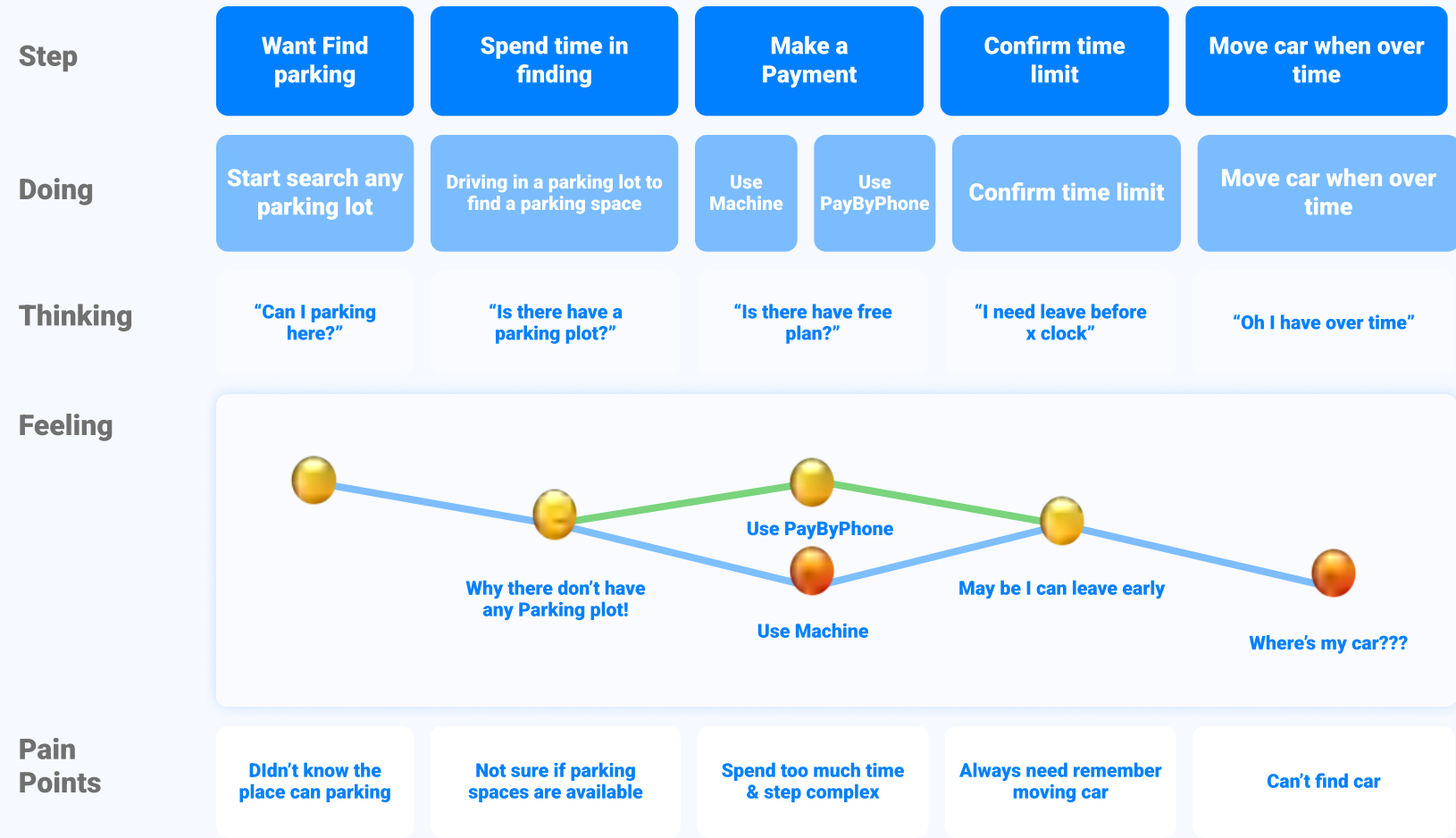
1. Find parking plot

3. Time limit

2. Forgot Pay

4. Free Parking

User Journey Map(Before)



Key Question

1. Parking Space Shortage



In big cities or busy areas, parking spaces are scarce, especially during peak hours or in popular locations. People often drive around looking for parking spaces, further exacerbating traffic problems.

2. A Lot Of Time Is Wasted Looking For A Parking Place.



In dense urban centers, the ratio of cars to available spaces is often mismatched. Drivers spend considerable time searching for a spot, increasing stress and contributing to traffic and environmental pollution.

3. Worry About Parking Tickets



Sometimes you have to park your car in a limited-time parking area or some ambiguous place. Many times it is easy to forget the time and then exceed the time, worrying about getting a ticket, adding unnecessary expenses and troubles.

Persona Now



Finding a parking spot every day is exhausting. I have to circle around and sometimes park far away, constantly worrying about getting a ticket. It's so tiring.

Comparative

	paybyphone	modii
User	Car Owner	Parking Manager
Main function	Parking payment & renewal reminder	Real-time information
Scenario	Side / Public parking	Big Parking Manage
Applicable areas	Most city & street	Large venues
Navigation	-	√
Payment remention	√	-
management	Only payment	Resource management, dynamic pricing, data analysis

Summarize

Pay by Phone is an app that simplifies parking payment. It supports mobile payment and renewal reminders, helping users to easily manage parking fees, but does not provide real-time parking space information.

Mudii only provides real-time parking space information and reservation functions for parking lot managers, helping managers quickly find parking spaces and navigate to them, supporting online payment, and simplifying the parking process.

Opportunity

- Service Integration
- Navigation
- Need For Efficiency
- The Flexibility Of Plan
- Cashless Transaction Preference
- The Desire For Real-Time Information

Persona

Student

Have Car

\$2000-3000/mon

Amelia

Single

20s

Bio

She lives far from school, so she has to drive to school. But there are few parking spaces near the school, so she has to spend time looking for parking spaces every time, which also causes her to be late for class frequently.

Needs

She hopes there will be a software that can tell her where else there are parking spaces near the school so that she can better plan her parking plan.

Target audience

The people who need to park in crowded urban areas and streets.

User journey map

Step	Want Find parking	Spend time in finding	Make a Payment	Confirm time limit	Move car when over time
Doing	Use app to make plan	Follw the apps/guide easy to find the parking place	Use the app solve the payment in anytime	The app will alert your time limit	The app will ring when user close to overtime
Thinking	The app give the place to park	the app said here have some places	the app will tell me how many I need to pay and help me to pay	Ok! the app said my car is safe now	I hear the ring! the app said I need to move car now

Feeling

Oh, the app find one, Great!

Use our app

Use Machine

Always broke!

I have a lot of time!

No one can move my car, cause I always on time

Pain Points	Didn't know the place can parking	Not sure if parking spaces are available	Spend too much time & step complex	Always need remember moving car	Can't find car
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Story board

Morning

The application provides a Free Working time Parking schedule, and Tim successfully finds a parking spot with vacancies based on this schedule.

Afternoon

Tim moved his car ahead of time under the reminder of the application to ensure the minimum parking payment.

Night

At night, Tim successfully moved the vehicle before the free parking over time.

Wire frame

1 Home page

2 Plan page page

3 Start navigation

4-5 Add a new location

6 Choosing parking

7 Final page

8 Plan saving

9 Skip choosing parking

10 Best Plan choosing

11 My manage page

a. Start a ride

b. plan your ride

c. add a new location

d. Searching your location where you want to go

e. select current location

f. choosing a parking you want

g. Final page, you can add more location or just finish and start/save plan

h. Plan your ride part, Saved

i. Skip choosing single parking, just in finally select a ride plan

j. click plus to add a new location

k. Change your car waht you ride today

k. Going to my page, you can easy to manage your payment, your car and also manage your bind.

Style tyle

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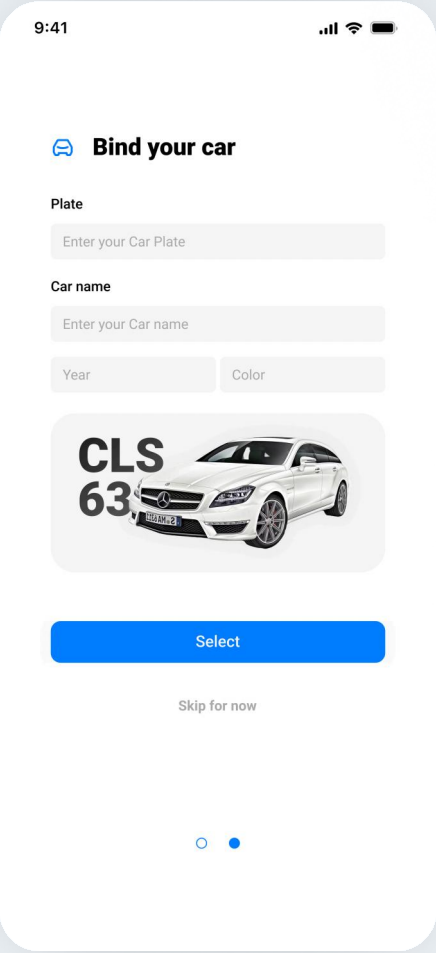
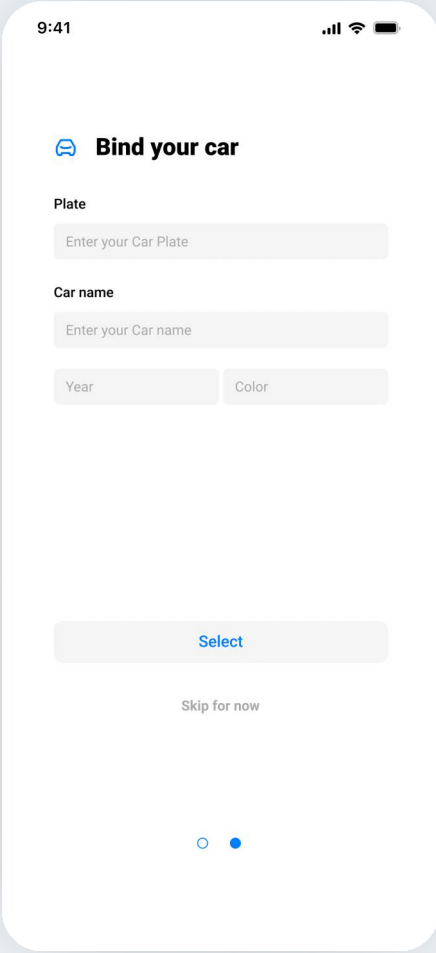
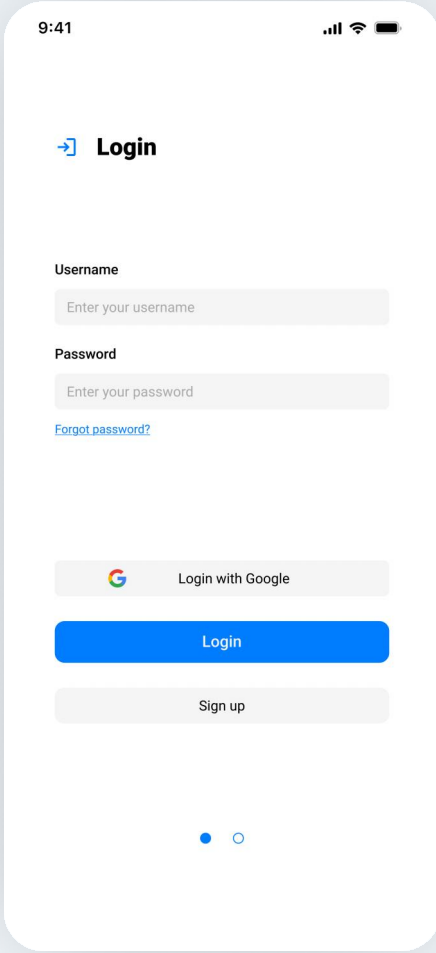
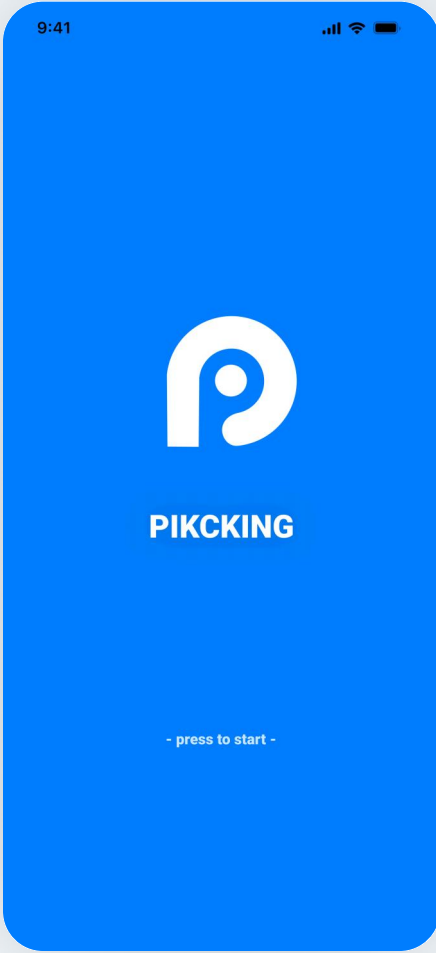
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High Fidelity

- Login Screen



Typography

Pikking

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abcdefghijklmnopqrstuvwxyz

Aa	Title	Pikking, Roboto, Black, 32
Aa	Heading1	Pikking, Roboto, Black, 24
Aa	Heading2	Pikking, Roboto, Bold, 20
Aa	Body1	Pikking, Roboto, Medium, 14
Aa	Body2	Pikking, Roboto, Regular, 14
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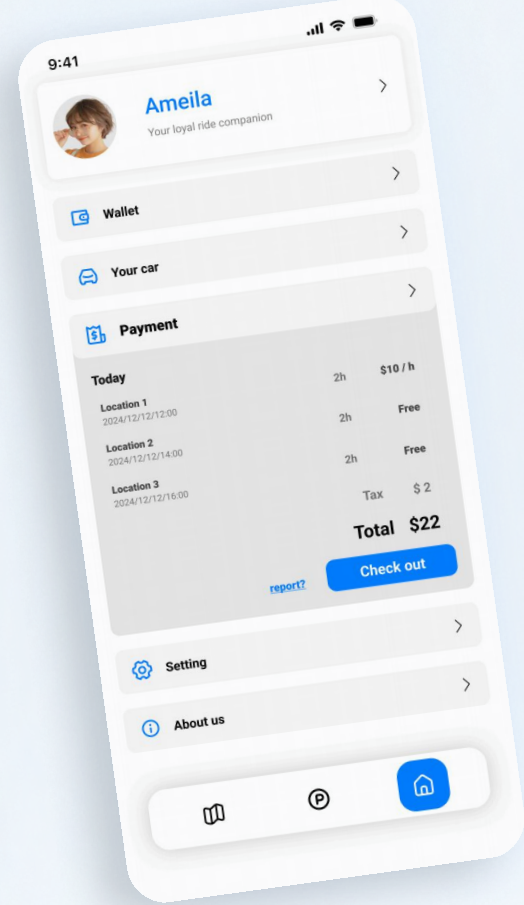
- Destination Process



- Billing & Notification



- Manage



- Plan Ride

