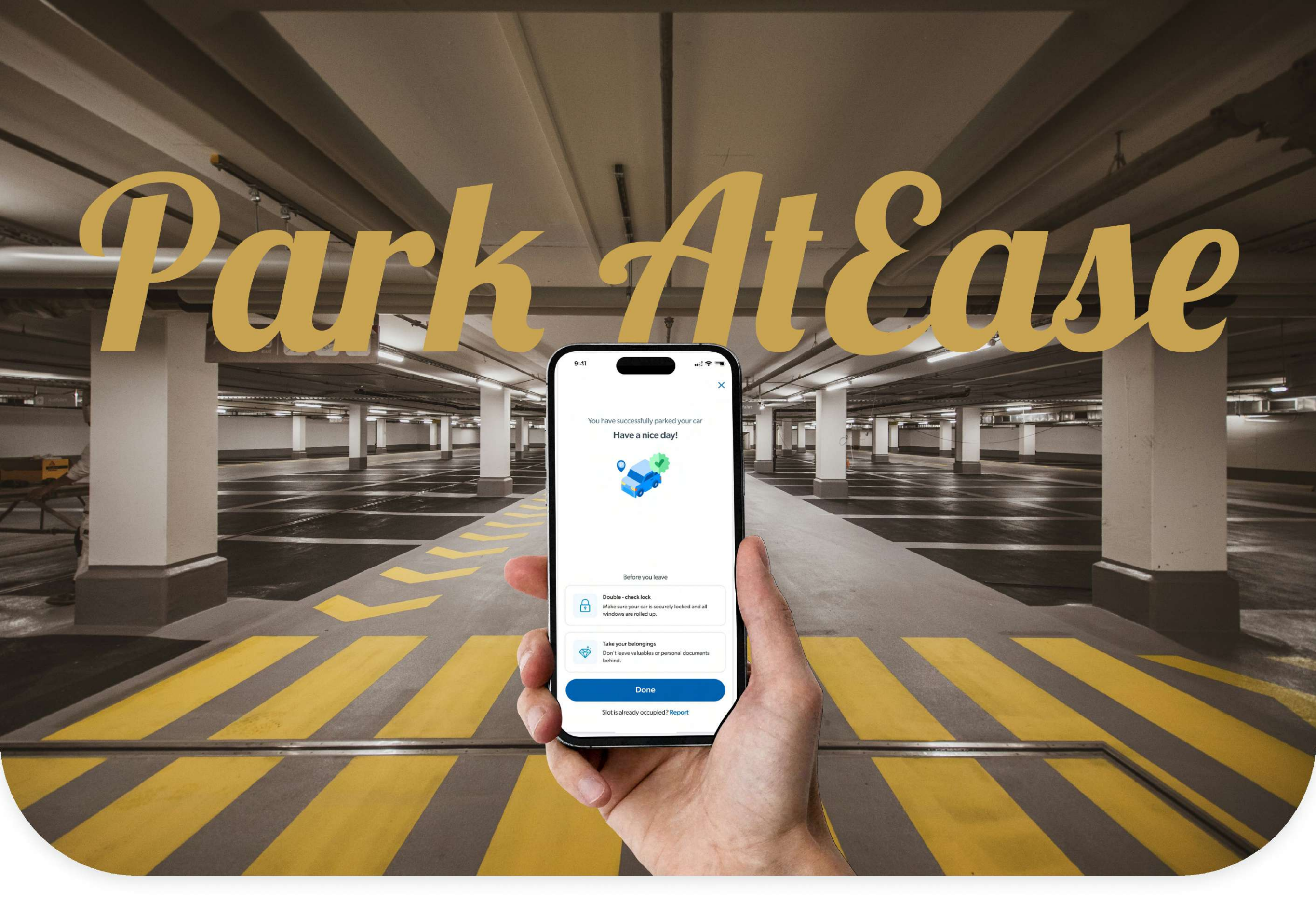


Park AtEase

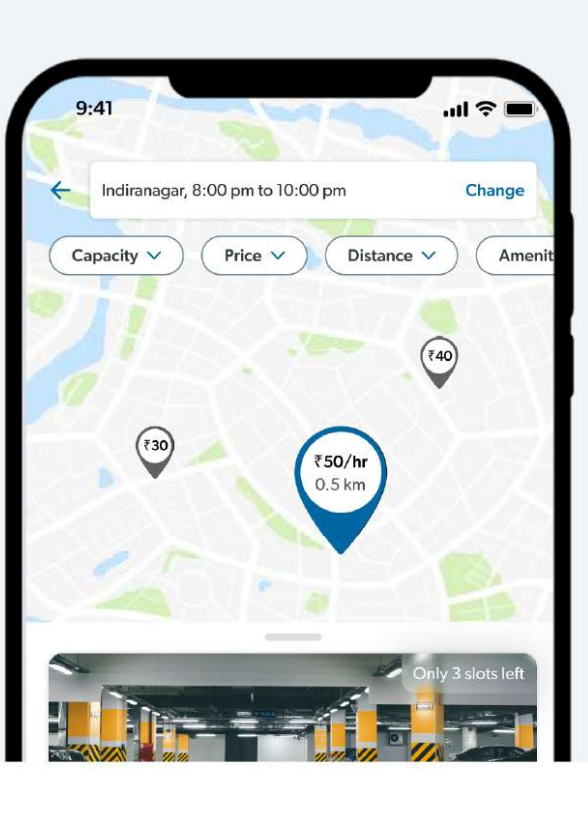
Cars have grown. Spaces have not.

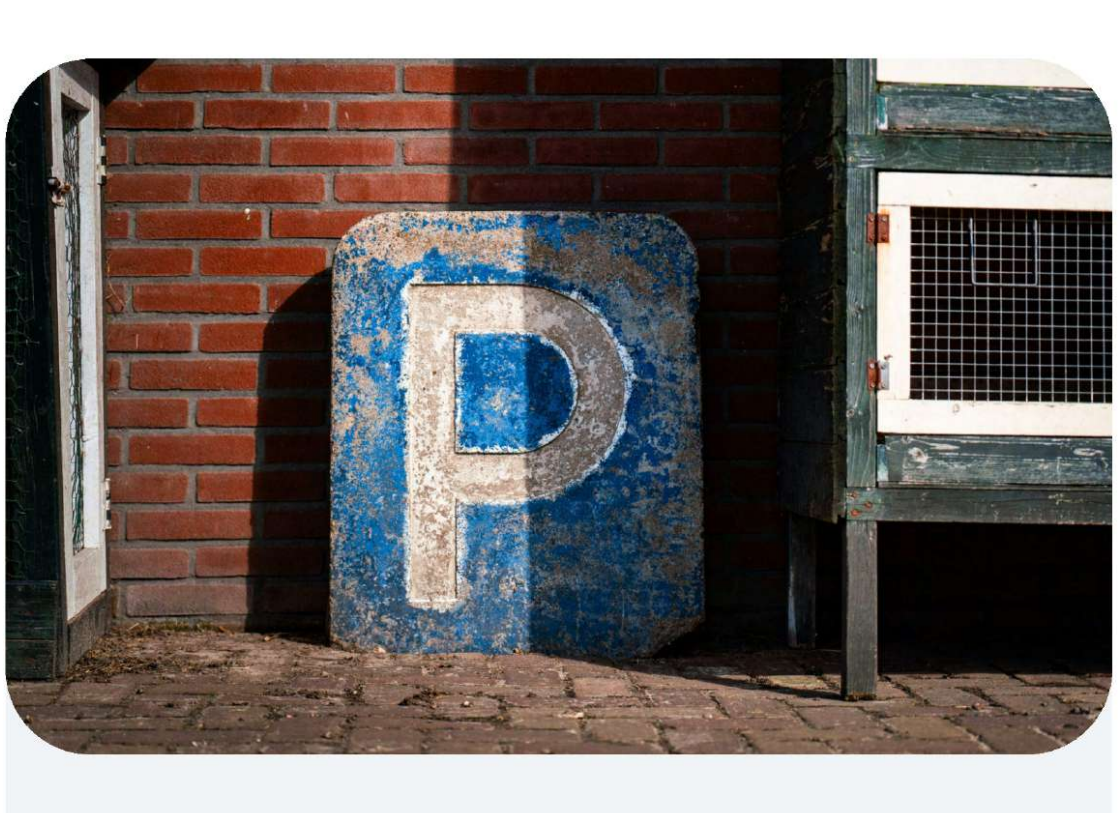
The growing number of vehicles in urban areas has led to several critical challenges, including increased pollution, traffic congestion, longer idling times, and significant parking issues.

To address these concerns, there is an urgent need for an effective solution that optimizes the use of available space and improves overall traffic and environmental conditions.

Project overview

Park AtEase is a mobile app that connects drivers to available parking spots and allows individuals to rent out their own, offering a simple peer-to-peer parking solution.





Goal

The goal is to simplify parking by connecting drivers with available spots in real time, reducing traffic and emissions, and enabling space owners to earn passive income through a user-friendly platform.

User research

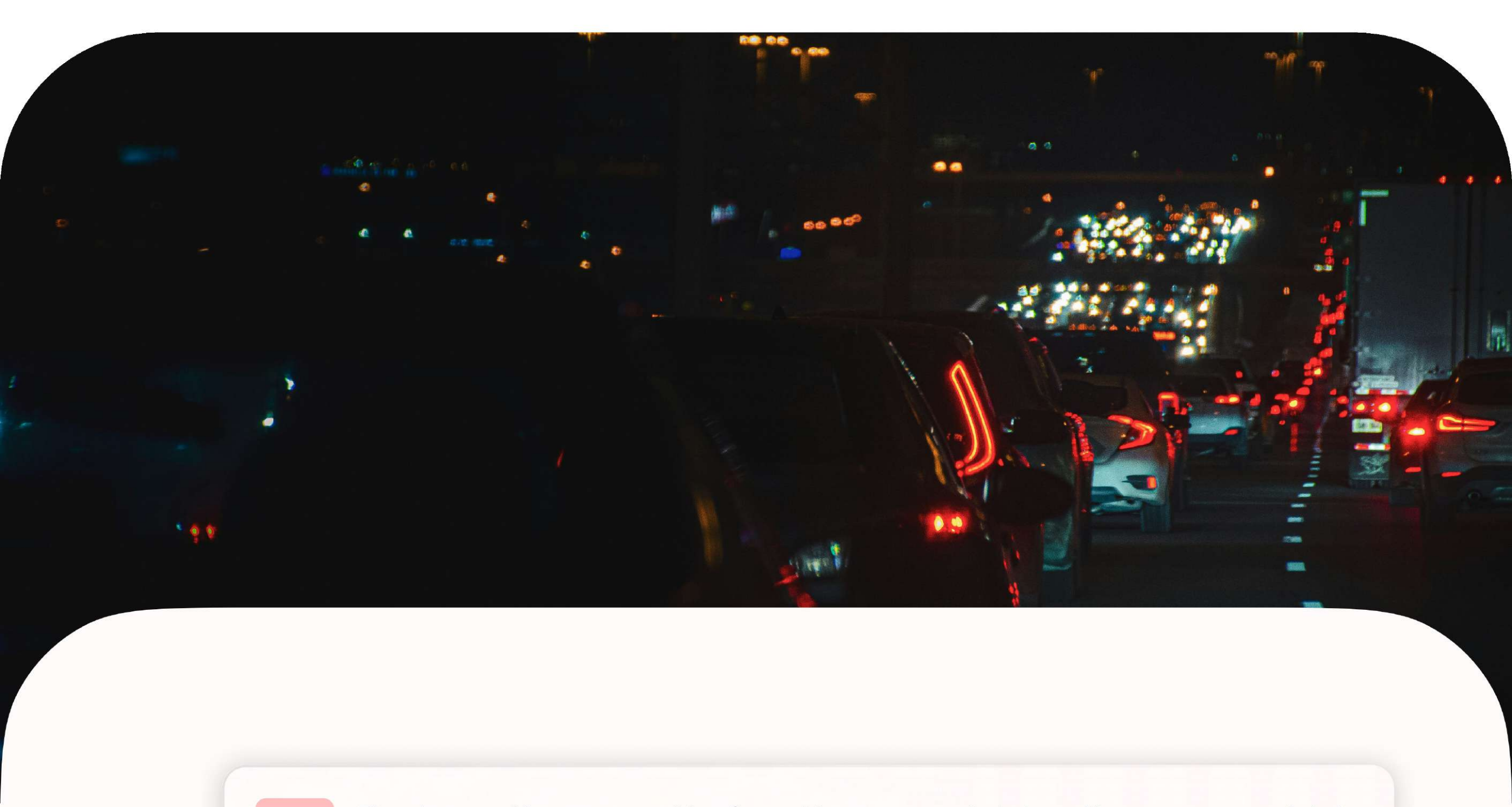
User research

Primary

- User interviews
- Surveys
- 5 users
- 3 males
- 2 females
- 20-50 aged
- Urban residents

Secondary

- User parking habits
- Parking profiles
- Impact of disorganized parking
- Challenges in the current parking system
- Impact of traffic on the envi
- ros and cons of pay-and-park services
- Factors contributing to parking congestion
- Key challenges faced during parking
- The average person's take on pay-and-park systems



Problems

Time is wasted by users searching for parking near crowded places like events or transit hubs
"I don't want to park near concerts or events as exit will be difficult."

Roadside parking is risked by drivers due to limited affordable options
"I park on the roadside because it's free."

Expensive parking is chosen by drivers for safety due to the lack of secure options
"I park my car in mall even though it is expensive because I know it'll be safe."

Public parking is avoided by users due to concerns about safety, security, and cleanliness.
"My car might dusty or the parking might be unhygienic or kids might play and damage my car."

Unreliable options for long-term parking, makes users hesitant to park
"Parking in airport is expensive, but I have no other option."

Parking areas are congested, causing delays and long queues
"Public parking spaces are usually crowded."

The hidden benefits of Pay and Park

Improved security
Have surveillance, attendants, and security features.

Revenue generation
Generates steady income for owners through parking fees.

Cost-effective over time
Saves money by avoiding fines, towing, and damage costs.

Cleaner and well-maintained
Maintained regularly, offering a cleaner and more hygienic environment.

Solution

- Bust myths around Pay & Park systems
- Showcase key benefits of using paid parking
- Provide affordable options and smart spot selection
- Ensure trust and highlight safety features
- Enable users to lease their parking spots
- Make users feel heroic by helping the environment

The user we are designing for...

Meet Kiran
38 years old . Married

Kiran says
"I want a hassle-free, affordable, and secure parking spot without wasting time or worrying about safety and cost."

Mumbai

Speed. Affordable. Convenience

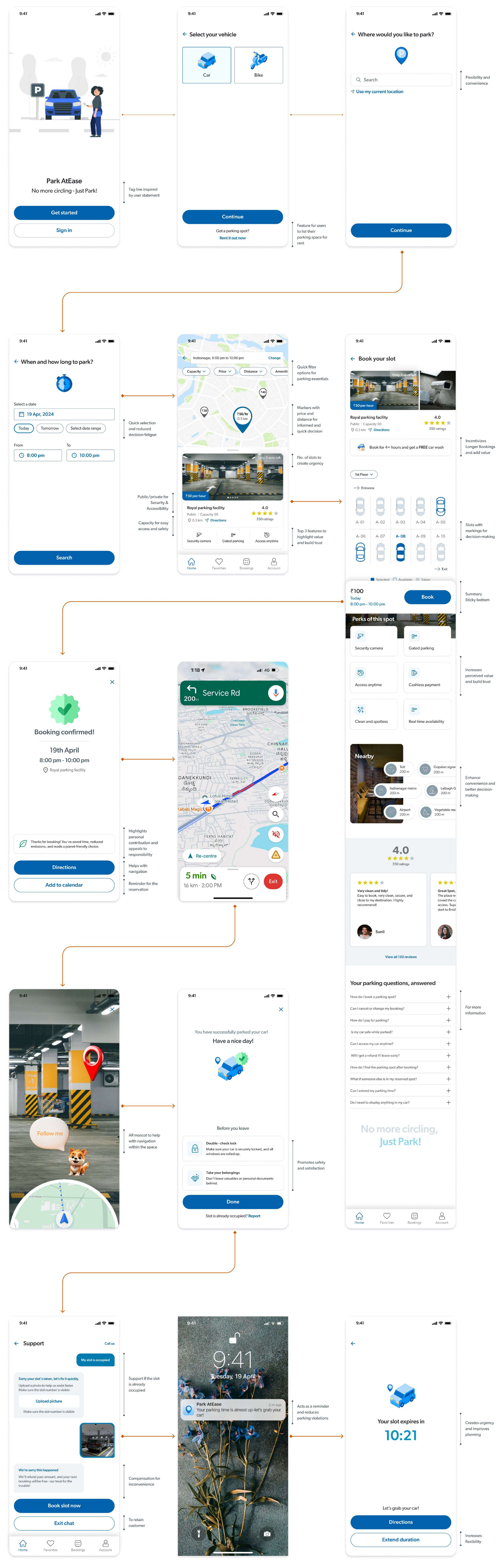
Goals
- Save time finding parking
- Minimize parking expenses
- Secure and clean space

Pain points
- Wastes time searching for spots
- High parking fee
- Unsure of car's safety

User story

User story

Kiran, out shopping for his daughter's birthday, finds the area crowded due to a nearby store opening. With no parking available, he needs a quick, safe, and affordable spot nearby.



Park AtEase
No more circling - Just Park!
Get started
Sign in

Tag line inspired by user statement

Select your vehicle
Car
Bike
Continue
Got a parking spot?
Rent it out now

Feature for users to list their parking space for rent

Where would you like to park?
Search
Use my current location
Continue

Flexibility and convenience

When and how long to park?
Select a date
19 Apr, 2024
Today
Tomorrow
Select date range
From 8:00 pm
To 10:00 pm
Search

Quick selection and reduced decision fatigue

Indiranagar, 8:00 pm to 10:00 pm
Change
Capacity
Price
Distance
Ameniti
₹30
₹40
₹50/hr 0.5 km
Only 3 slots left
₹50 per hour
Royal parking facility
Public | Capacity 50
0.5 km
Directions
4.0
350 ratings
Security camera
Gated parking
Access anytime
Home
Favorites
Bookings
Account

Quick filter options for parking essentials

Markers with price and distance for informed and quick decision

No. of slots to create urgency

Top 3 features to highlight value and build trust

Public/private for Security & Accessibility

Capacity for easy access and safety

Book your slot
Only 3 slots left
₹50 per hour
Royal parking facility
Public | Capacity 50
0.5 km
Directions
4.0
350 ratings
Book for 4+ hours and get a FREE car wash
1st Floor
Entrance
A-01 A-02 A-03 A-04 A-05
A-06 A-07 A-08 A-09 A-10
Exit
Selected
Available
Taken
₹100
Today
8:00 pm - 10:00 pm
Book
Perks of this spot
Security camera
Gated parking
Access anytime
Cashless payment
Clean and spotless
Real time availability
Nearby
Toit 200 m
Gopalan signa
Indiranagar metro 200 m
Lalbagh G 200 m
Airport 200 m
Vegetable ma 200 m
4.0
350 ratings
Very clean and tidy!
Easy to book, very clean, secure, and close to my destination. Highly recommend!
Sunil
Great Spot,
View all 150 reviews
Your parking questions, answered
How do I book a parking spot?
Can I cancel or change my booking?
How do I pay for parking?
Is my car safe while parked?
Can I access my car anytime?
Will I get a refund if I leave early?
How do I find the parking spot after booking?
What if someone else is in my reserved spot?
Can I extend my parking time?
Do I need to display anything in my car?
No more circling, Just Park!
Home
Favorites
Bookings
Account

Incentivizes Longer Bookings and add value

Slots with markings for decision-making

Summary Sticky bottom

Increases perceived value and build trust

Enhance convenience and better decision-making

For more information

Booking confirmed!
19th April
8:00 pm - 10:00 pm
Royal parking facility
Thanks for booking! You've saved time, reduced emissions, and made a planet-friendly choice.
Directions
Add to calendar

Highlights personal contribution and appeals to responsibility

Helps with navigation

Reminder for the reservation

1:18
Service Rd
200 m
Re-centre
5 min
16 km · 2:00 PM
Exit

Follow me

AR mascot to help with navigation within the space

You have successfully parked your car!
Have a nice day!
Before you leave
Double - check lock
Make sure your car is securely locked, and all windows are rolled up.
Take your belongings
Don't leave valuables or personal documents behind.
Done
Slot is already occupied? Report

Promotes safety and satisfaction

Support
Call us
My slot is occupied
Sorry your slot's taken, let's fix it quickly.
Upload a photo to help us assist faster.
Make sure the slot number is visible
Upload picture
Make sure the slot number is visible
We're sorry this happened
We'll refund your amount, and your next booking will be free - our treat for the trouble!
Book slot now
Exit chat
Home
Favorites
Bookings
Account

Support if the slot is already occupied

Compensation for inconvenience

To retain customer

9:41
Tuesday, 19 April
Park AtEase
2 m ago
Your parking time is almost up-let's grab your car!

Acts as a reminder and reduces parking violations

Your slot expires in
10:21
Let's grab your car!
Directions
Extend duration

Creates urgency and improves planning

Increases flexibility

Thanks for watching

Thanks for watching