Bob, a small business owner, frequently meets clients off-site. His gut feeling tells him every time he uses the company car about the pain of finding an available parking space in a parking deck nearby the meeting location.

Again and again he wastes time and energy in searching for an appropriate parking space. Statistics reflect Bob’s challenge since the average person spends 4.2 mi and 11 minutes extra, till an appropriate parking space is found in mid-sized cities.

Knowing up front where to park his car indoors would make Bob feel easy and relaxed when approaching an off-site meeting.
Bob
Small Business Owner
Hardworking with sound practical judgement

Age // 35+
Income // €50K+
Industry // Tech – B2B
Family status // married
Area of residence // Europe

Personality - ISFJ
- realistic
- sincere
- systematic
- analytical
- reserved
- responsible

Personality - Big Five
- Neuroticism (N)
- Extraversion (E)
- Openness (O)
- Agreeableness (A)
- Conscientiousness (C)

Goals
- getting things done efficiently
- planning resources carefully
- focusing on business duties
- minimize time drainage

Needs
- find & park & go
- in advance knowledge of available parking space
- personal parking guide
- hassle-free charging
- parking flat rate

Devices & Platforms

Pain Points
- little time available
- search for available indoor parking space in parking decks
- refinding car in parking deck
- wasting resources with parking space search
Point of View

As a small business owner

I need a way to efficiently find available parking space in parking decks

so that I maximize my time budget for off-site meetings.
# User Experience Journey: Finding a parking space in a parking deck

<table>
<thead>
<tr>
<th>ACTIONS</th>
<th>MINDSET</th>
<th>FEELING</th>
<th>TOUCH POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Accessing service</td>
<td>• Hopefully there is one parking space available</td>
<td>😊</td>
<td>• Desktop • Mobile phone</td>
</tr>
<tr>
<td>• Inspecting offering • screening nearby offered parking slots • refining search if necessary</td>
<td>• Not much free parking space • I have to hurry • Great, there is one free</td>
<td>😞</td>
<td>• Search Screen offering</td>
</tr>
<tr>
<td>• Executing arrangement</td>
<td>• Why do I always have to fill out so many details repeatedly?</td>
<td>😞</td>
<td>• Action buttons on screen</td>
</tr>
<tr>
<td>• Transferring money</td>
<td>• This is the price? • At least money transfer is easy</td>
<td>😊</td>
<td>• Action buttons on screen</td>
</tr>
<tr>
<td>• Driving to the parking deck</td>
<td>• glad that I know there is one slot saved for me • saves me time</td>
<td>😊</td>
<td>• Entrance • Indoor road signs • Slot numbering</td>
</tr>
<tr>
<td>• Parking the car</td>
<td>• That was easy</td>
<td>😊</td>
<td>• Space marker • Slot number</td>
</tr>
</tbody>
</table>
Dashboard view: Whole Building

Key KPI: **Available parking slots**

Parameter visualization in the select floor level section is either aggregated for whole building or on individual level.
Dashboard view: Individual Level

Key KPI: Available parking slots

Status of parking slots is color coded and geo-referenced.