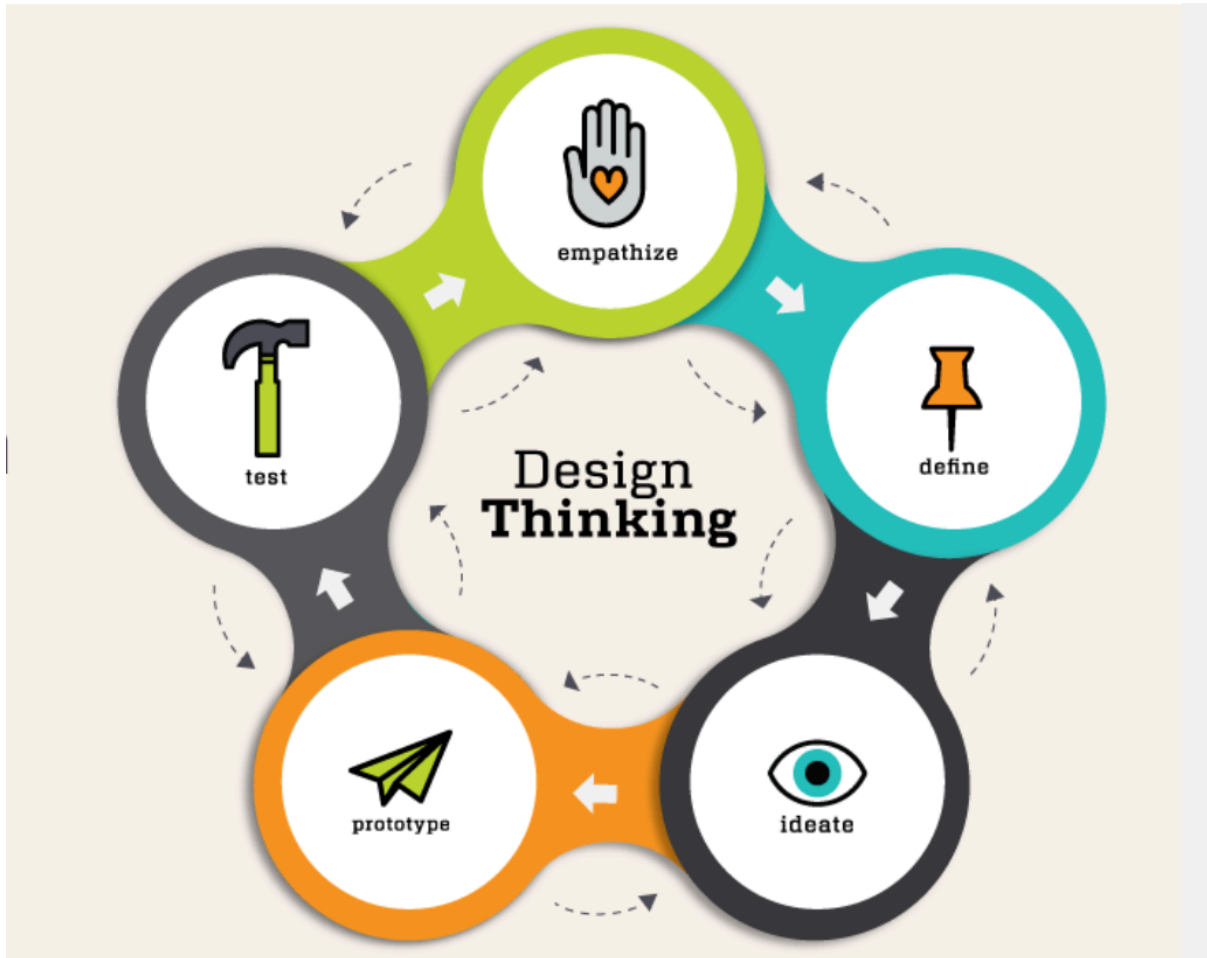# Parkera



Transport services are one of the main industries that keeps on getting better due to the sharing economy and one area that is becoming popular in transport services includes renting out residential parking spaces.

This is an alternative to building new parking facilities, which is less cost and time effective, while shared parking promises a cost-efficient alternative as it improves traffic conditions and optimizes resources.

## *Things to consider:*

- Unique value proposition
- Parkings from people to people
- Don't limit yourself to visitor parking places.

- OpenID, bankid, social media login or magic link for easier registration.
- The parking info shows if the place is suitable for bigger size vehicles.
- Minimum valuable product, a version that is good enough to satisfy their early adapters. focus on the top 3 features.
- Prototyping the idea and letting the users test it, the main 3 features are (making an account, booking, fill in the reg number and starting/finishing)
- Revenue streams & cost structure
- different price for the effect of peak-hour/off-peak-hour time
- All business partners (The product owner, the housing agency and the one who rents the parking on a monthly basis ) will get a piece of the cake.
- You can decide how you gonna divide the revenue according to the value that everyone will be getting,
- The revenue will be achieved by the ones who book the parking places.
- Have a marginal time between each rent, maybe 15 minutes.
- Have a margin of half hour at the end of the parking availability.
- In the worst scenarios, A pop up message will appear in the app to confirm the one who is renting the parking space to move the car, and someone in the customer service will inform the person that a car lifter will soon carry away your car that is still parked during unscheduled time.
- An expensive fine would be sent to the one who stays longer in the parking place.
- A pop message will confirm the one who is parking the place that you might get a fine if you don't move your car when the parking time is finished.
- vem Uppsala parkering ab ska man kontakta, garå, charge amps, de gör lad boxen kopplade till.
- Installera laddstolpar genom den följande hemsidor:
  https://www.garo.se/sv/
  https://chargenode.eu/

# 1- Empathize (Learn about the users):
- ## Literature review.
  https://www.researchgate.net/publication/354294682_Measuring_willingness_to_pay_for_shared_parking

- ## Qualitative study (semi-structured interview).
- ## Quantitative study (questionnaire).

- ## Marketing research: Would you be interested in renting out your parking?
  Would you consider renting a private parking space?

## 2- Define (User needs and problems)

More parking spaces are needed, especially in big cities or in the central areas. We need to be able to share our parkings, either the one who owns or monthly renting a parking space should be able to rent it out while it is available. And the housing offices should legalize such business ideas.

1. *Personas:*

*Josefin (Car owner)*



**Josefin**

*28 • bibliotekarier*

**Motivations**

| | |
|---|---|
| CONVENIENCE | ✳ ✳ ✳ ✳ |
| PERSONALIZATION | ✳ ✳ ✳ ✳ ✳ |
| SOCIAL | ✳ ✳ ✳ |

**Goals**

To be able to find available parkings

To use the monthly based parkings, and private parkings

**Pain Points**

- lack of parking places
- Share parkings

**Frequently Used Apps**

" Car owner, looking for parkings "

**Bio**

Josefin is a library assitant, social media enthusiast, and designer out of Uppsala. She would love to find parking places when she visit her friends in the city.

*Marcus (parking owner)*

**Marcus**

*32•*
*doctor*

**Motivations**

| | |
|---|---|
| CONVENIENCE | ✶ ✶ ✶ ✶ |
| PERSONALIZATION | ✶ ✶ ✶ ✶ |
| SOCIAL | ✶ ✶ ✶ |

**Goals**

To be able to get a passive income

To share the parking with others, when he dont use it.

**Pain Points**

• Earn money

• Feel emapthic

**Frequently Used Apps**

**"** Parking owner, want to rent out **"**

**Bio**

Marcus is a doctor , socialism, and would love to earn an extra money by renting out his parking place when he is away.

2. *Point of view*

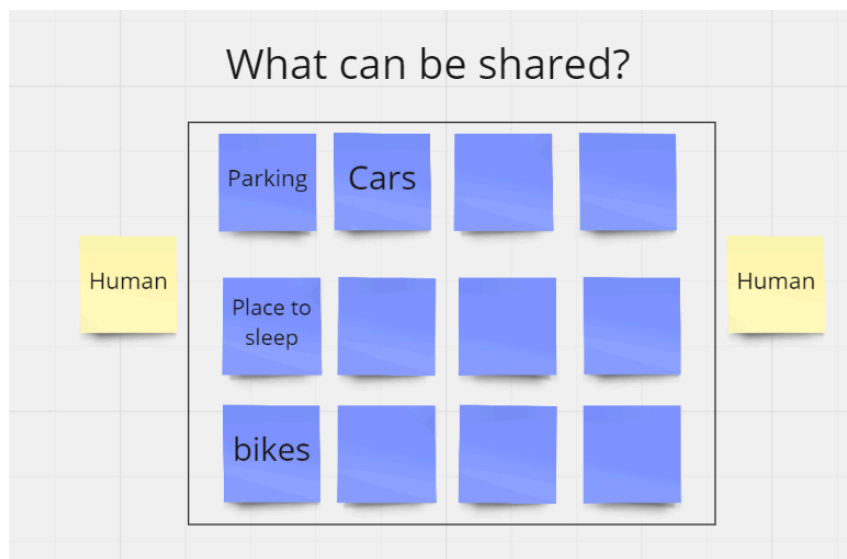| *Users* | *Needs a way to* | *Because* |
|---|---|---|
| *Josefin(car owner)* | *To find an available parking space.* | *She is gonna visit a friend, and she is worried of the lack of parkings* |
| *Marcus(propert owner owner)* | *Rent out his parking* | *To make money* |
| *Dost(the one who rent a Parking from* | *share his parking* | *It is available for short times.* |

| *property owner)* | | |
|---|---|---|

### 3. *Pain Points.*

1- <u>The need for sharing parkings:</u> it is important for those who don't use their parkings to be able to share it for short periods of time, so others can take advantage of that parking spot.

2- <u>Many parties will get a benefit:</u> all the people involved in the business will get a piece of the cake.

3- <u>Disables and elderlies:</u> Since Disables and elderlies count each single meter of their distance, such a solution will definitely be appreciated, since more parkings will be available around the place where they visit often.



### 4. *HMW notes:*

- How Might We Make the Parkings More available?

  By giving the chance for those who don't use their parkings 24/7 to share their parkings.

- How might we give the opportunity for people to share their parkings?

  through including the function to an already existing app, or make a new app to fill in the availability time.

- How might we motivate the parking owners to share their parkings

  by getting an instant income, show how sharing will benefit the whole society.

- How might we solve the legal part: either pay for a lawyer or ask the parking owners to solve the problem legally with their tenants.

- ## *Competitive analysis:*
 - There is actually no app that's offering the option to rent out your monthly based parking place, or a parking place that you own. easy park is the most dominant parking app so far.

**easypark**
**https://www.share-now.com/**

- ## *The legal part:* Is it possible to rent out my parking second hand:

https://www.lawline.se/answers/far-en-bostadsrattsforening-neka-en-bostadsrattshavare-att-hyra-ut-sin-parkering
splats-i-andra-hand

https://www.hemhyra.se/nyheter/mojligt-att-hyra-ut-garageplats-andra-hand/#:~:text=%E2%80%93%20Du%20f%
C3%A5r%20uppl%C3%A5ta%20en%20garageplats,godk%C3%A4nnande%20av%20hyresv%C3%A4rden%2C
%20s%C3%A4ger%20han.&text=Giltiga%20sk%C3%A4l%20kan%20till%20exempel,beg%C3%A4ra%20att%20
Hyresn%C3%A4mnden%20pr%C3%B6var%20fr%C3%A5gan.

https://lawline.se/answers/ar-det-lagligt-med-airnbnb-i-sverige

# 3- Ideate(Find Solutions)

- ## <u>*Start with constraints:*</u>
    1- How would I do this with a million dollars?
    Build the most efficient and powerful app, and build new electric chargings to those who own parkings or rent it from the housing office.
    2- How would I do this for free?
    Try to find some volunteers and freshly graduated students who want to practice their knowledge, and people who own parkings and are willing to share their insight for free.
    3- Without technology?
    Communicate directly with the parking owner by visiting or calling, and make a deal regarding the time and money.
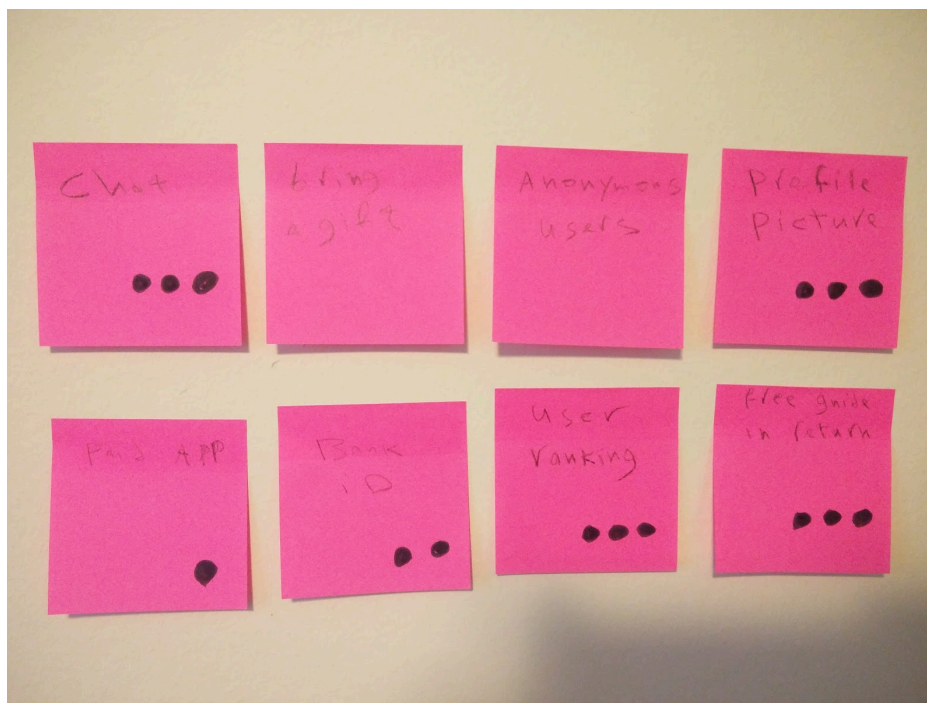    4- What is the worst idea you can think of?
    Let people knock each door and ask if they have parking and if they want to rent it out.

- ## How to select:
  There were three ways to narrow down the ideas and focus on particular ones:
  1- Post-it voting(Dot voting)
  The chosen method was Post-it voting(Dot voting) since it is easier to present the sticky notes to the participants and they can basically apply dots to prioritize each piece of idea. five participants were allowed to have three dots which is in total 15 dots spreaded among eight ideas as we can see in the following picture.



  Safety(bank id, profile picture, ranking the person)?
  The guide (completely free, paid, free guide in return)?
  Compulsory for the tourist to bring a gift from home city?

# A digital prototype:

- User journey mapping

- Site mapping:


- Paper and pen sketching:


# 4- The first iteration of the Prototype(Represent the idea to show to others)



# 5- Test(Share it with original users, is it working?)

A usability test with the target group has been implemented and the product has been moved to the second iteration.