The Parking Problem

Americans spend an average of 17 hours per year searching for parking. Overpaying for parking costs Americans more than $20 billion a year or $97 per driver. Almost two-thirds of America’s drivers (61%) reported they felt stressed trying to find a parking spot, nearly half (42%) missed an appointment, one-in-three (34%) abandoned a trip due to parking problems and one-quarter (23%) experienced road rage.

Currently, there is no existing solution to systematically connect someone who is leaving a public parking spot with someone who is searching for a parking spot within Hoboken.

Population: 50,000
Parking Spaces: 10,000
Parking Permits Issued: >15,000

Future Implementation

Most small urban cities need a parking solution. While our app is primarily focused in Hoboken, it would be easily scalable to expand use for other small cities (Ex: Jersey City, Philadelphia).

Optimized Matching

Currently, our matching works on a First In First Out basis. Ideally, we would like to match users based on specific distance parameters.

Accessibility Features

User safety is our priority. Having a text to speech option would allow the users to request for a parking spot without the need to focus their attention on using the app.

First Year Operation Costs

<table>
<thead>
<tr>
<th>First Year Marketing Campaign</th>
<th>Employee Labor Costs</th>
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<tbody>
<tr>
<td>Youtube promotion for informational video</td>
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</tr>
<tr>
<td>Google keyword “Hoboken” campaign</td>
<td>$90000</td>
</tr>
<tr>
<td>Flyers</td>
<td>$500</td>
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<td>$7,750</td>
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Lessons Learned

Always get feedback from main stakeholders.
Always test every piece of code.
Set attainable & flexible requirements.
Design with the user in mind.
Cross platform development can get tricky.

UI Mockups and Page Design

Basic Authentication & Maps Integration

Google Autocomplete & iOS Compatibility

Transition to Mobile-Only Development

Simple Matching Algorithm

Prototype v0.1.0

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