# Perkslot



Case Study

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# Project Overview

Perkslot



## The problem:

With the increased population and sales of vehicles in the Indian cities, people have started facing difficulties in parking their vehicles at the destinations they reach. People tend to park their vehicles either on side of the roads or vacant areas near by which is also unsafe.



## The product:

Perk-Slot is a mobile application that is created for a social good where the users (Car owners) would be able to locate a car parking space where they can book a slot in advance and park their vehicles at safety without any hassle.

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# Understanding the user

- Personas
- User Story
- Problem statements
- User journey maps
- Information Architecture

# Persona

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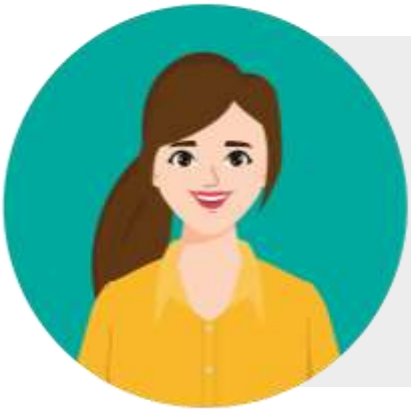

Ramya

| | |
|---|---|
| **Age:** | 33 |
| **Education:** | Graduate |
| **Hometown:** | Mumbai, India |
| **Family:** | Spouse and 1 kid |
| **Occupation:** | IT Professional |

*"I am a working mother and I need to drop my kid at school and then go for work. Finding a parking space has been always a problem for me at my workplace!"*

## Goals

- An application that can help her booking a parking slot in advance
- Less time consumption in booking a parking slot
- A reminder of where her car is parked

## Frustrations

- "Many parking places use physical tokens or tickets."
- "Parking on road sides or vacant lands is unsafe for the car"

# User Story

As a/an busy working mother

*type of user*

I want to Find the right parking slot at ease of time

*action*

so that my car remains safe nearby my work place

*benefit*

# User Journey map

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## Persona: Ramya

Goal: Need an application that can help her park her vehicle in her destinations at ease and safe.

| Action | Browse for parking slots | Book a slot | Parking Payment | Receiving a Confirmation |
|---|---|---|---|---|
| Task List | • Browse for parking slots which fits her nearby destination location | • Book the slot that is nearby and safe with date and time | • Charges for the parking slot as per hours can be paid through payment gateway | • Getting notified with the slot confirmation with slot number, and location details |
| Feeling Adjective | Anxious | Anticipation | Focused | Excited |
| Improvement opportunities | • It would be better to have a search option to directly search hub based on locality | | • Multiple options for the payment along with an inbuilt recharge wallet | • A QR code that can be scanned at the hub entrance to track the time |

# Problem Statement

Ramya — User name

is a/an Working Mother — User characteristics

who needs A mobile application — User need

for Solving her car parking problems — insight

# Information Architecture

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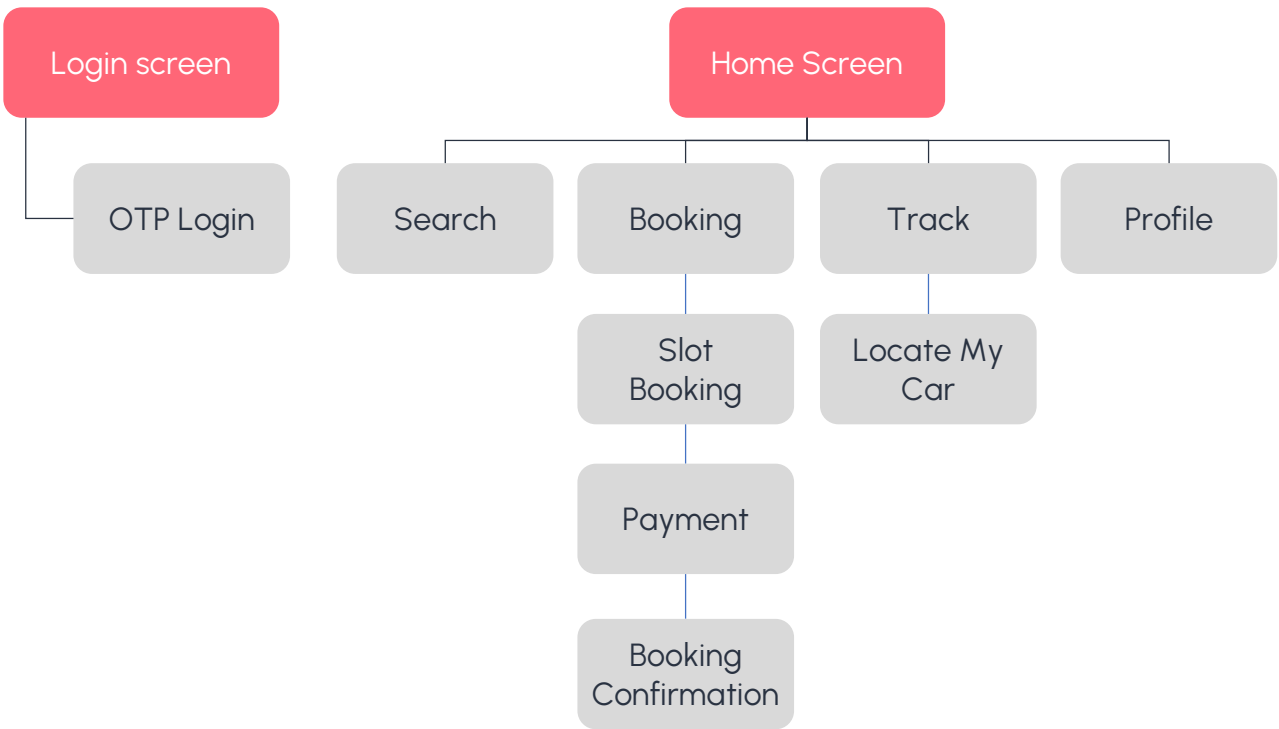


# Assumptions

Assuming that there are many parking hubs available across the city in different location with close proximities.

All the parking hub has an administration officer who would be able to assist the user when they visit the parking hub

1. By scanning the booking ticket
2. Assisting in direction
3. Other assistances

Assuming all parking slots have WiFi installed

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# Starting the design

- Paper wireframes
- Low-fidelity prototype
- High-fidelity prototype
- Usability studies

# Paper wireframes

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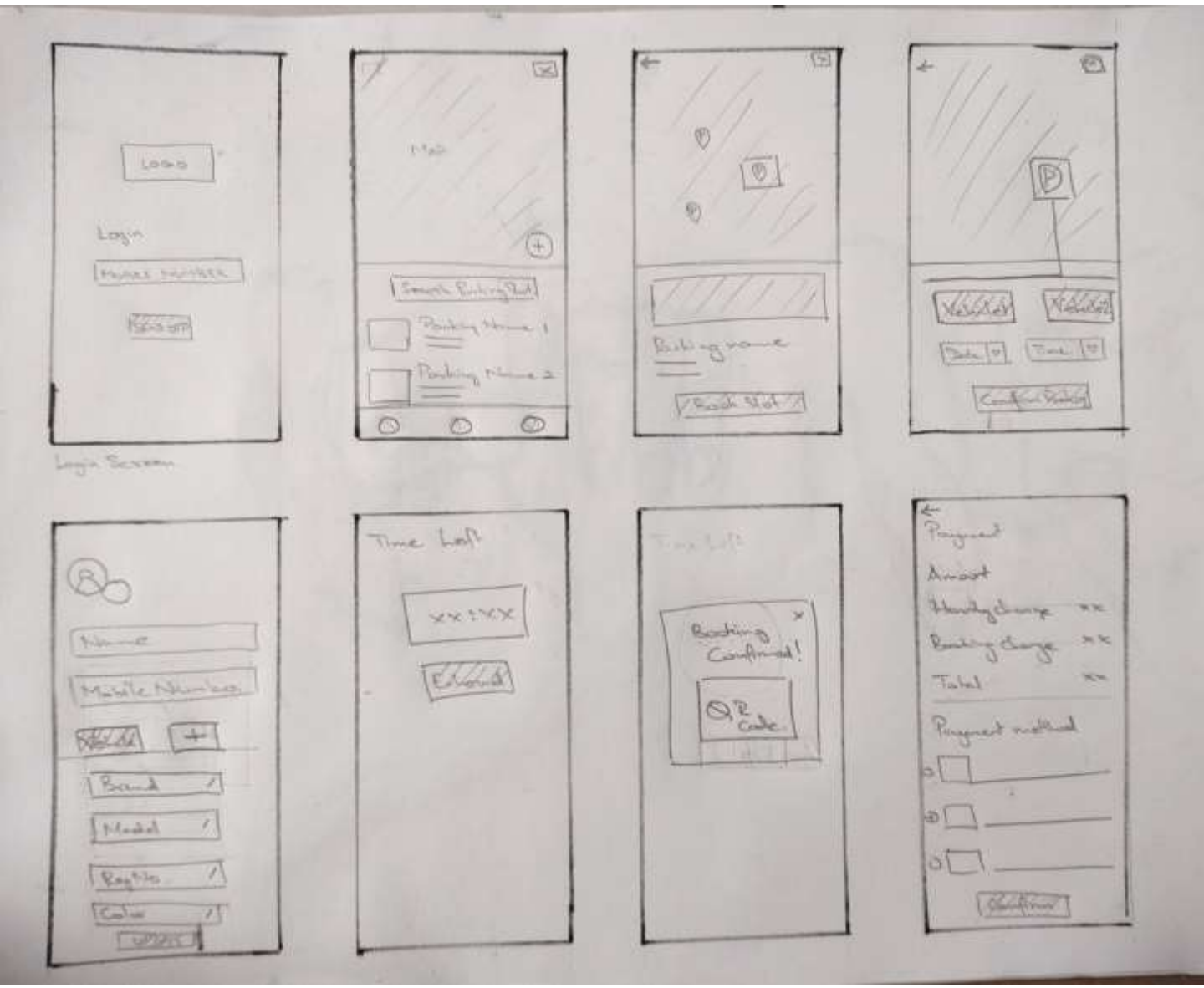


Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points.

# Low-fidelity prototype

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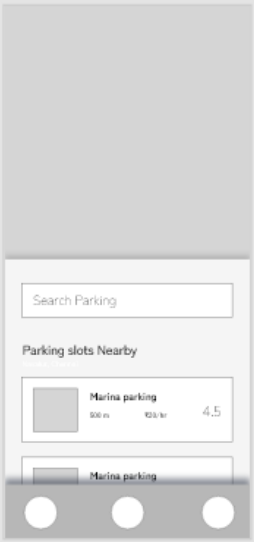
Login Screen




OTP Screen




Home Screen



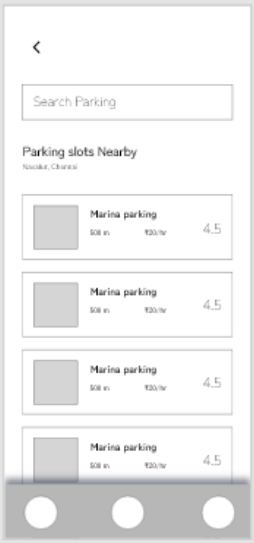

Profile Screen



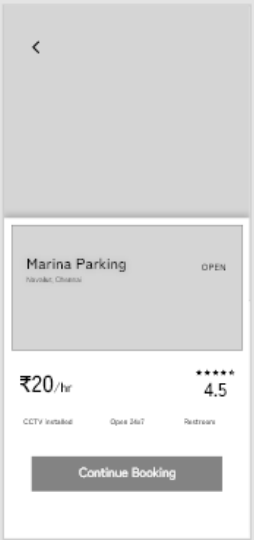

Track My car




Search list



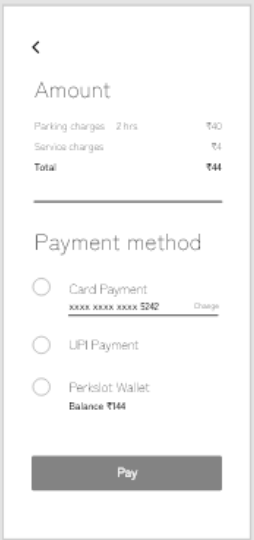

Booking Screen



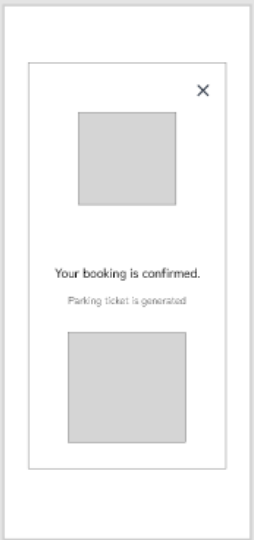

Booking Details entry




Payment




Booking Confirmation




Prototype Link

# Hi-fidelity prototype

## Before user testing

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Login Screen




OTP Screen



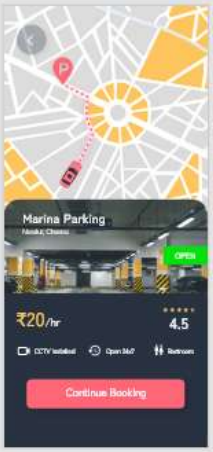

Home Screen




Search list




Booking Screen




Booking Details entry




Profile Screen




Locate My car



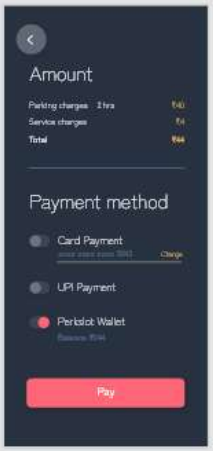

Track My car




QR Code




Payment




Booking Confirmation



# Usability Study

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## Research Questions

- How long does it take for a user to select, confirm and book a parking slot?
- Are users able to successfully book a parking slot in the specified area they want?
- What can we learn from the steps users took to book a parking slot?
- Are there any parts of process where user gets stuck?

## Participants

Due to time constraint and less availability of participants I have done a user testing with 3 participants

1. A working mother (age 32)
2. A working male professional (age 44)
3. A homemaker mother (age 34)

## Methodology

- 15-20 mins
- Remote
- Unmoderated usability study
- Users were asked to select a parking slot in respective area and book the slot.

# Usability Study

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| Observations | User 1 | User 2 | User 3 |
|---|---|---|---|
| Sees uses for labels | 1 | 1 | 1 |
| Doesn't see uses for labels | | | |
| Knows how to find a slot | 1 | 1 | 1 |
| Confused how to find a slot | | | |
| Feels frustrated on how to find a slot | | | |
| Having trouble in color usage | | | |
| Speaks in a positive tone | | 1 | 1 |
| Speaks in indifferent tone | | | |
| Speaks in frustrated tone | | | |
| Speaks in annoyed / impatient tone | | | |
| Speaks in confident tone | 1 | | |

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# Refining the design

- Research Insights & Recommendations
- High-fidelity prototype
- Takeaways

# Research Insights & Recommendations

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## Confirmation Slot number after booking

User felt that it might be a sense of relief when they have the slot number and parking hub details along with the booking QR code once the payment is done and slot has been booked.

Before




The user felt they will be relieved if they can have a final conformation message with the slot and hub details so that they would not have any ambiguity. I have included the slot number and hub details, date and time along with the QR Code.

After



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# Research Insights & Recommendations

## Inclusive for users with reduced mobility

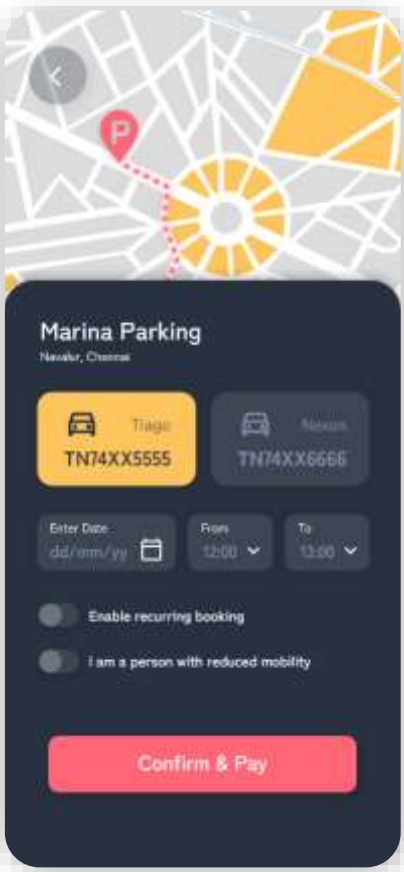
User felt that it might be great if we can include an assistance option for a user with reduced mobility while/after parking their vehicles in the hub

Before




As suggested I have included an option for user with reduced mobility so that as per our assumption the Hub Admin can give assistance for users with challenges.

After



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# Research Insights & Recommendations

## Introduction of an Onboarding screen

User suggested that Onboarding screen can be a guide. It should feel like the screen communicates with you the way how we need to navigate the application flow




Have included an onboarding screen for the user to understand the flow of navigation in the application.

# High-fidelity prototype

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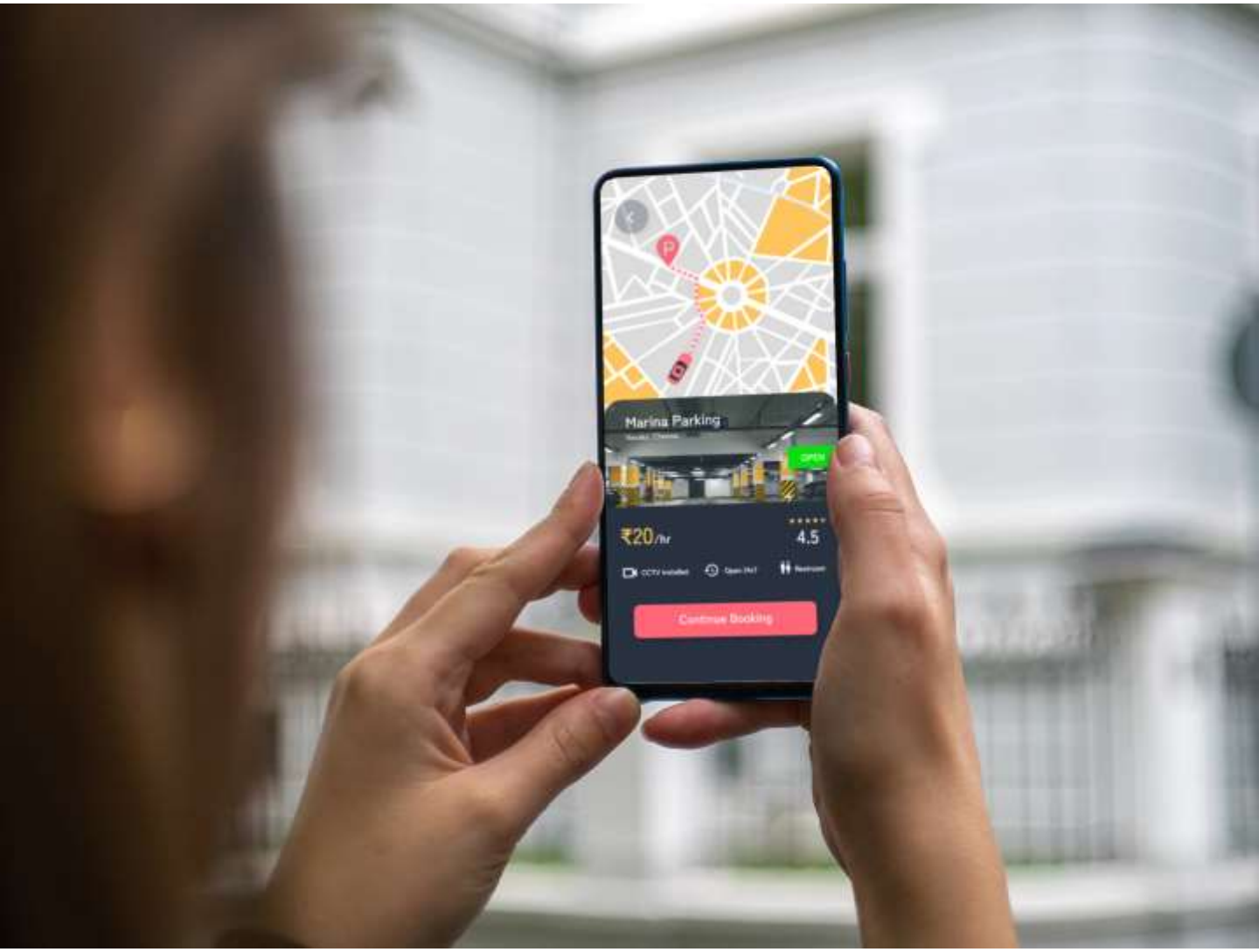


Prototype Link

# Takeaways

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## Impact:

The application makes user feel that they do not want to go through the stress of finding a parking slot wherever they go and also helps them to keep themselves in peace that they have parked their vehicle in a safe hub. Finding a parking hub has been made easy.

## What I learned:

Initially I was only empathizing about the stress that a user go through in finding a safe parking slot in the city. But later when working through the design I also understood this application could be helpful for the users who might be having reduced mobility provided all the assumptions stated initially are in place.

# Inference

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This project has been worked on a very limited time frame of less than 2 days. With an adequate time frame few of the below processes could have been executed.

- User research using surveys and collecting data from a wider range of audience
- Creating of Empathy maps from users based on user research and understanding their needs
- Competitor analysis with similar parking slot booking applications
- User testing on Lo-Fi prototype at initial stage
- Detailed UI Specifications and guidelines
- Accessibility feedback on a wider audience for more improvements

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# Thank you!

