POV Problem Statements & How Might We Design Statements

John, a recent college graduate still living at his parents house in the suburbs, needs to feel confident that he will get to work on time at his new job in downtown Philadelphia because his lack of punctuality with past jobs always seems to run the risk of making him look inept.

How might we help people like John gain confidence in arriving on time when driving into the city to better help people who are not comfortable with driving in urban areas?

How might we help people like John find faster information on traffic and parking conditions before they actually have to start stressing about parking spots?

How might we help local businesses use their storefront parking spots as a way to tie into social media to advertise their products?

Ammar, a experienced city driver but new to Philadelphia, needs to quickly find the best spots to park and wait for passengers because other Lyft drivers who are familiar with Philadelphia have an advantage.

How might we allow rideshare drivers new to the Philadelphia area learn the hottest spots to pick up passengers to better help them become more efficient in being accomodating to people waiting to get to their destinations faster?

How might we allow people waiting for a rideshare find the best locations to be at for the quickest pickup service?

How might we allow rideshare drivers be warned of a sudden traffic issue or if traffic has to be rerouted do to a special event?

Joe, an experienced UPS driver who knows his regular routes well, needs to quickly find out if the delivery zones for his regular clients are clear of parked cars because if they are not, will cause delays in his schedule and will let down his regular customers who depend on his delivery schedule .

How might we alert urban commuters that a spot is designated for delivery personnel because they will inevitablity cause delivery workers delays in their daily schedules.

How might we allow business owners the ability to designate certain spots ONLY for delivery personnel?

How might we allow city officials/police if a spot is occupied by someone violating the parking zone rules?