

Spot ON – Find the perfect parking spot!

Author: Jason Gaghan **Stakeholders:** Regular drivers of vehicles in urban areas

Summary:

Drivers of all types are frustrated with receiving parking violations in busy urban areas. They approach a spot trying to guess its availability by reading poor signage, guessing if a spot is available, or trying to determine if it is even designated for them. This would be a navigational plug-in designed to help inform urban drivers of the status of open parking spaces before they approach them. It would allow the user to use their popular navigational app of choice (Waze/Apple maps/Google maps, etc.)

Research Goals:

1. To determine how a user acts behind the wheel when they are trying to find a parking spot under pressure.
2. To see, if any, there is an advantage between the using a standard smart phone, a built-in navigational system, or a standalone navigational device such as a TomTom or other devices.
3. If there are differences between types of drivers and their navigational tool of choice.

Research Methods:

1. Contextual Inquiry – sit as a passenger and quietly observe habits of each type of driver
2. In-person interview – This will give the chance for a user to sit and answer questions, vs trying to probe them while in the stress of the action of finding a spot, or distracting them from driving
3. Immersing myself as an actual commuter trying to locate a parking spot for a destination.

Research Questions:

1. How do you plan your route when you begin your commute/route/drive?
2. What do you do to get ready to find a parking spot as you're driving?
3. What are your frustrations as you are looking for a spot?
4. What are your frustrations after you park in a spot and leave your vehicle?
5. What do you do if you can't find a parking space?
6. How do you handle a situation when you find someone illegally parked in a spot that is reserved for you?

Participants:

- Daily work commuters
- Uber/Lyft/Taxi drivers
- Delivery service drivers

Timelines:

1. 1-2 days doing interviews/contextual inquires
2. 2-3 days analyzing data
3. 1 day to present findings

Unknowns:

- traffic pattern changes / traffic jams / road construction
- scheduling conflicts/cancellations
- unannounced vehicle issues

Possible Quantitative Data:

1. The time it takes to actually find a spot
2. If morning routines are different than evening routines
3. Off-peak vs. On-peak / Weekends vs. Weekdays