

Parkology

find your lot, find your spot



Elevator Pitch

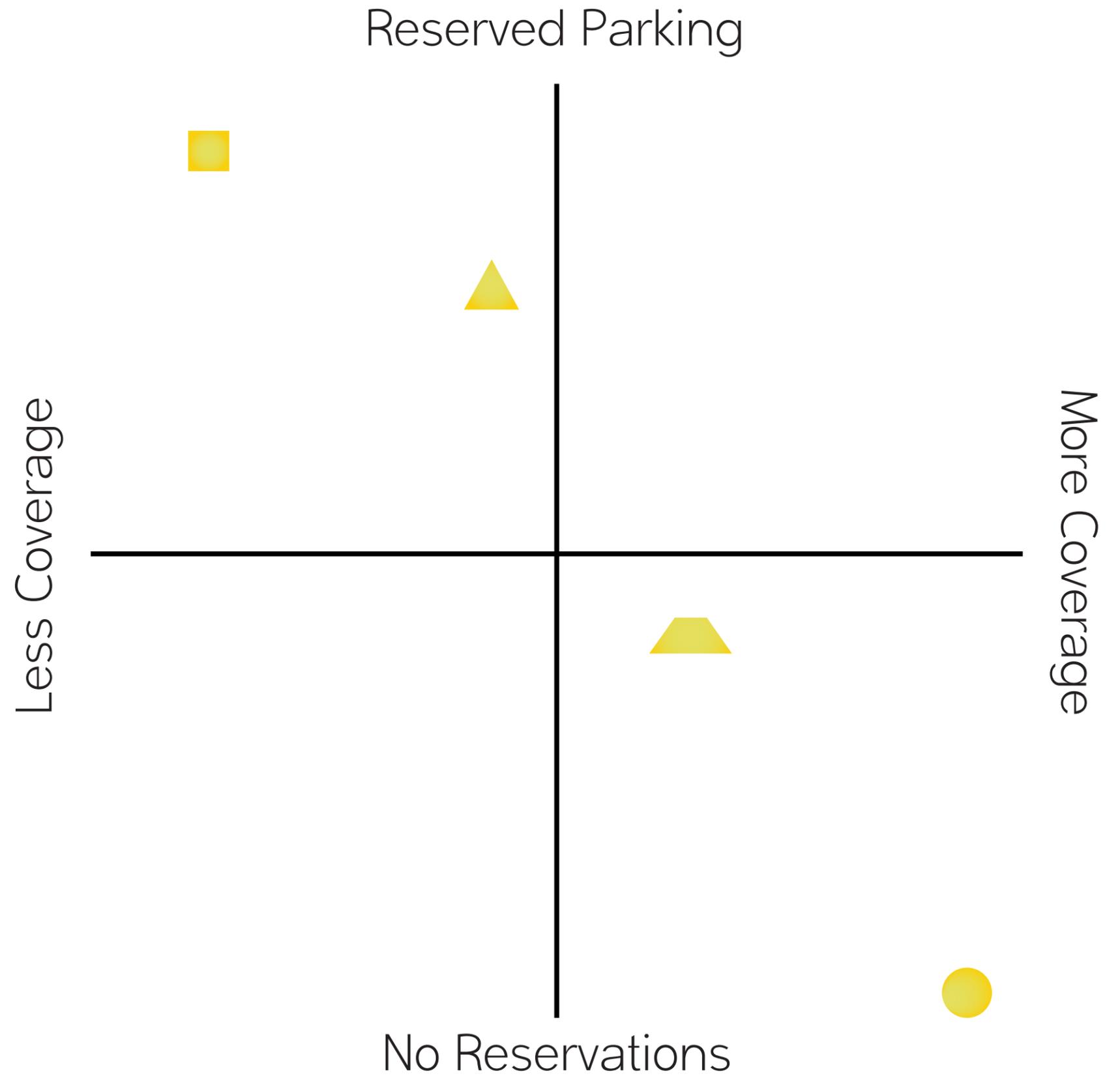
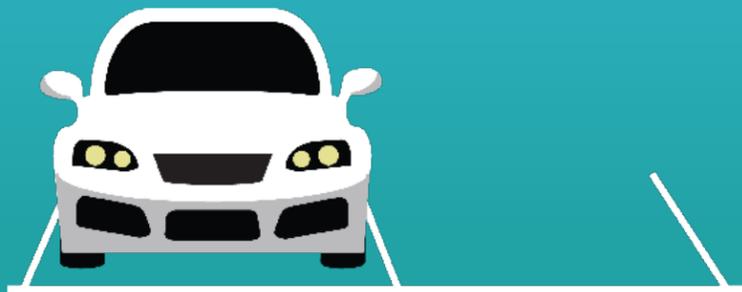
For **anyone** who has **parking needs**,
Parkology is a navigation app that
finds available parking.
Unlike Best Parking, the product uses
user input for accuracy.



Matrix

Key

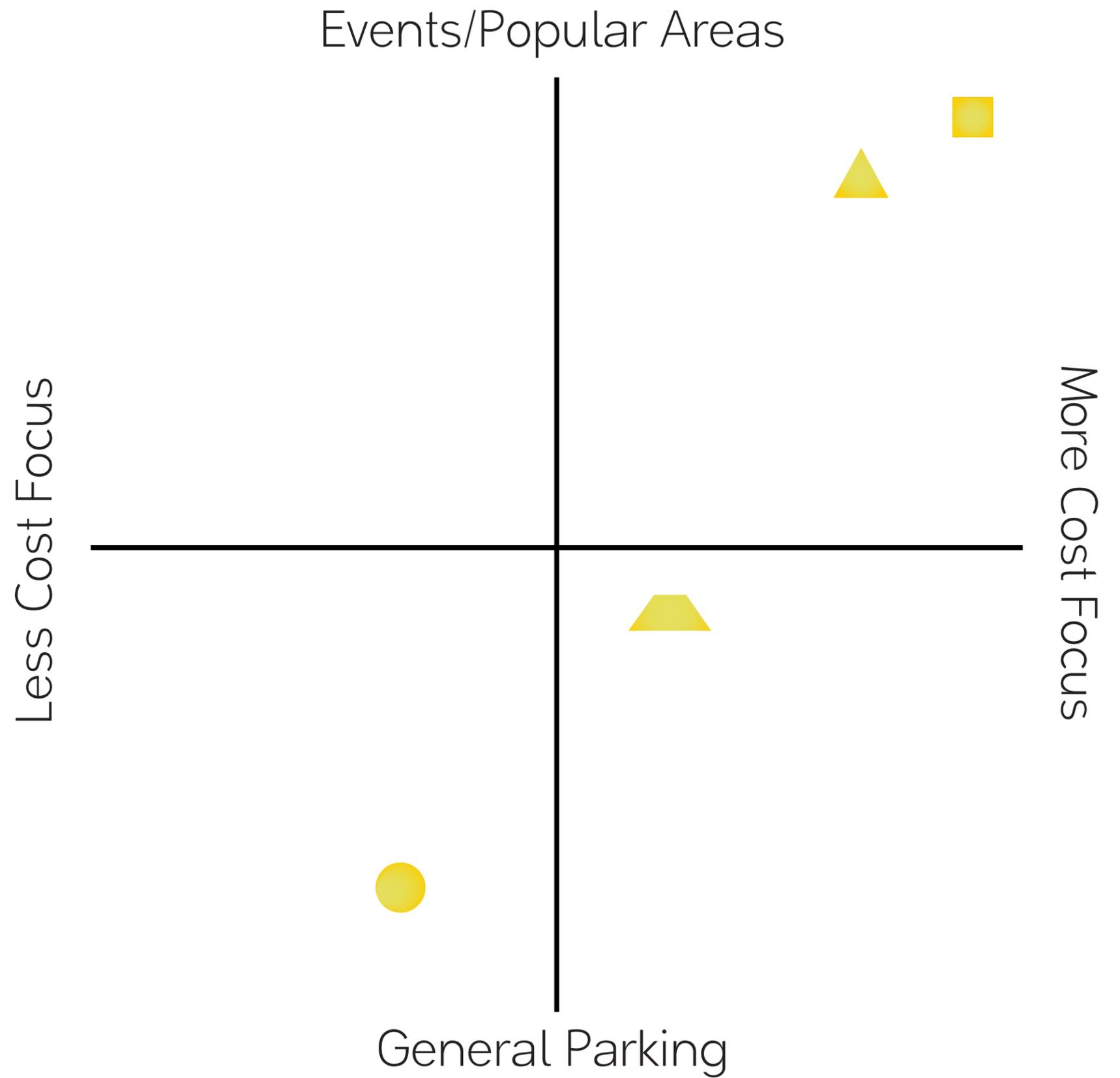
-  Parkology
-  Best Parking
-  Parker
-  Parking Panda



Matrix

Key

-  Parkology
-  Best Parking
-  Parker
-  Parking Panda





James

Age 23
Student
Harrisburg, PA

Goals:

- To find parking quickly
- Be at class on time

Behaviors:

- Shows up to campus late
- Likes to do homework last minute
- Tends to overlook spots in a hurry



Bridget

Age 42
Teacher
Lancaster, PA

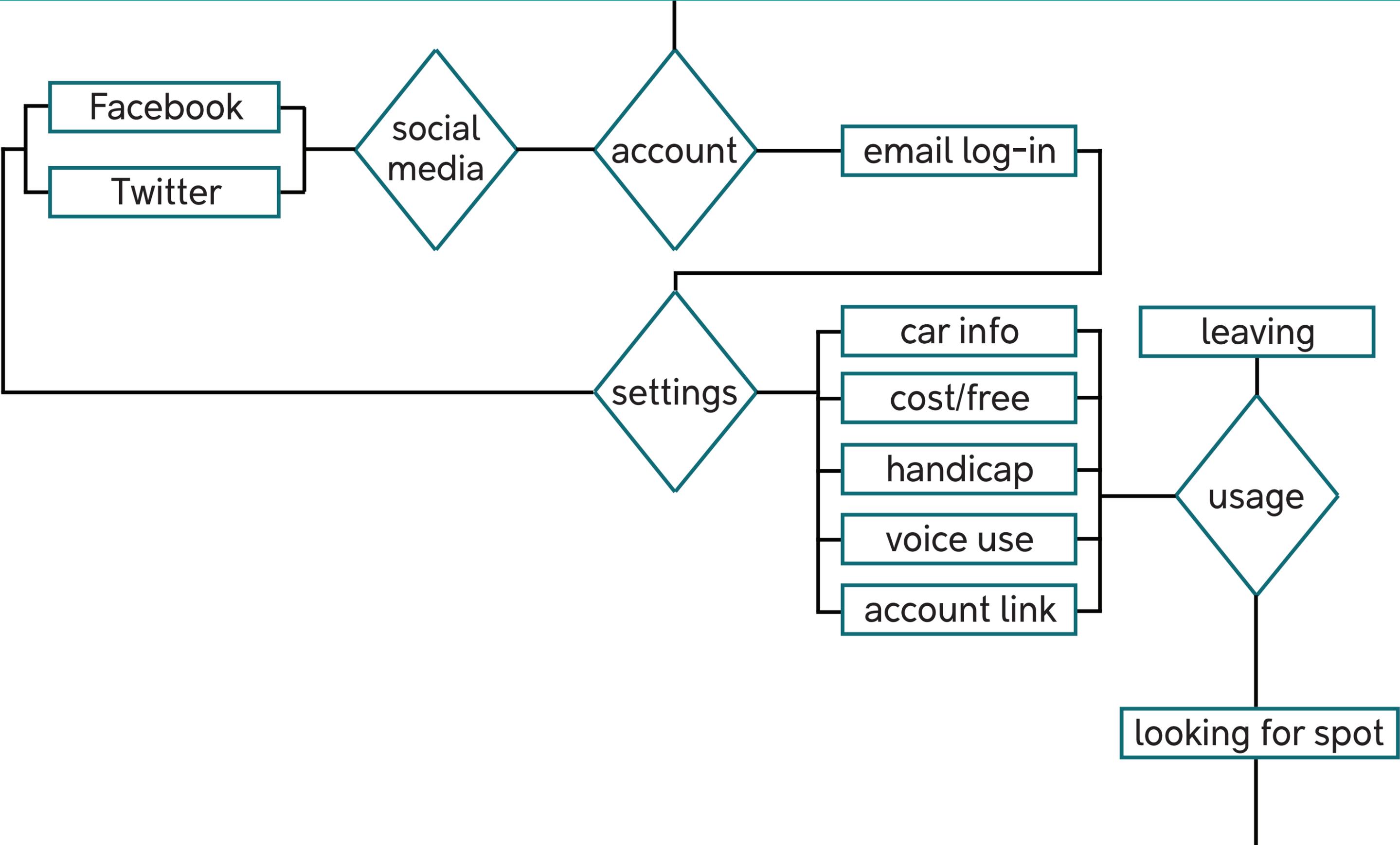
Goals:

- Finding parking for large vehicle
- Gettings kids to practices on time

Behaviors:

- Running errands last minute
- Several conflicting schedules
- Always on-the-go driving

Flowchart



Final Icon



192px



144px



96px

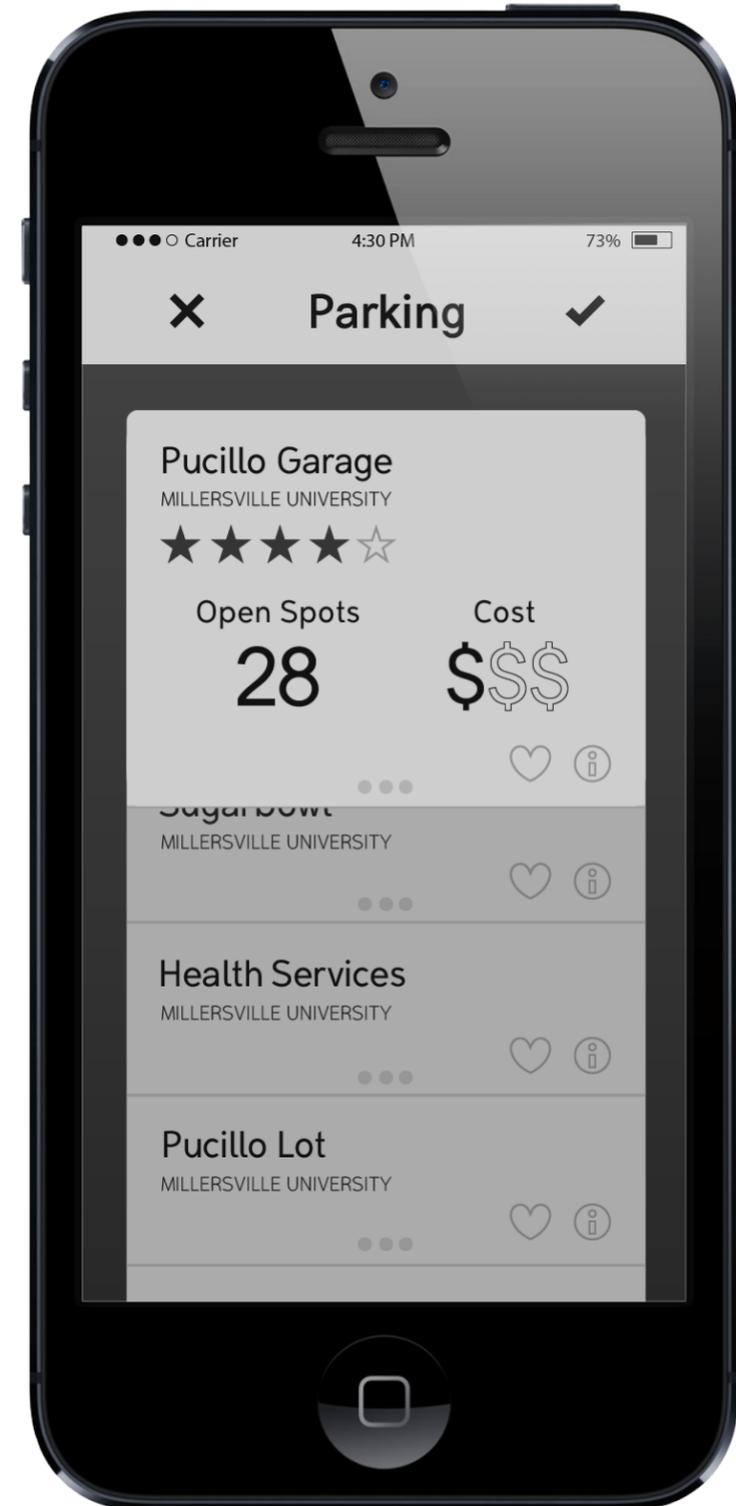
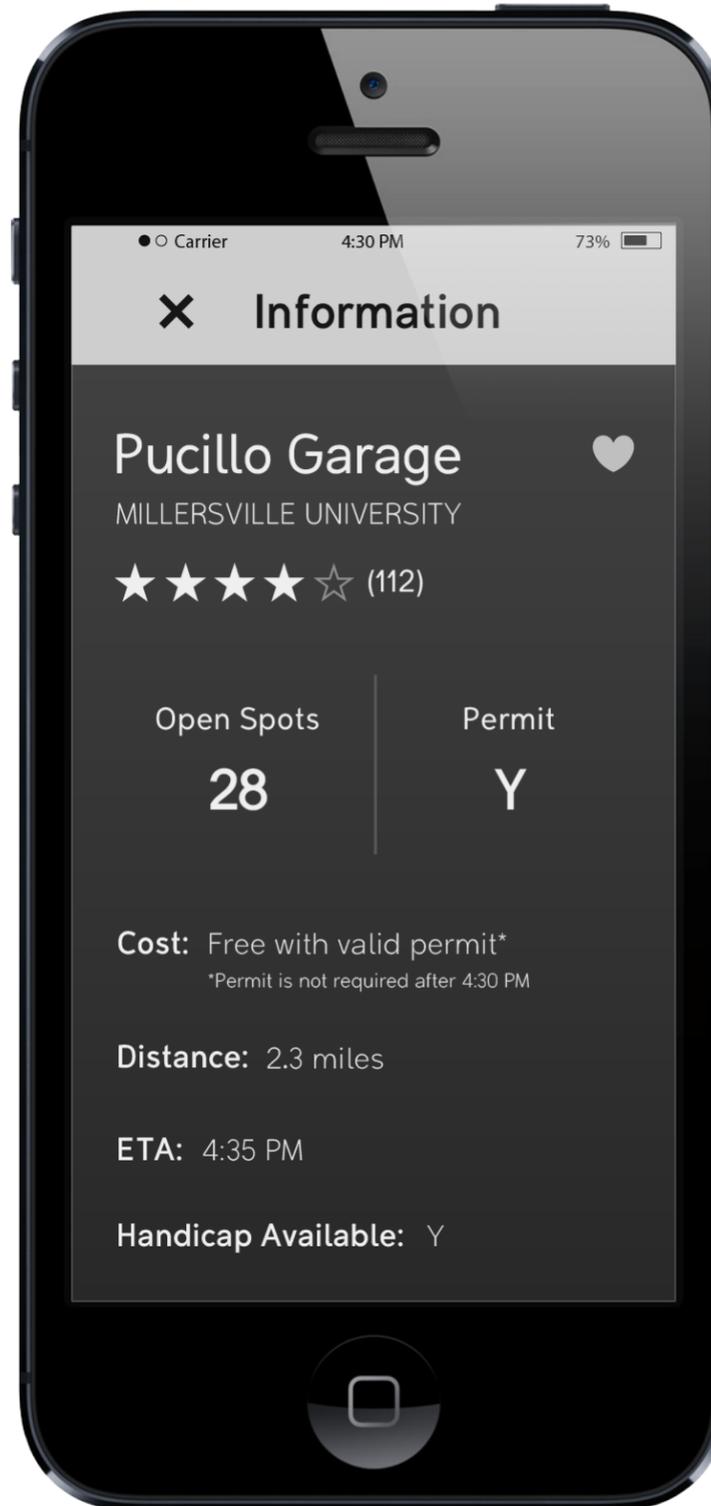
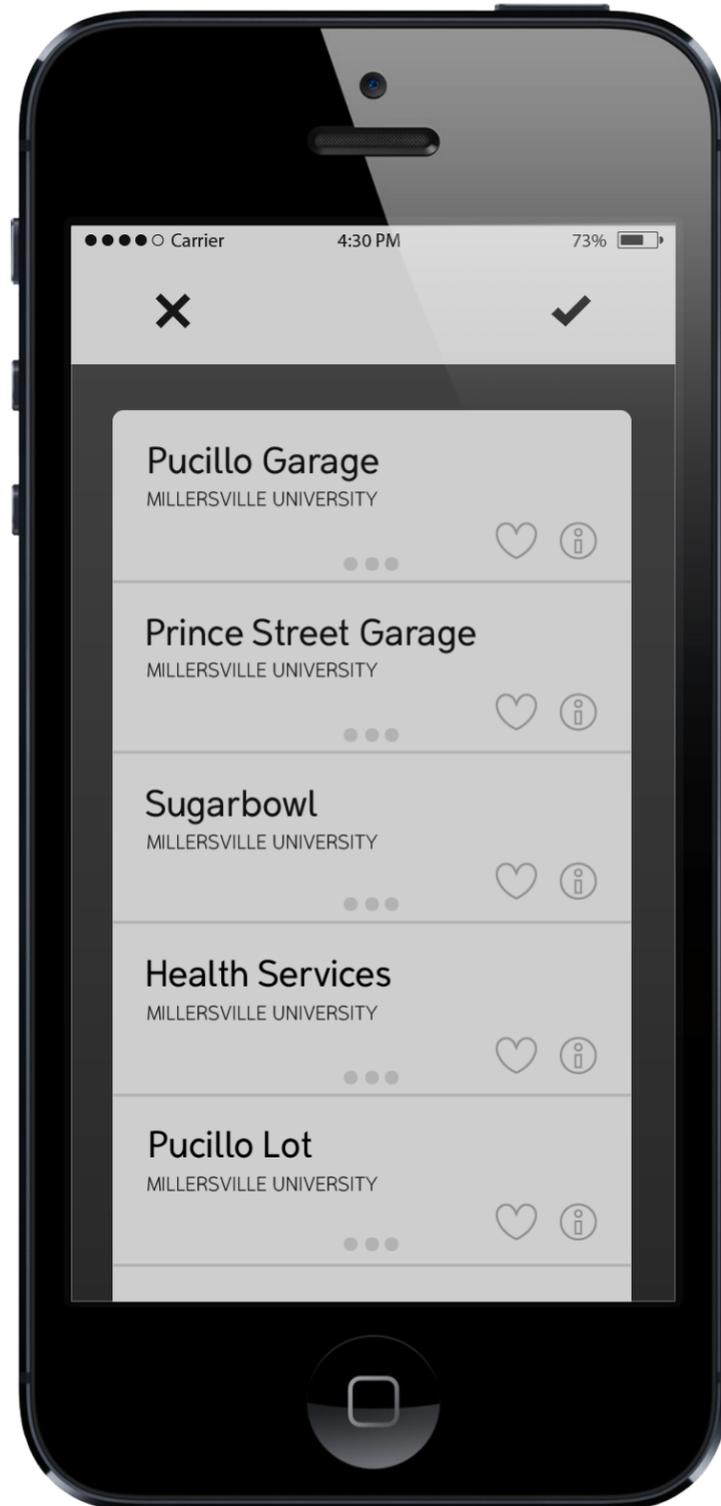


72px

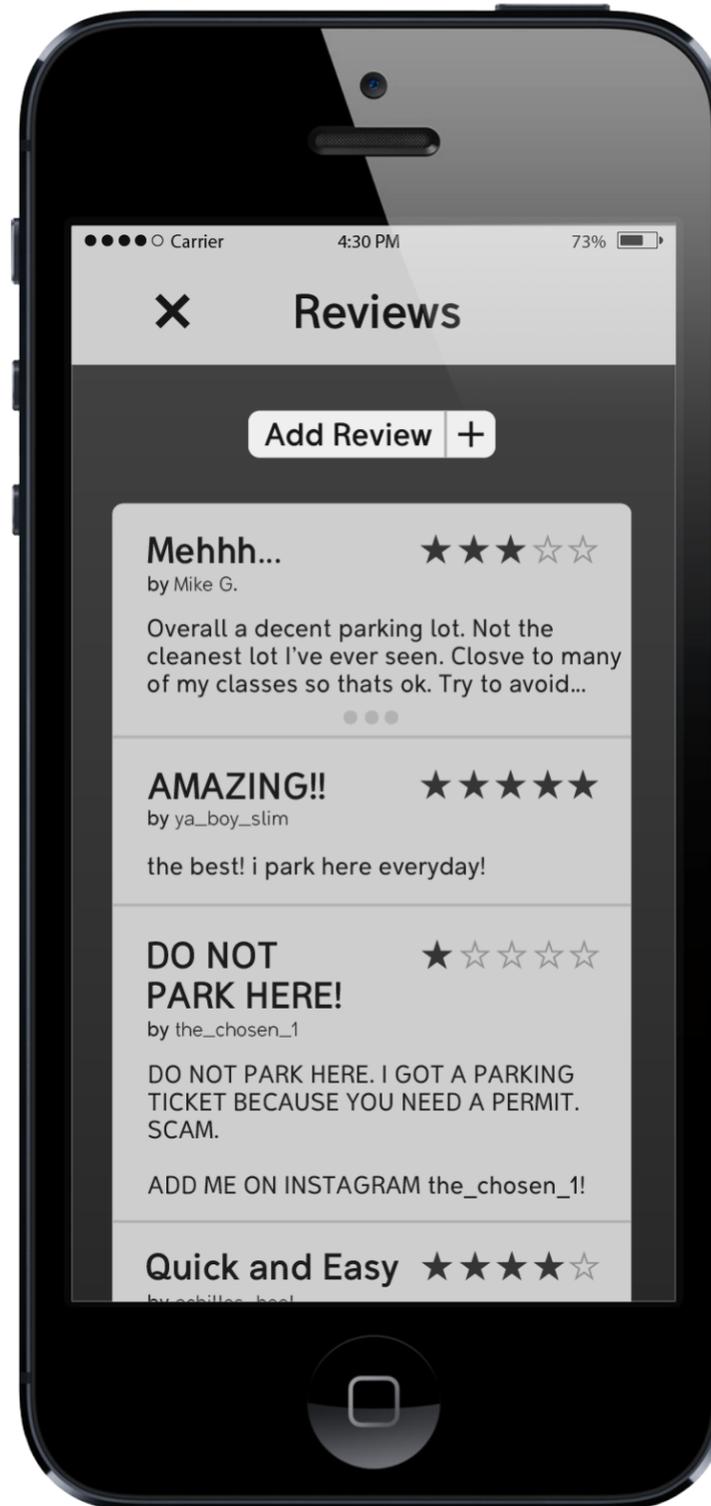


48px

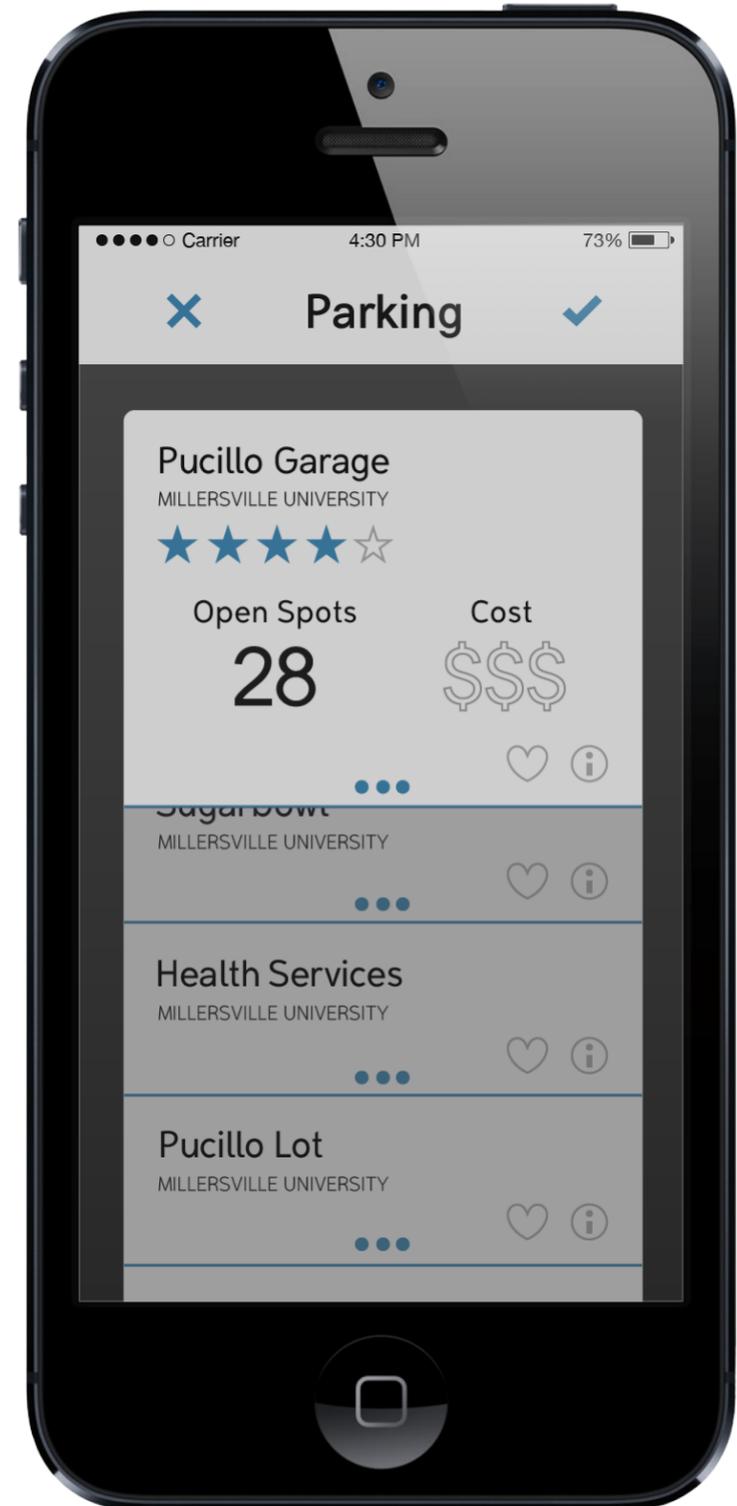
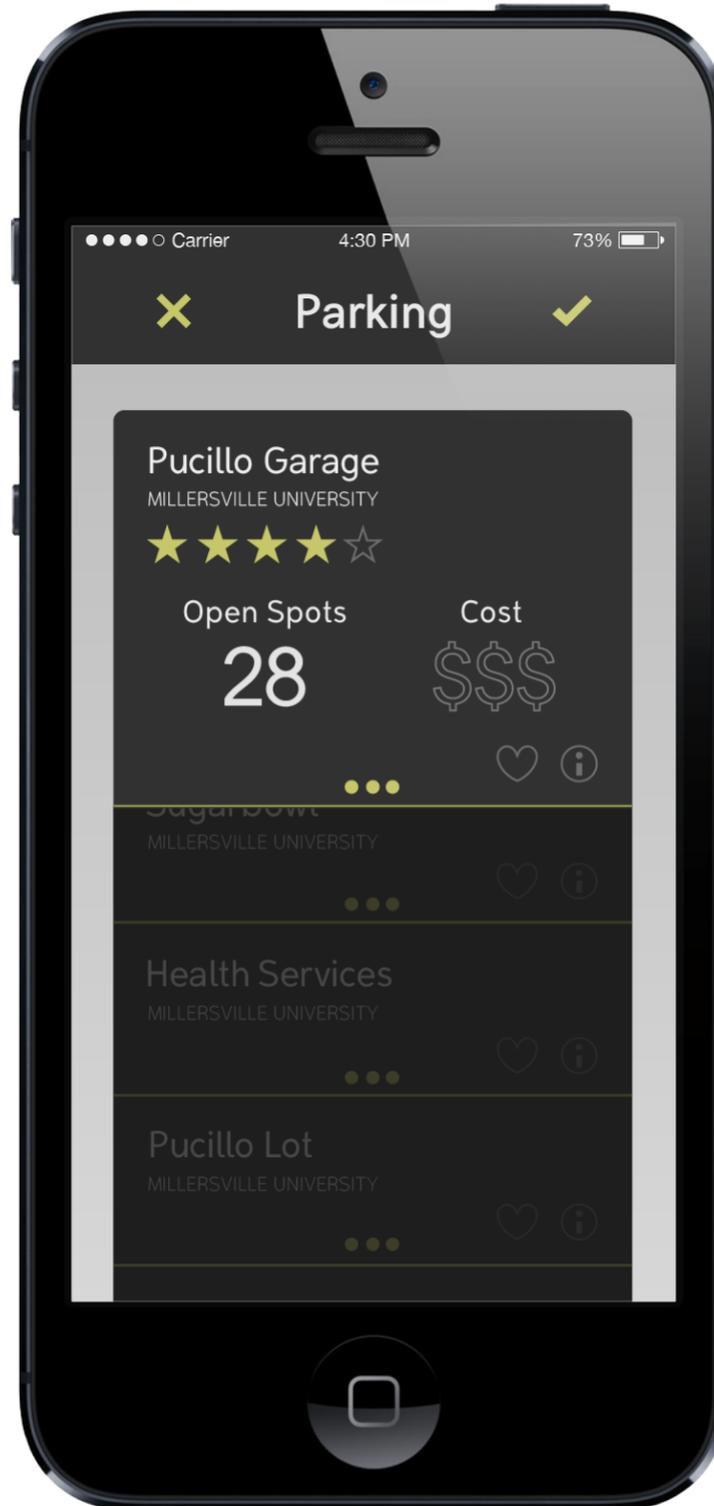
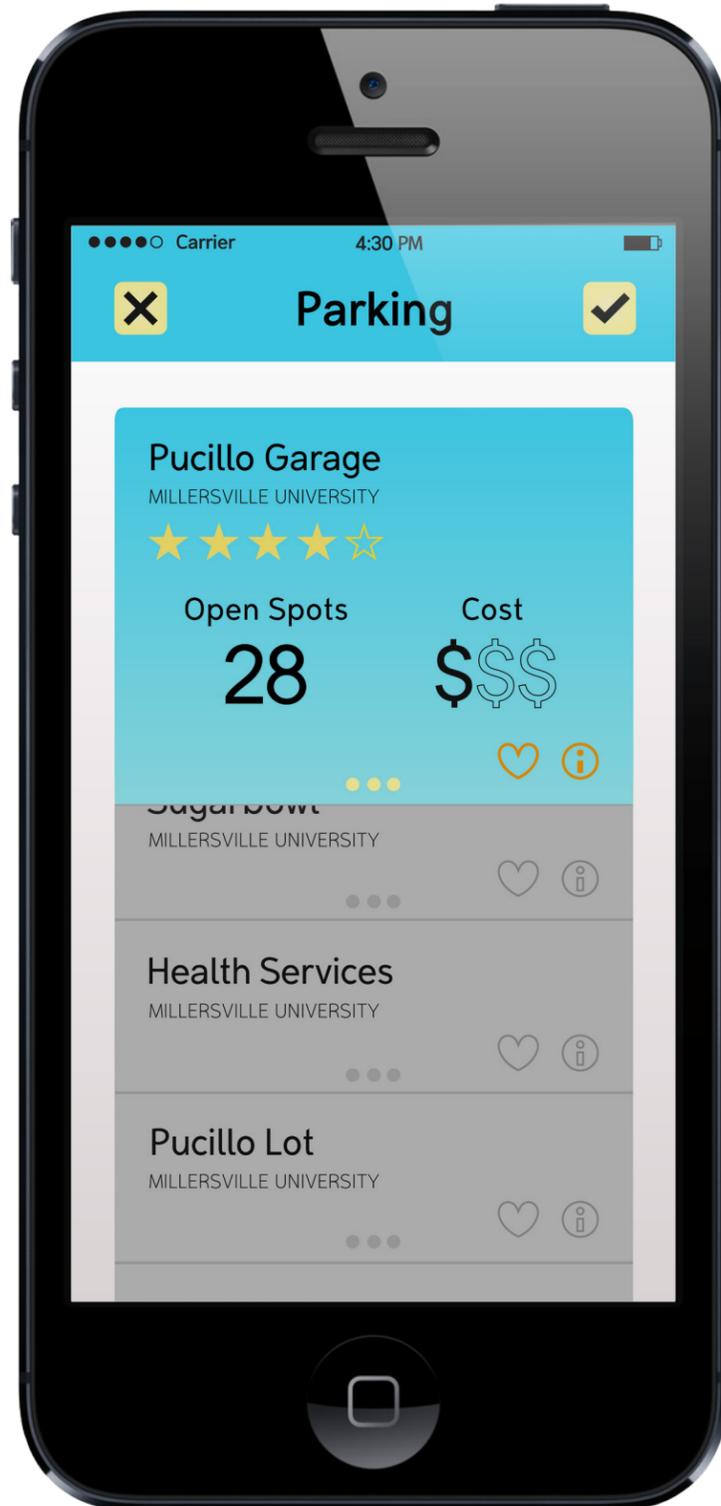
Wireframes



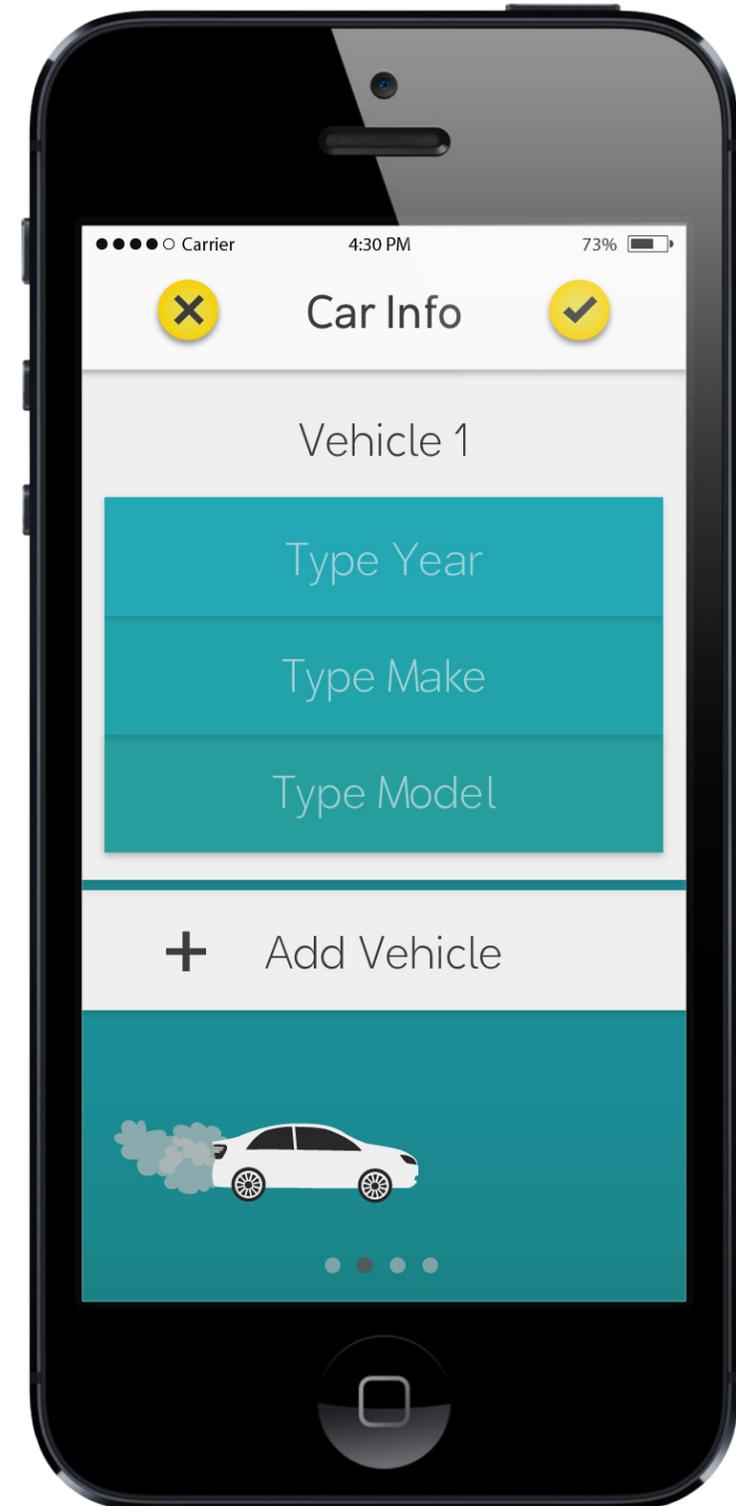
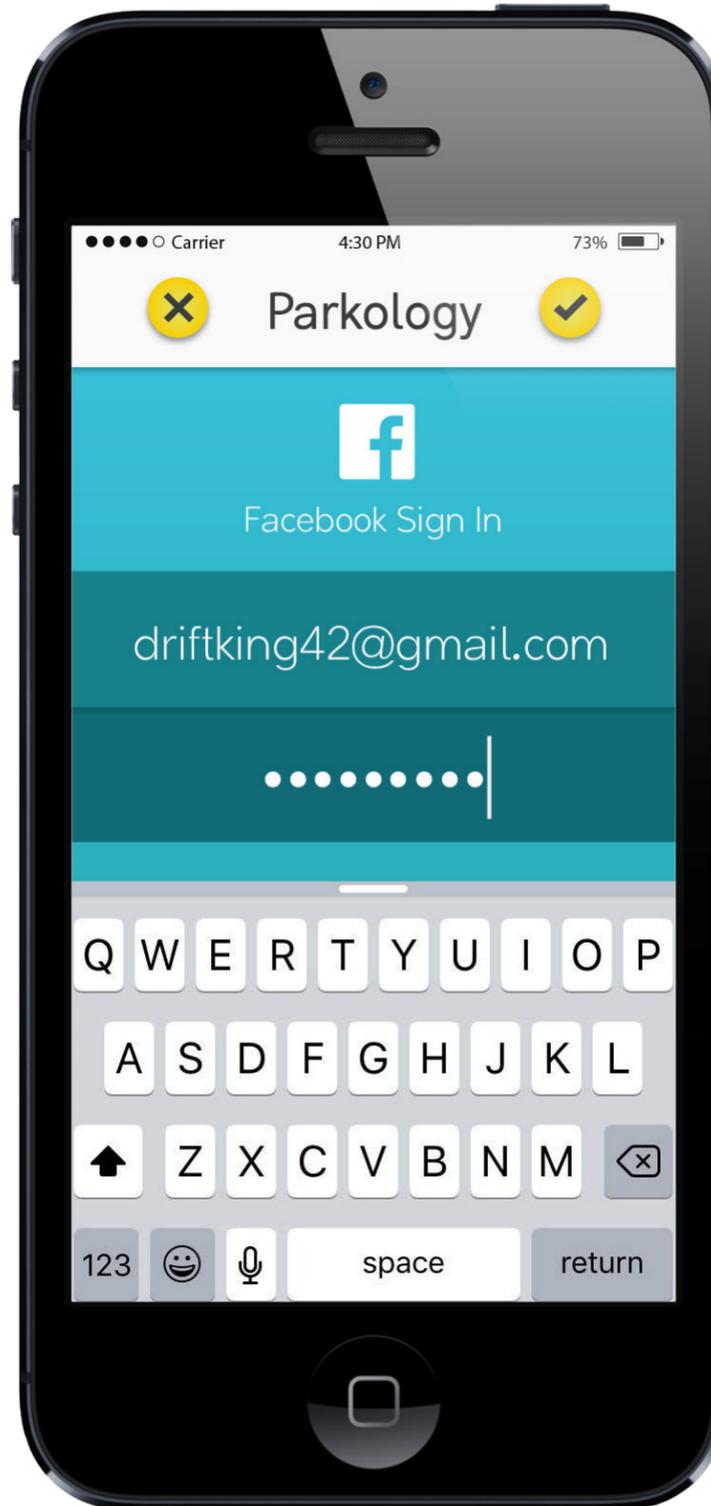
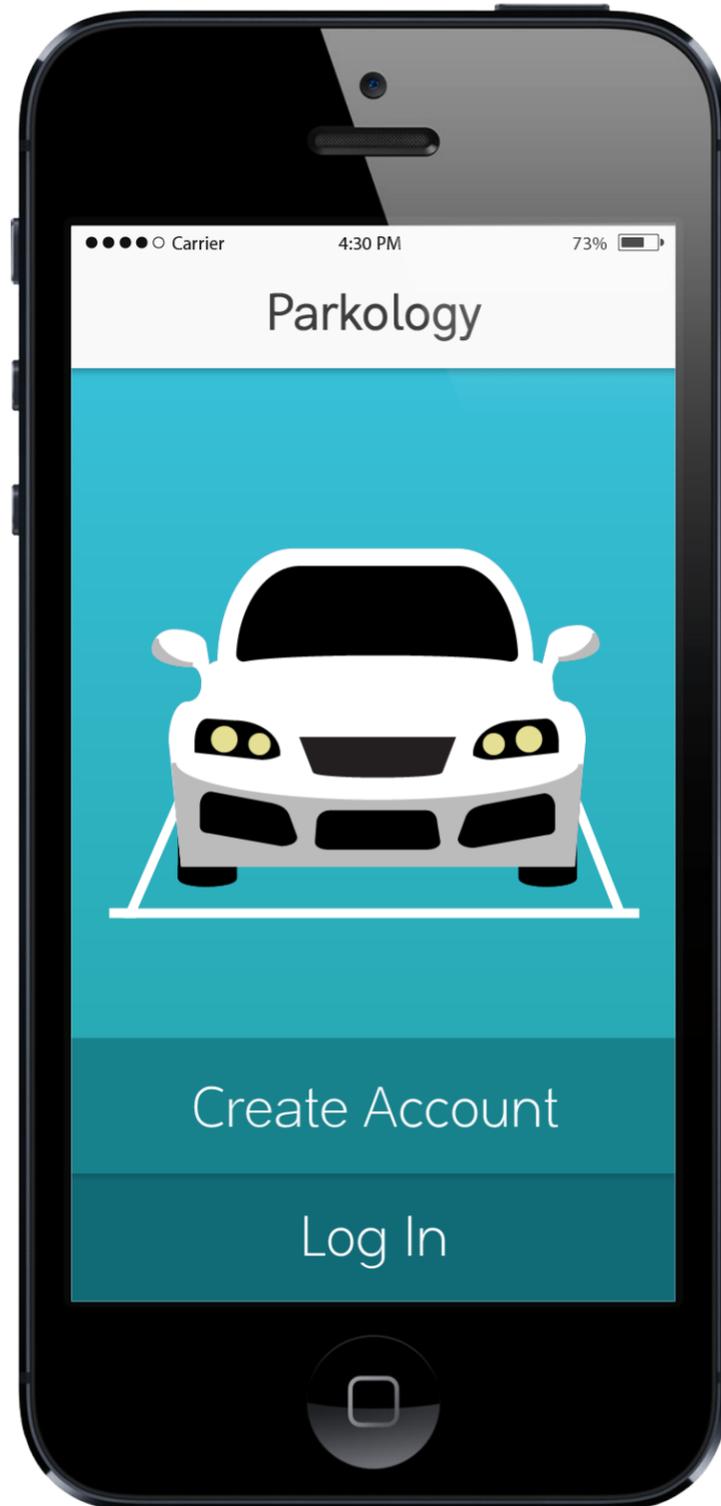
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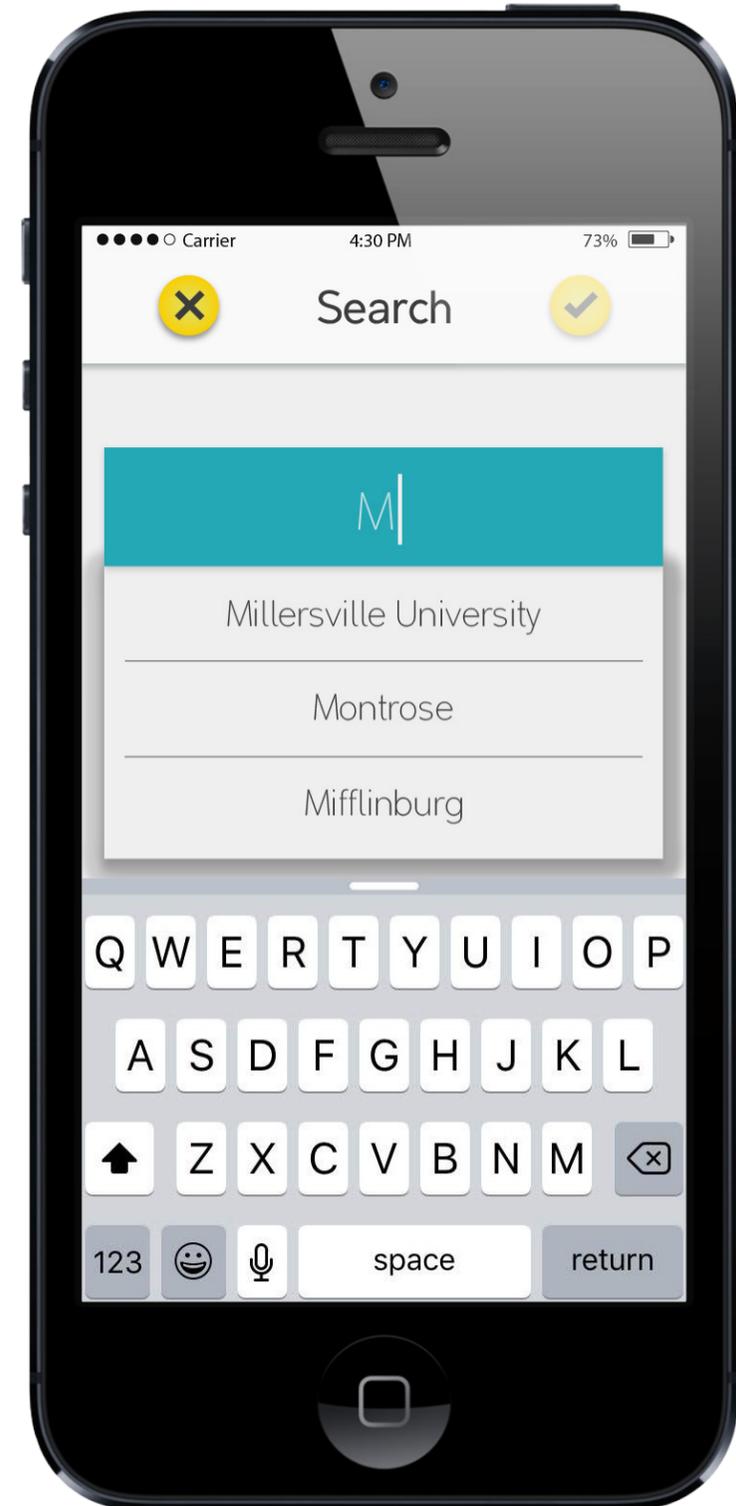
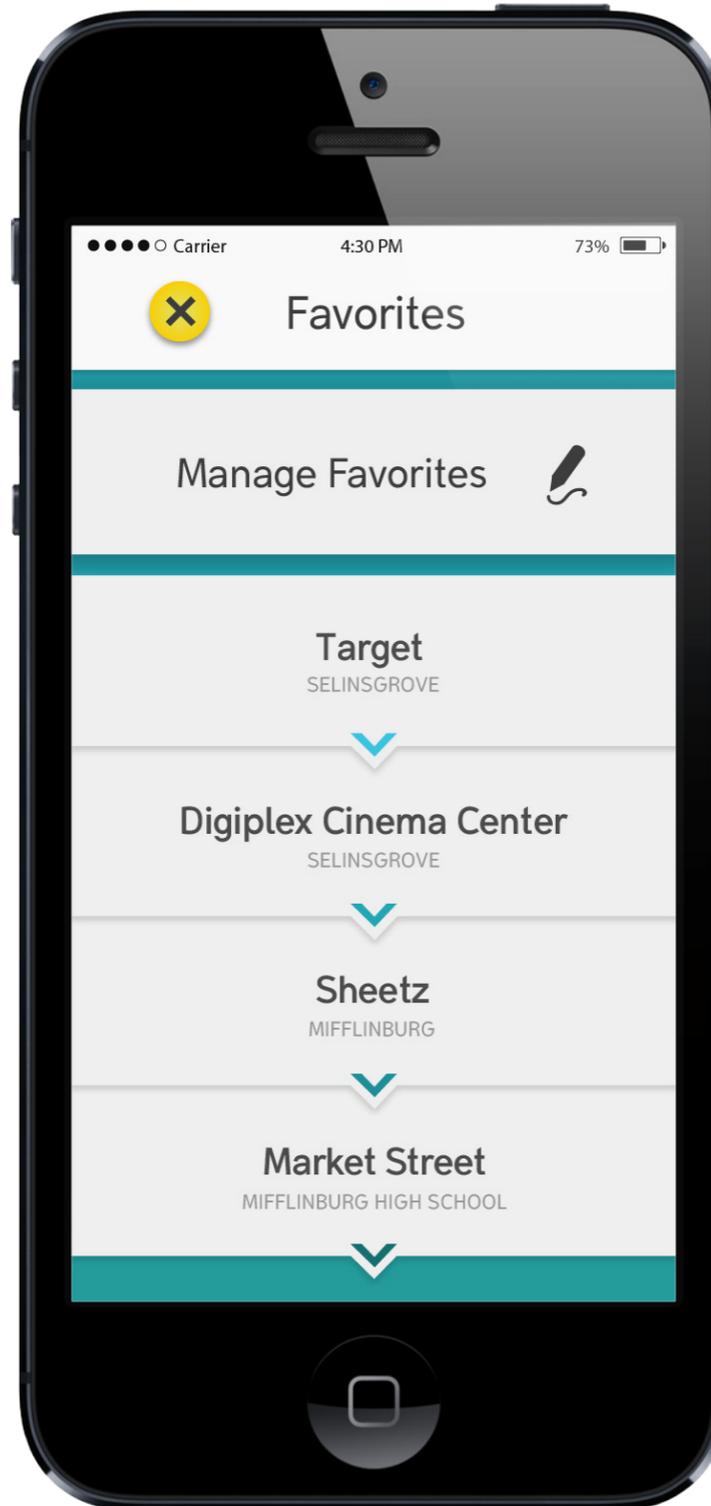
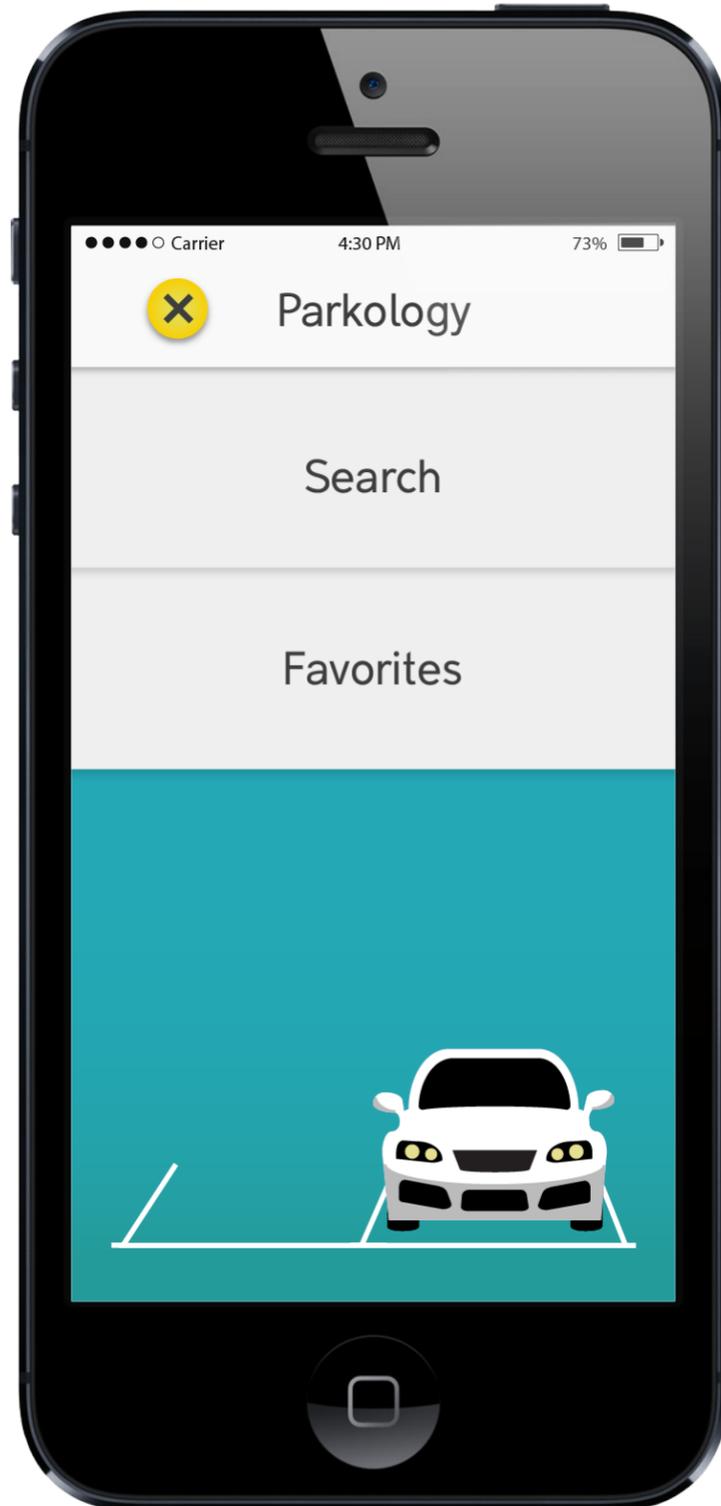
Color Wireframes



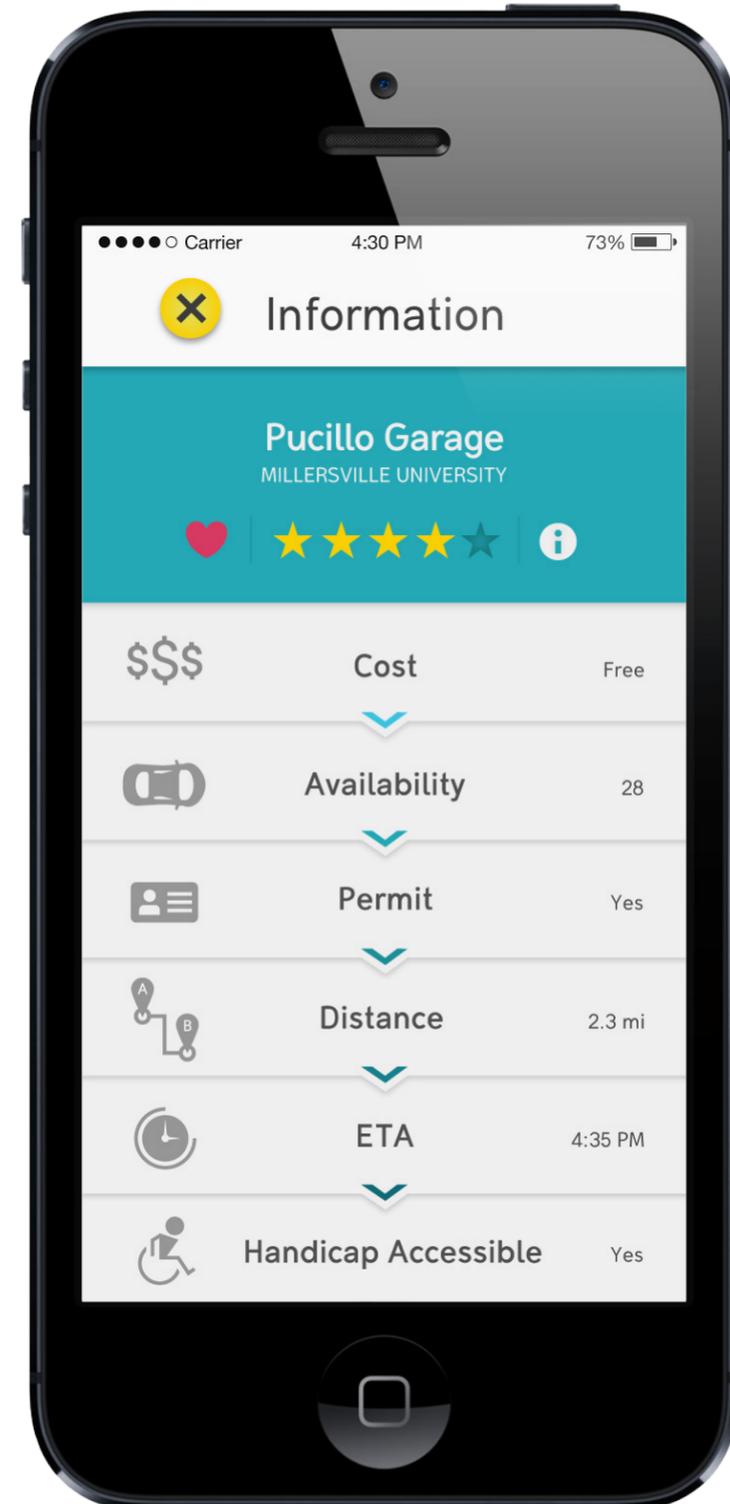
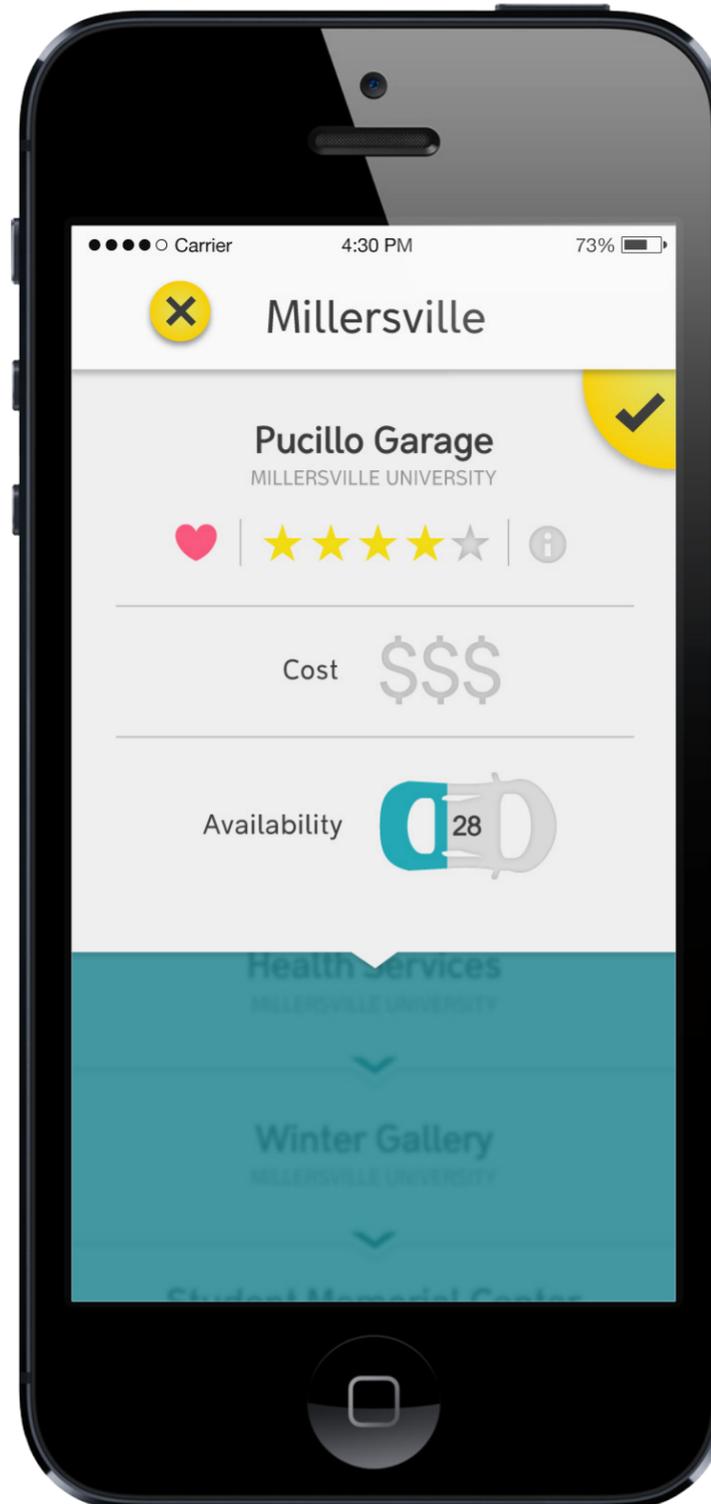
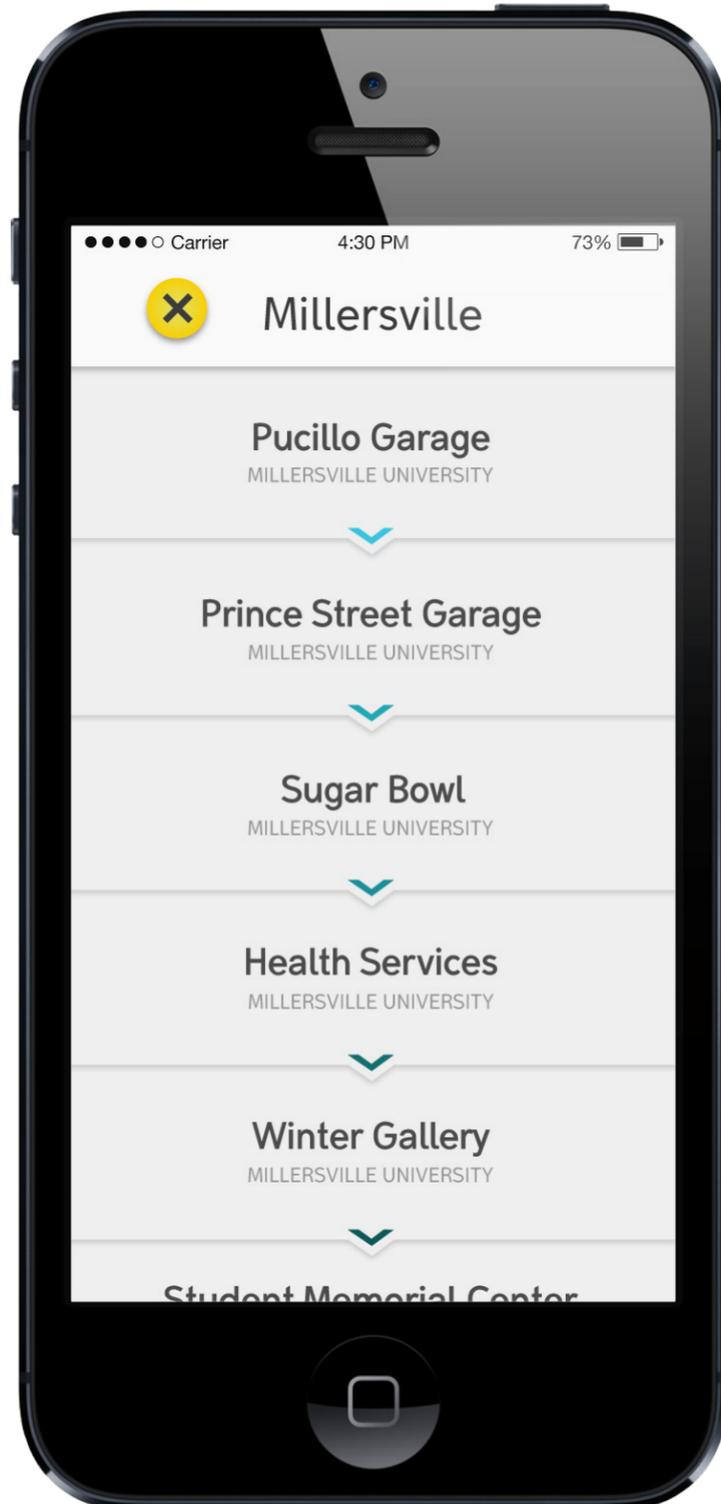
Final Screens



Final Screens



Final Screens



Final Screens

