

MULTIMEDIA CONTENTS

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VIRTUAL CLASSROOMS

VIRTUAL NETWORK
OF STUDENTS

Introduction to Our Project

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Overview of Our Project Goals and Objectives

We aim to create an smart parking lot to make parking on campus easier

1

Hardware

Detect when a car has pulled into a particular parking spot

2

App

Allow users to pay and reserve parking spots

Explanation of User Personas

We have identified three distinct user personas who will benefit from our system.



Students

Looking for somewhere to quickly park after arriving to campus



Faculty

Parking in general lots each morning



Visitors

Coming to ISU to attend events.

Mark

Mark is a junior at Iowa State University. Mark lives off campus and must drive to school everyday.

Interests

- Enjoys experimenting and conducting science projects.

Needs and Expectations

- More time to get to class
- a way to reserve parking if he is running late

Pain points

- Blames poor parking system for him being late to class

Dr. Brick Ham

Dr. Brick Ham is a new hire at Iowa State University. He was formerly employed at Harvard, but was recently fired for undisclosed reasons. He tends to arrive to class last minute as he is unfamiliar with the campus parking.

Interests

- Golfing
- Quantum Physics

Needs and Expectations

- A way to park without getting angry
- Expects to have better parking than the students

Pain points

- Doesn't want to be late teaching classes
- Losing valuable work time when finding parking

Shannon

Shannon is a huge Iowa State alumni. She watches all the games and makes sure to come back for homecoming every year.

Interests

- Going to ISU events and seeing old friends

Needs and Expectations

- More time to get to class
- a way to reserve parking if he is running late

Pain points

- Hates driving, especially in parking lots

User Needs

Our users need an easy, and safe way to locate open parking spots on campus

See available parking

Visually be able to tell where they can park

Payment

Be able to pay for a spot before they arrive

Guidance

Upon reaching a lot, guide the them to a parking spot

Reservations

Save a parking spot for once they get there

Conclusion and Next Steps

As we move forward, we are committed to developing a groundbreaking system that addresses the needs of our user personas and transforms the future of parking.

1

Research & Development

Continue refining and enhancing system features based on user feedback.

2

User Testing

Conduct extensive user testing to ensure maximum usability and engagement.

3

Launch & Optimization

Prepare for a successful launch and continuous improvement of the system.

