**SELLER’S INTERFACE**

**DESIGN CHALLENGE**

**Seller (Parking lot owner)**
- Has spare parking space in his property
- Wants to earn some money from parking
- Has to stand outside for 2-3 hours to sell parking spaces in his driveway

**Buyer (Driver)**
- Public parking lot and street parking are already full
- Look for a private parking space in a special day such as football game day, Festival day

**SOLUTION**

**Seller (Parking lot owner)**
- Can upload their available parking with date and time
- Can choose expected price per hour
- Save lots of time and would probably make more money

**Buyer (Driver)**
- Can easily find private parking space in real time
- Can deal with a reasonable price for parking
- Can give and take a feedback from other drivers

**BUYER’S INTERFACE**

**PERSONA & SCENARIO**

**Collin Phillips**
- Age/Ethnicity: 37 / American
- Residence: Irvine, CA
- Education: Master in School of Law
- Current Status: Lawyer
- Characteristics
  - Loves traveling
  - Loves people
  - Married with two kids
  - Loves family
  - Loves adventure and explore new places
- Goals
  - To find a nice parking spot in special events such as football game, Ann Arbor Festival
  - To want to deal a reasonable price for parking
  - To interact with the app well
- Knowledge and Skills
  - Very experienced driver - can change radio stations, music, etc. while driving
  - Researches his destination before his departure
- Challenges and Concerns
  - Hard to find public parking lots or Street parking during Game seasons or some special days
  - Private parking is risky because they could be all full if he arrive there late
  - Private parking is too expensive usually.

**Jessica Wilson**
- Age/Ethnicity: 29 / American
- Residence: Ann Arbor, Michigan
- Education: Bachelor degree in Arts and Design
- Current Status: Freelancer as a web designer
- Characteristics
  - Married two years ago with no baby
  - Loves traveling with her husband
  - Bold and adventurous, who takes a change
  - Likes planing before travel
  - Inexperienced driver, So prefers to being passenger
- Goals
  - To upload their available parking with date and time
  - To choose expected price per hour to earn some pocket money
  - To make his parking property useful
- Knowledge and Skills
  - Knows local information very well
  - Coordinate every detail of her travel plans
  - Her design works were mostly inspired by the wide variety of trips
- Challenges and Concerns
  - Hard to say a reasonable price for the buyer
  - Payment method?
  - Should manually input their available parking space whenever they want to post it.

**BRAINSTORMING**

- Have an idea from conversation
- This is a real story

**PERSONA & SCENARIO**

- To understand who are target users
- To deeply understand their needs

**LO-FI**

- Paper & pen sketch
- Interaction Design

**HI-FI PROTOTYPING**

- Tools:
  - Microsoft Expression Blend
  - Adobe Illustrator
  - Expression Design

**USER TESTING**

- Security issue of payment method
- Hard to click date in calendar
- Hard to see the best recommendation in a map