IPRO 365: Simply Park

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Timothy Bryski: Research & Development
Alexander Huynh: Communications & Marketing
Allan Coats: Business & Sponsorship
Nathan Wicker: Co-team leader
Current Problems

- Finding a garage with vacancies
- Searching for vacancies within a garage
- Finding vehicle upon return
- Tedious entrance and exit
- Underutilized spots
Mission

- Increase efficiency of parking systems
- Increase profitability
- Improve driver satisfaction
- Create a network of parking garages
Vision
Project History

- Student initiated project from IPRO 2.0
- Established system features
- Gathered interest from potential sponsors
- Initiated university support
Team Development

• Identify with the problem
• Team values statement
• Organized based on available skill sets
• Restructured leadership as needed
Organization of Team

Team Structure
- Research and Development
- Communications and Marketing
- Business and Sponsorship

Class Structure
- Gantt chart
- Weekly updates from each team
- Weekly team leader meeting
- Self-reported activities log
Semester Goals

- Feasibility of features
- Effectively communicate team vision
- Reach out to potential sponsors
- Industry and consumer feedback
Contemporary Systems

Intelligent Parking

Beijing Institute of Technology

Streetline
Technology

- Radio frequency identification (RFID)
- Optical recognition
- Smartphones
- Counter
- Web and mobile applications
- Data analysis software
Communications and Marketing

- Research consumer concerns
- Provide graphical aids
- Manage information and data
Business and Sponsorship

- Financial assistance through sponsorship
- Seek industry expertise
- Establish IPRO identity
Industry Meetings

• Zebra
  • RFID
  • Cost-effective?

• Standard Parking
  • Fragmented industry
  • Smartphone technology
Ethical Considerations

- Environment
- Safety
- Privacy
- Discriminatory technology
Conclusions

• Prioritized features

• Created packages

• Industry interest in smartphones

• RFID's are effective but may not be optimal
Moving Forward

- Market research based on Standard Parking feedback
- Continue relationships with vendors and proprietors
- Explore smartphone feasibility
- Trusted payment system
- Prototyping
Questions