

IPRO 365: *Simply Park*

Julia Gonzalez: *Co-team leader*

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

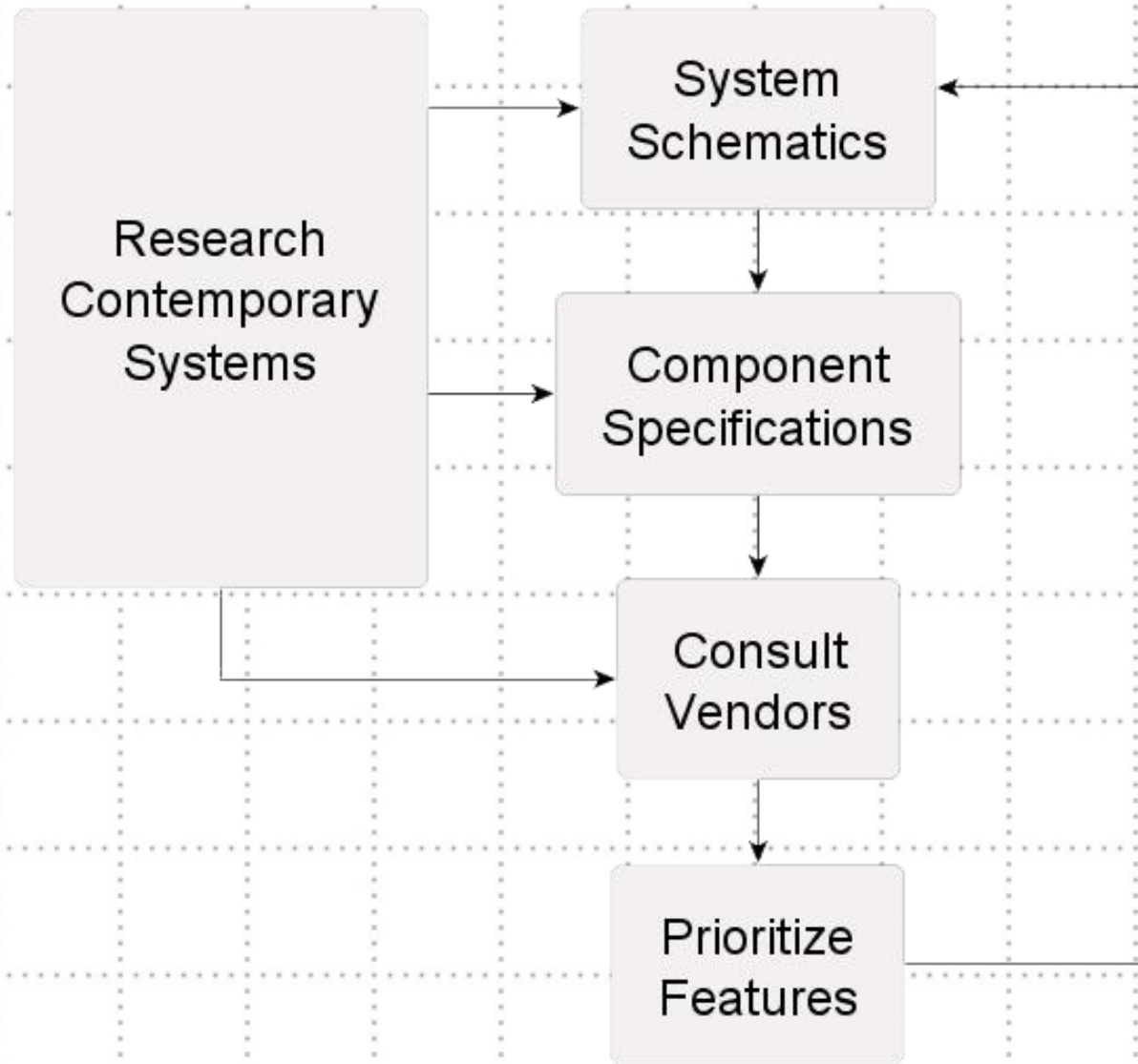
Class Structure

- 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

Process Flow



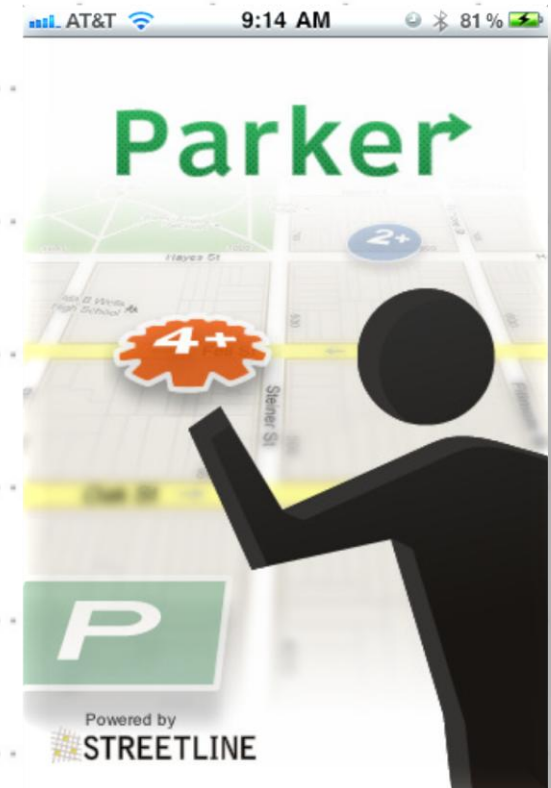
Contemporary Systems



Intelligent Parking



Beijing Institute
of Technology



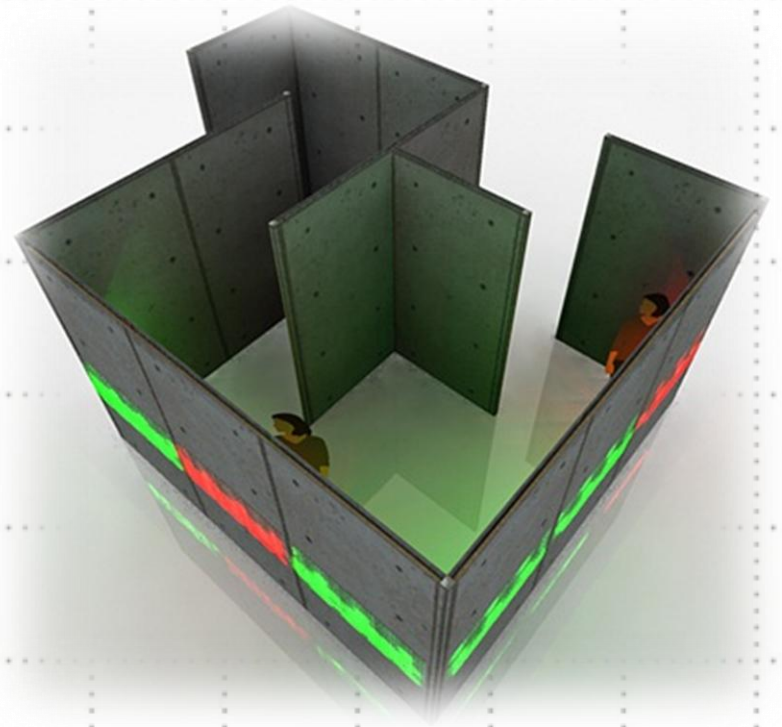
Streetline

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