

# Driveway Park Happy App

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## Goal-based User Interface Redesign

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It is important that a prospective customer becomes a paying customer. Any frustration will cause the customer to uninstall the app for one of Driveway's competitors. This is especially damaging for a startup that must "bootstrap" its operations, relying on word of mouth and a minimal marketing budget. With competitors two clicks away, we can not risk using a "minimally viable product" if the interface does not cater to fulfilling the customer's goal: to get to their final destination (including parking!)



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# 1. Goal-based User Interface Redesign

## 1.1. The Goal of the Driveway “Park Happy” Customer

In order for Driveway Technologies to provide the best experience to its customers, we must examine what the true goal is for our users. This document serves to provide a draft design for some of the primary features needed for our “park happy” customers (note: a similar design activity should be conducted for the parking hosts).

The goal of our “park happy” customers is NOT to get a parking space. Their goal is to get to their final destination, whether it be a beach, a stadium event, or an office in a busy downtown. Very few of our customers are likely to be “parking enthusiasts”—they simply want to get to their destination as effortlessly as possible.

In recommending changes to the user interface, we began with this premise that the destination is what our customers are interested in. We start by simply asking them “Where are you going?” to solicit the destination from our customer. And then, quite simply, Driveway returns a list of the available parking spaces nearest to the destination. It’s as simple as that.

The list of spaces, sorted by distance or price, replaces the map used by the current interface. The problem identified with the map based interface is that it becomes difficult for a user to quickly find what they are looking for. To find a spot the user:

- must use multiple fingers to pan and zoom the map
- can not quickly determine the distance from the parking spot to their destination (zooming in changes the distance scale. And using a distance scale requires users to make their own distance calculations)
- to compare parking spots, a user must move along the map, click a spot, then back up, move along the map again, and click the next spot
- may view non-driveway parking spaces that are shown on the map (labeled parking garages, etc)

Providing a list gives the user an answer immediately—almost certainly the first parking space in the list is the best one based on distance from the destination and/or price. It does not require the user (who may be unfamiliar with the local geography) to navigate a map. This is especially important for a user who is trying to find a space immediately while near their destination.

Ideally after completing the purchase, the user will be automatically launched into their driving directions app (Google Maps, Apple Maps, etc) and provided with turn-by-turn directions directly to their parking spot.

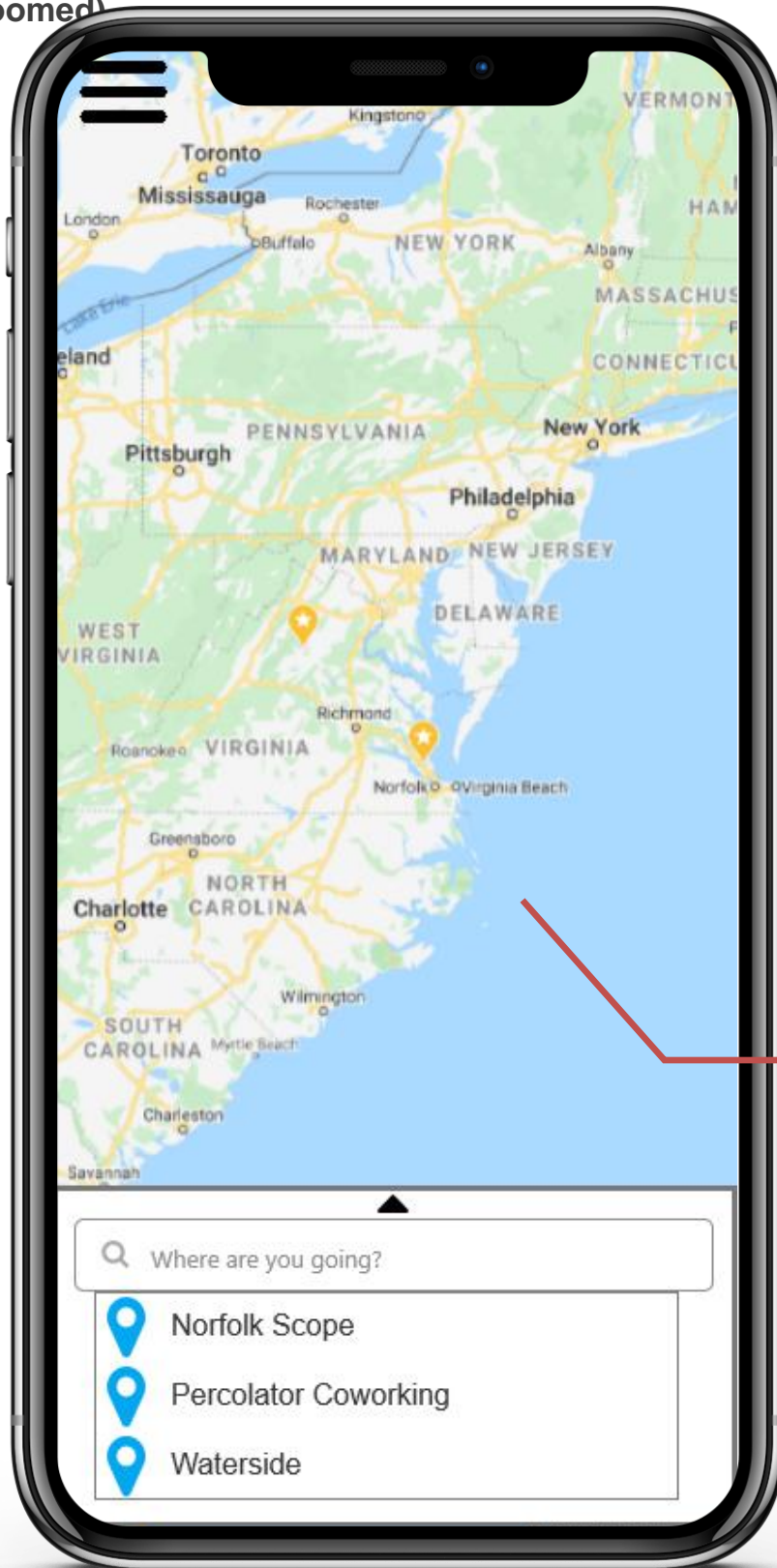
## 1.2. Title Screen



Simple intro animation of the rotating globe with actual Driveway locations marked. This conveys to the user that Driveway is available wherever they need a space.

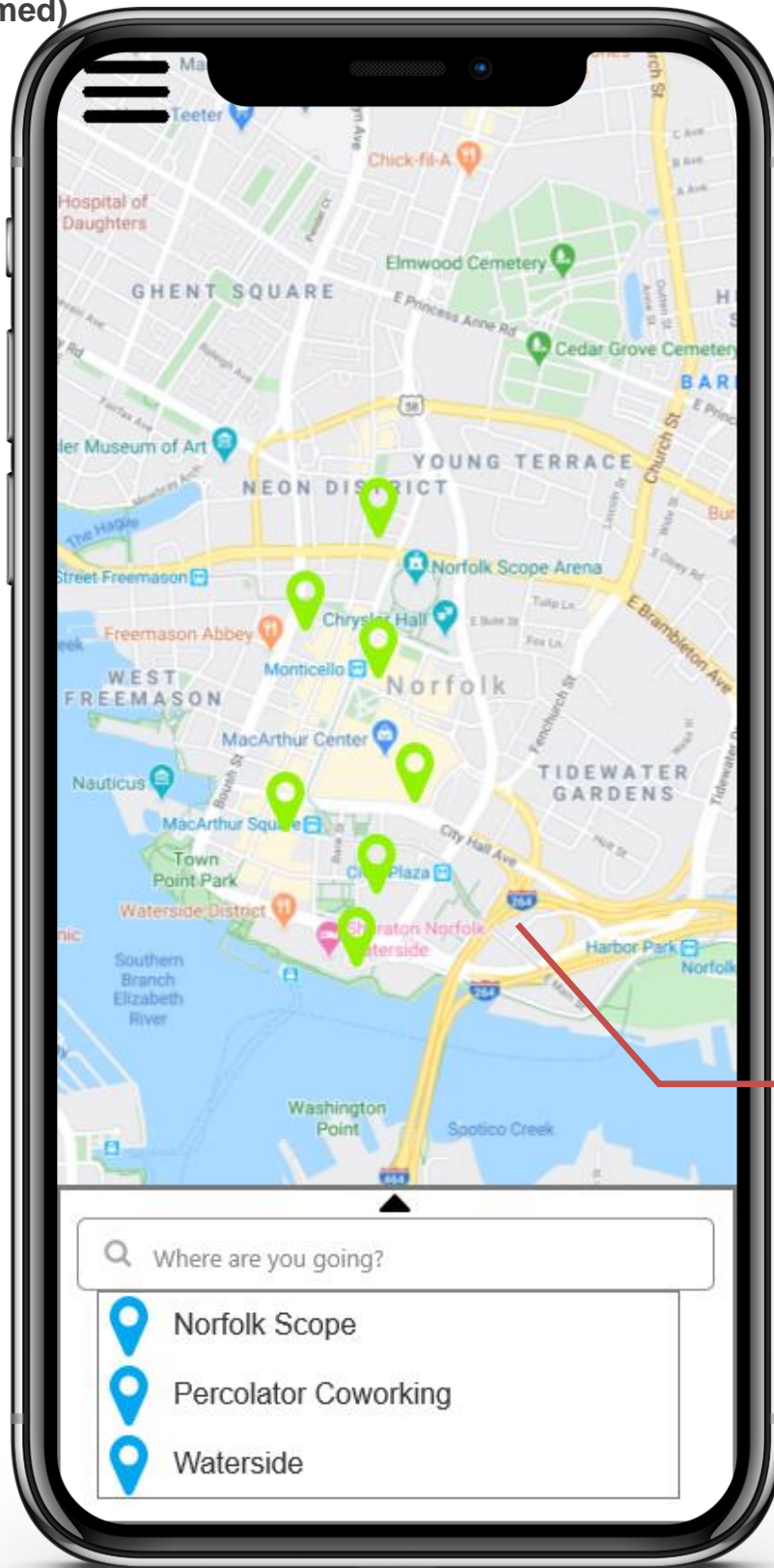
Globe begins to zoom to the region of the user's location.

### 1.3. Where to (unzoomed)



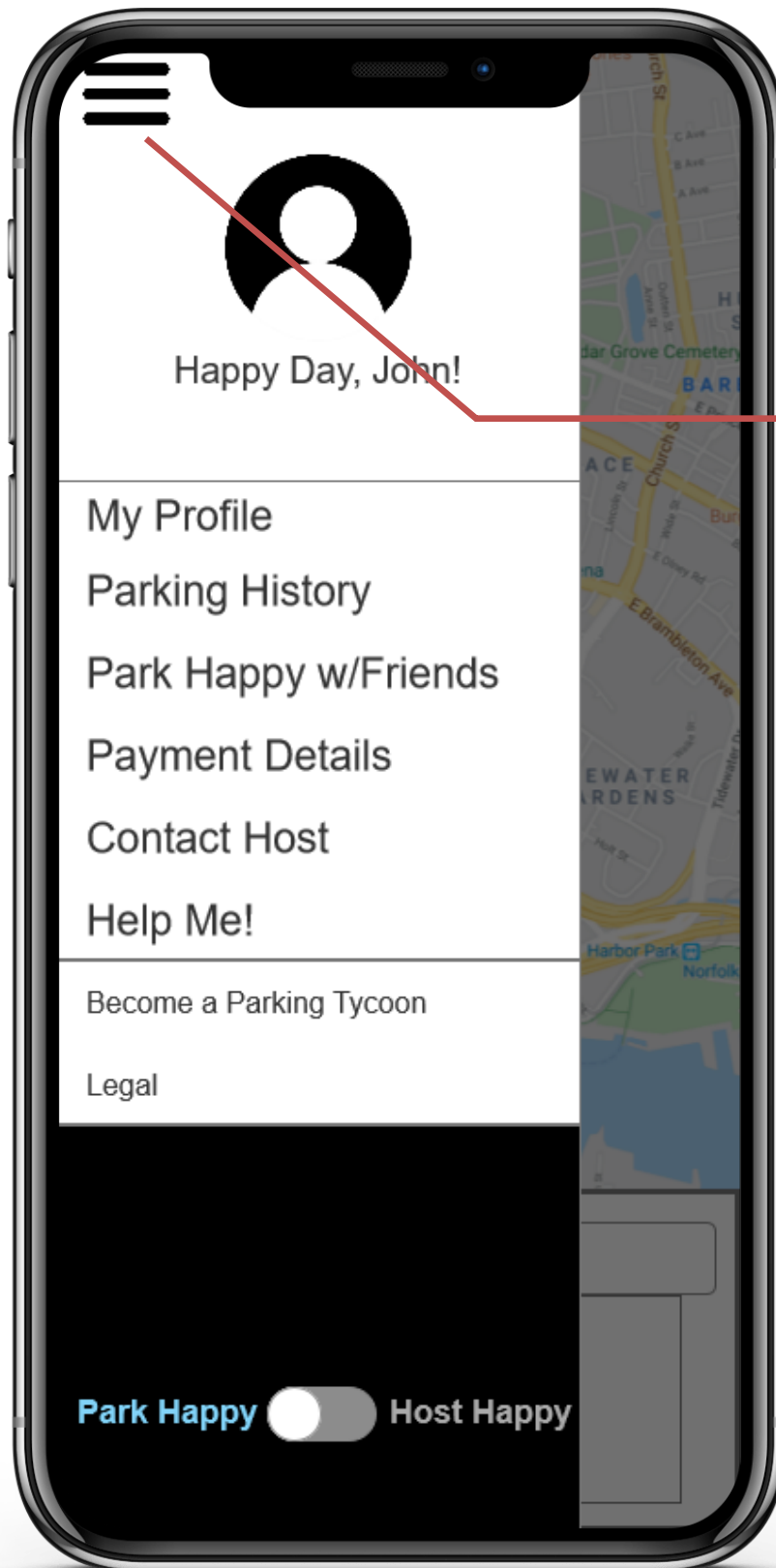
The globe zooms from space to the region of the user's location.

## 1.4. Where to (zoomed)



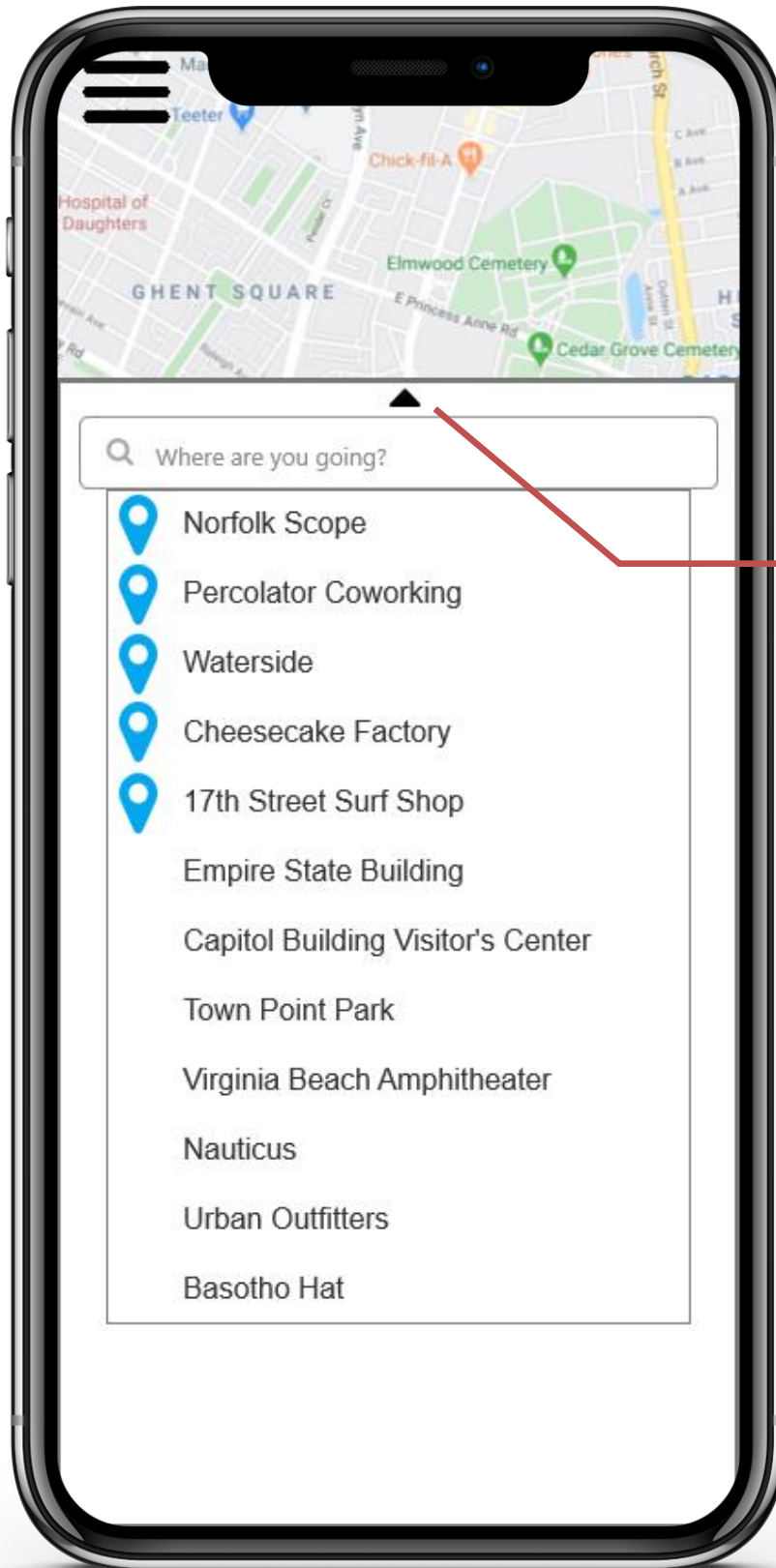
The zoom continues to the user's location of the parking location where they most recently used Driveway.

## 1.5. Menu Options



The “hamburger” icon is a well known method in mobile interfaces for displaying a list of menu options.

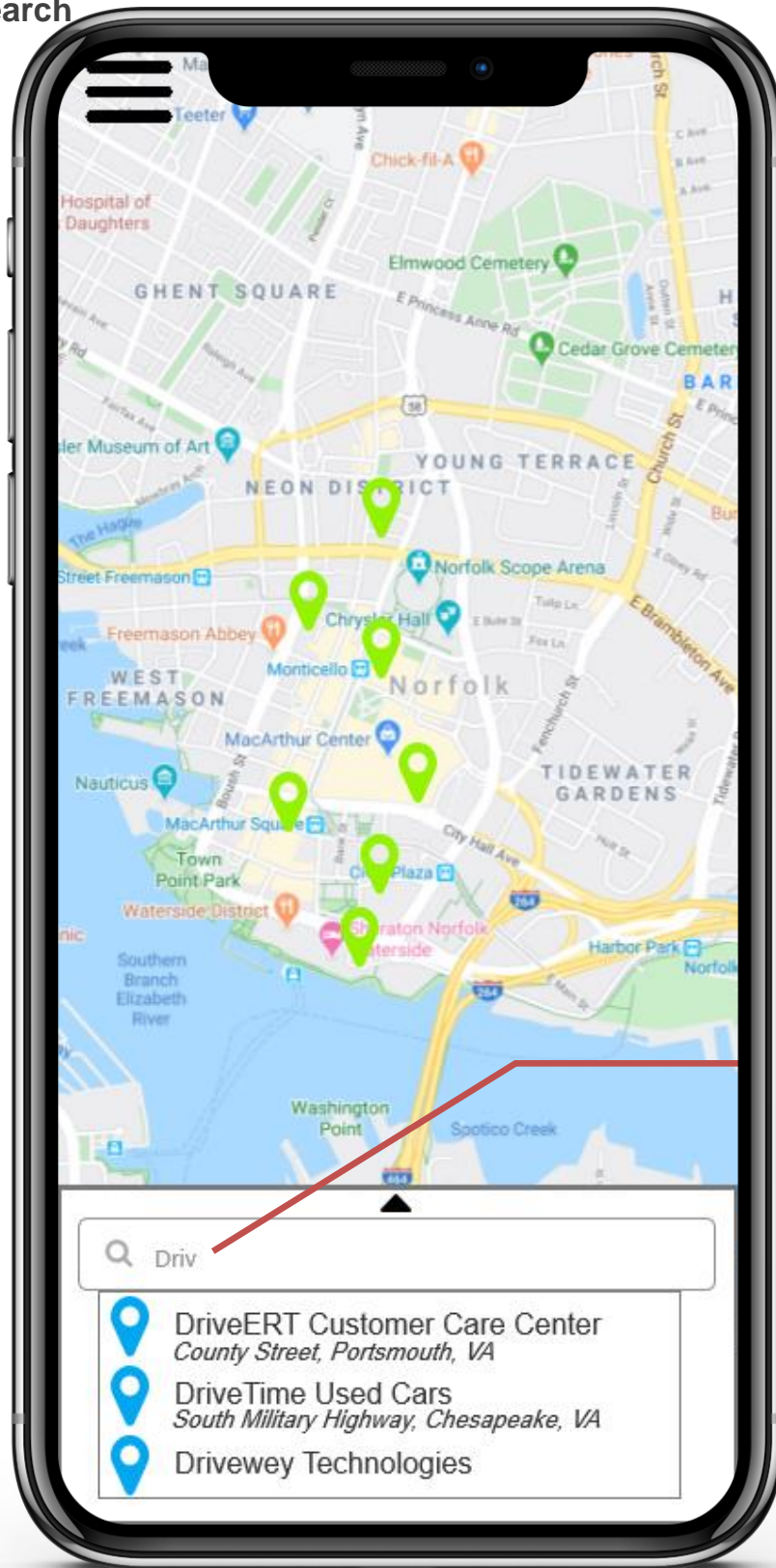
## 1.6. Recent Places



The user may "slide" the "Where are you going" panel up to see a full list of their most recent Driveway locations (including those in other states or countries).

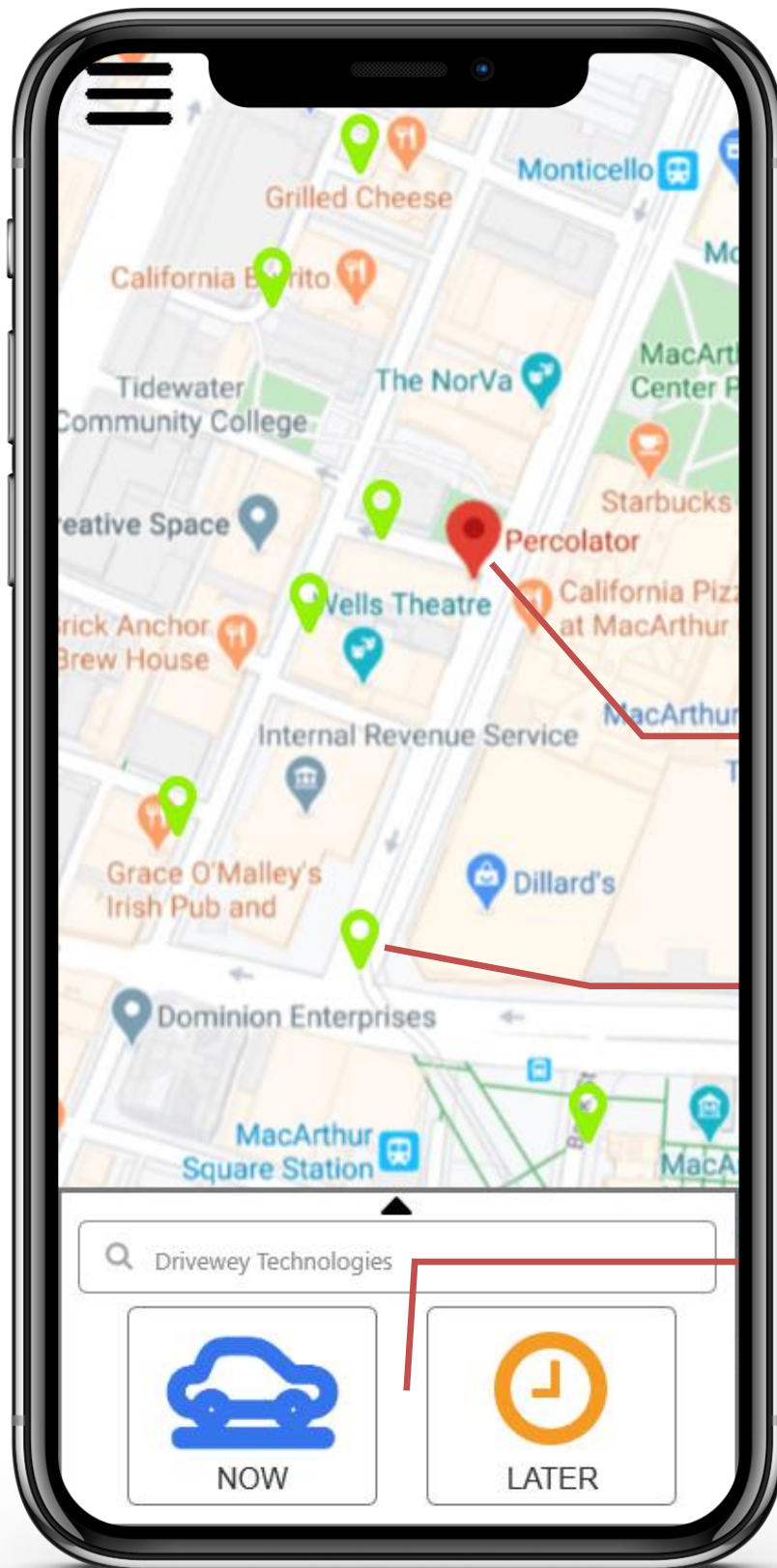


## 1.7. Destination Search



As the user begins entering a destination name or address, matching locations are listed.

## 1.8. Now or Later

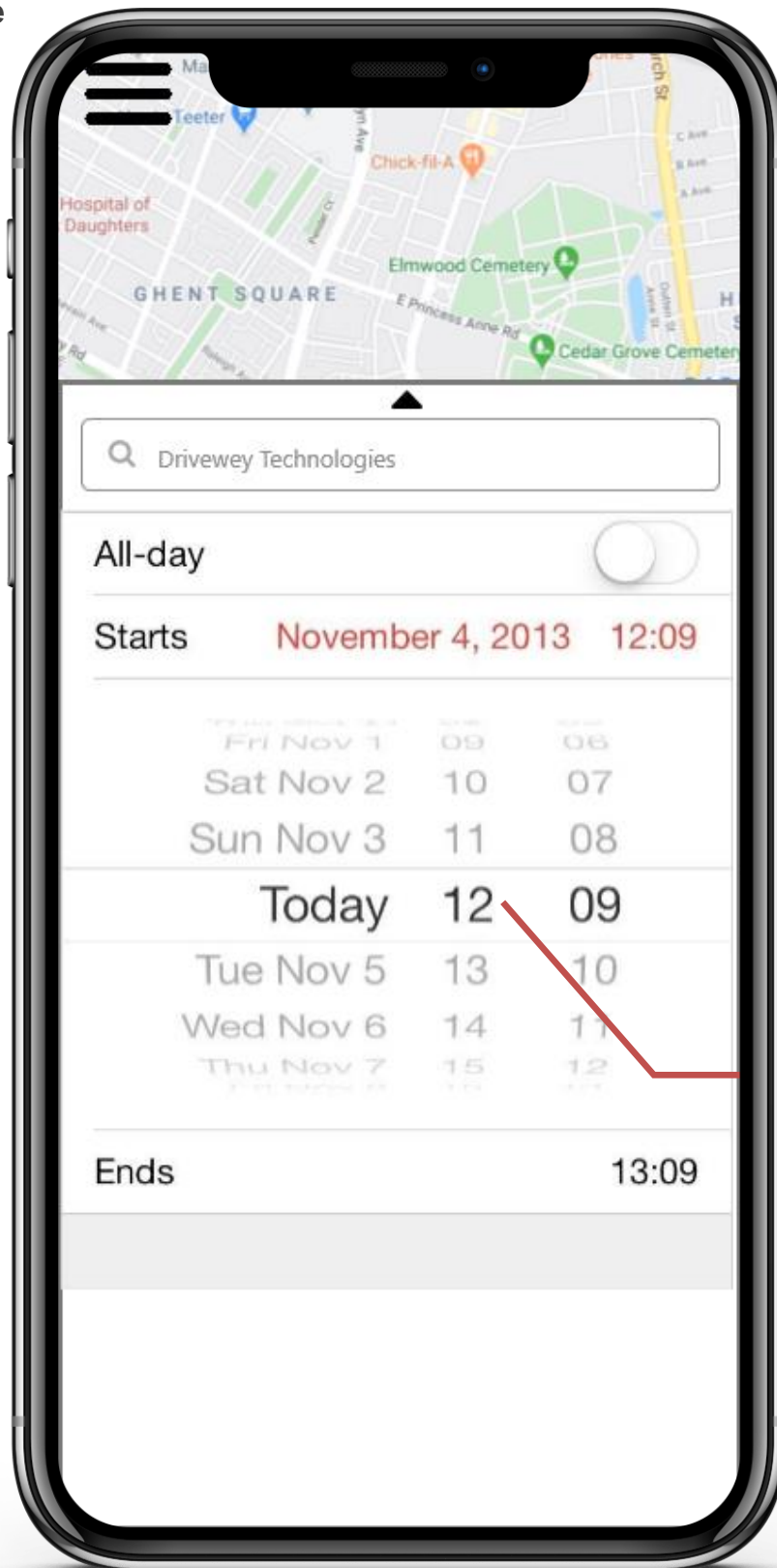


After selecting a destination address, the map adjusts to show the destination location.

Potential parking locations are also displayed, however at this point we do not yet know if the space will be available during the time that the user needs it.

The app now asks whether the spot is needed for now or later.

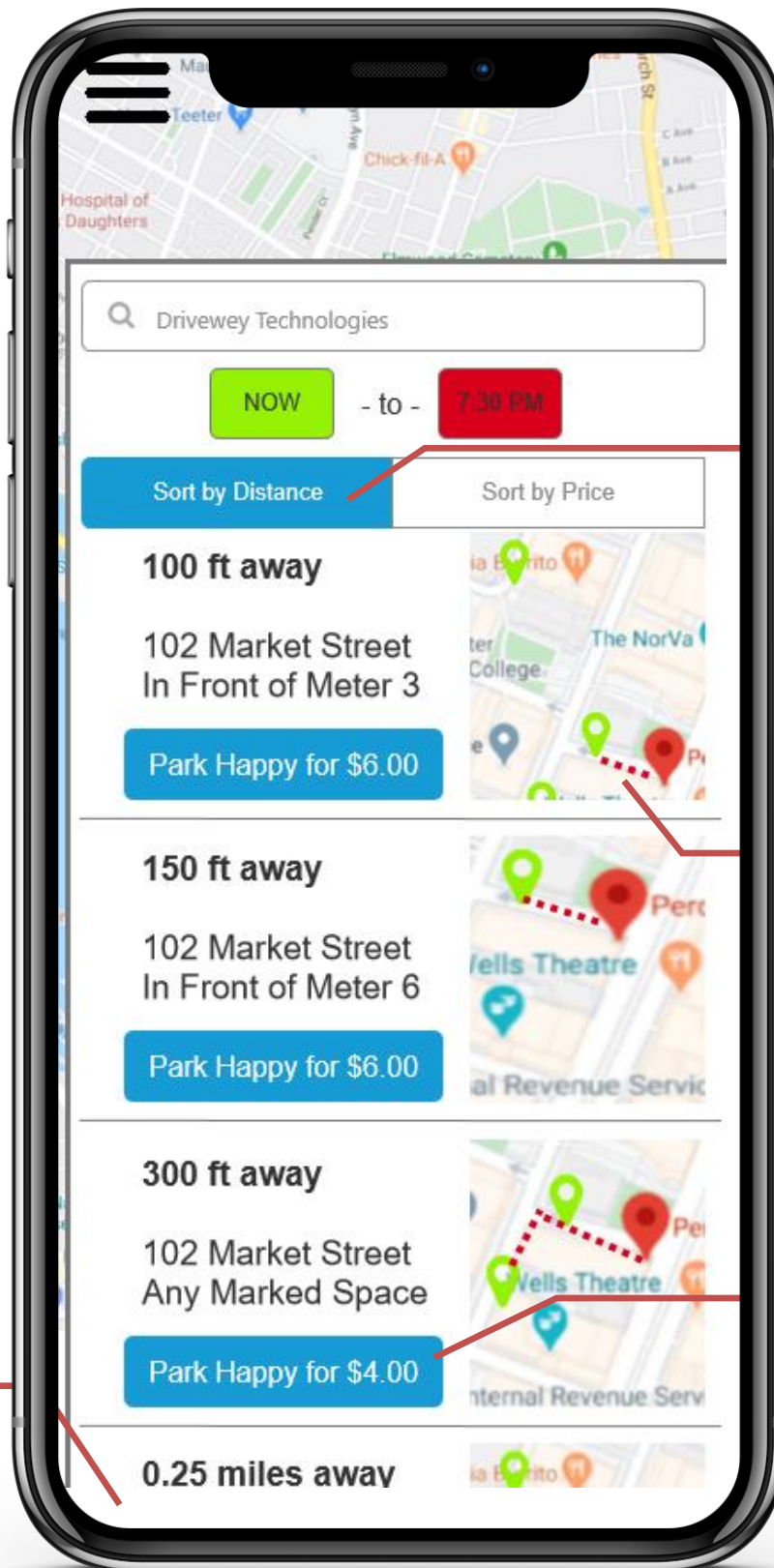
## 1.9. Start/End Time



We must be sure to use consistent user interface controls (and, when possible, to use iOS or Android standard user interface elements, such as this time/date selector)

This ensures that our app works similarly to other apps our customers are already familiar with.

## 1.10. Results List



The customer may sort the results by distance or price. If customer reviews or "walkability" scores are used, the user could also sort by these parameters.

The system will default to the last sort the customer used.

A small map shows the parking space, the destination, and the path to walk from the parking space to the destination.

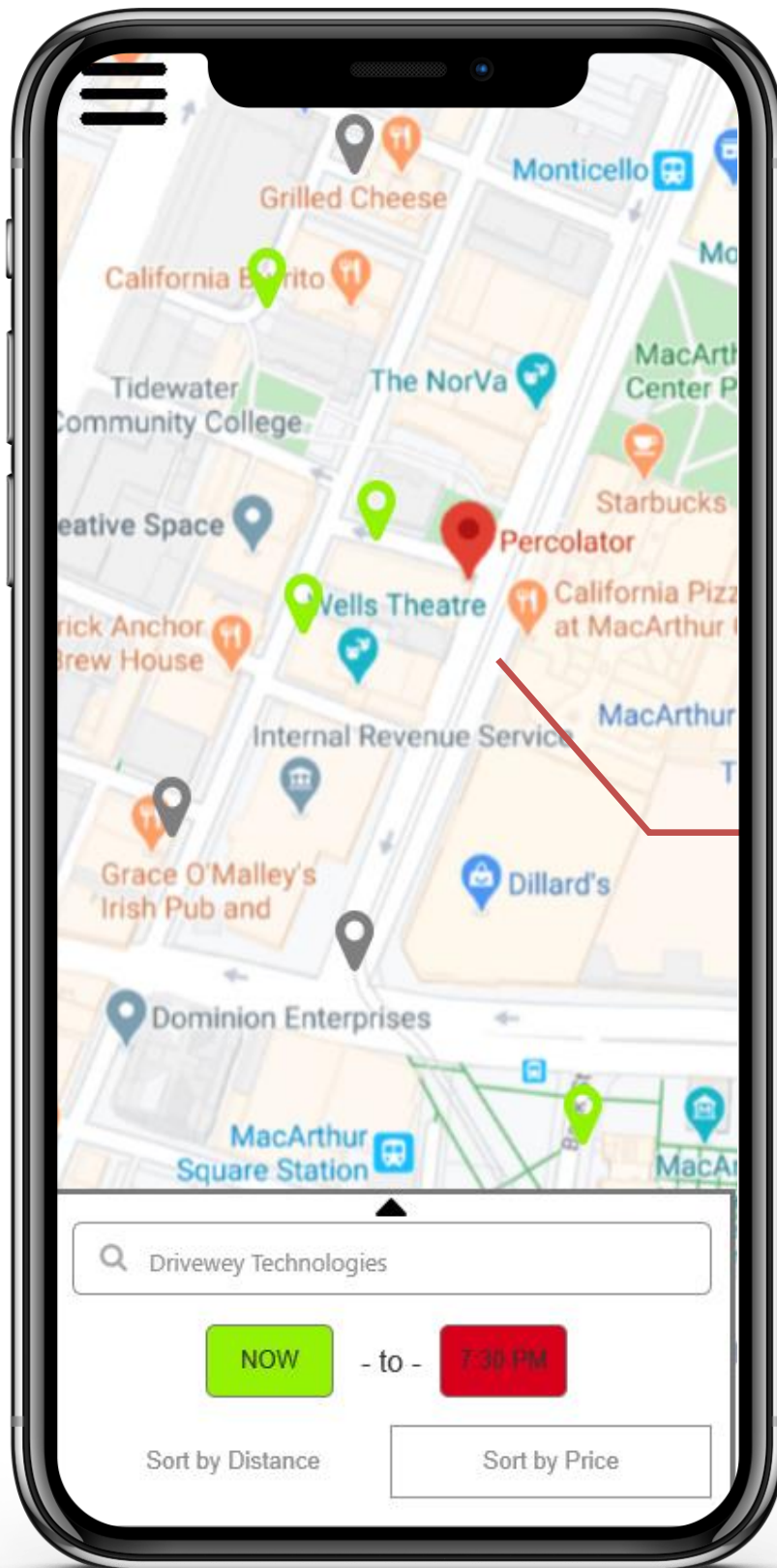
The user may click on the map to see a larger version, along with photos or additional details about the parking space.

Clicking the "Park" button would take the customer to the final purchase screen. This screen would list details and rules for the space.

The customer may scroll down for additional results.



## 1.11. Results Map



A "Results Map" is also possible, however it is not recommended as the default method for selecting a parking spot due to the reasons outlined in this document.