

Skip the Line...

Pay With Your Phone



Harnessing the Power of the Smart Phone: Parking Apps in Your Pocket

Rui Zhang
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WHY PARKING APPS?

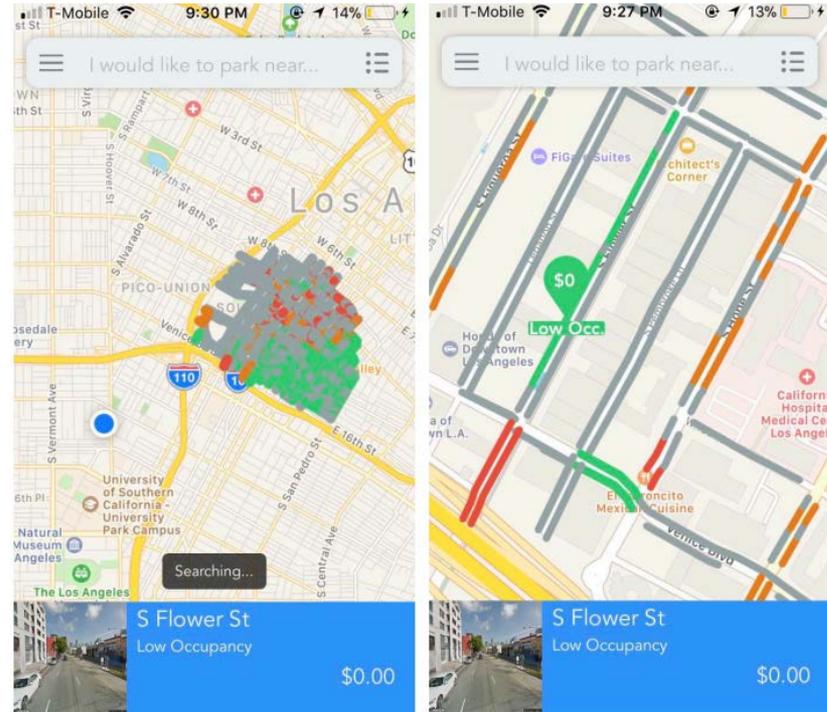
- Let me know where to park before I arrive
- Lower emission and less congestion
- Things in control

***Focused on street parking in LA**



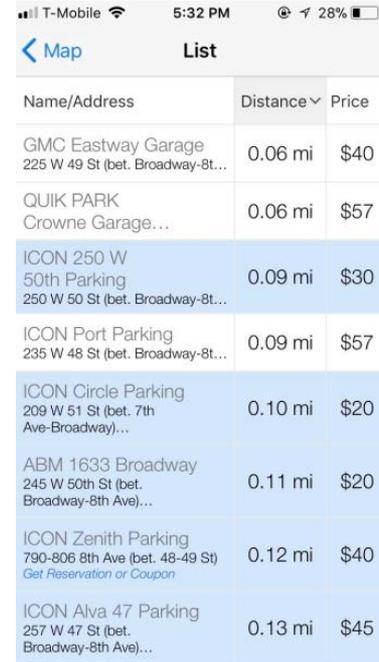
PARK ME

- finding and reserving app developed by INRIX
- address searching, time (monthly/daily) and parking category (structure/street) filters
- VGI enabled for users' input



BEST PARKING

- Pop-up windows of parking spots
- Most broad database
- Street parking only enabled for NYC
- Parking price during different periods remains the focus of the map
- User can hide facilities on the map

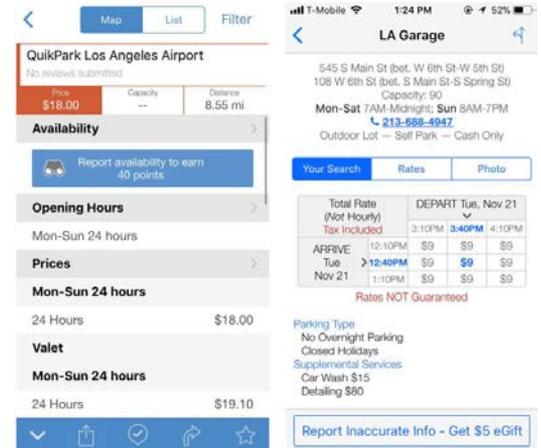
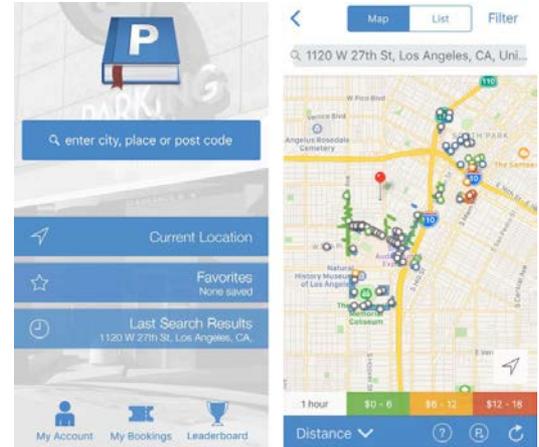


Name/Address	Distance	Price
GMC Eastway Garage 225 W 49 St (bet. Broadway-8t...	0.06 mi	\$40
QUIK PARK Crowne Garage...	0.06 mi	\$57
ICON 250 W 50th Parking 250 W 50 St (bet. Broadway-8t...	0.09 mi	\$30
ICON Port Parking 235 W 48 St (bet. Broadway-8t...	0.09 mi	\$57
ICON Circle Parking 209 W 51 St (bet. 7th Ave-Broadway)...	0.10 mi	\$20
ABM 1633 Broadway 245 W 50th St (bet. Broadway-8th Ave)...	0.11 mi	\$20
ICON Zenith Parking 790-806 8th Ave (bet. 48-49 St) <i>Get Reservation or Coupon</i>	0.12 mi	\$40
ICON Alva 47 Parking 257 W 47 St (bet. Broadway-8th Ave)...	0.13 mi	\$45



PARKOPEDIA

- 75 countries with 60 million parking spots
- Reward users with credits to encourage parking spot availability reporting
- Most customization settings among all parking apps
- Change basemap



COMPARISON

- Interface design: starting with blank map VS possible options.
- Database building: targeting comprehensive and detailed parking info with a limited geographical coverage VS limited scope of parking info with a relatively broad geographical coverage.
- Data collection: VGI input with long verification processes VS completely developer-collected data
- Function: providing comprehensive functions confronted with difficulties connecting with other
- databases VS focused functions (such as searching engine) not necessary to connect with outsourced data

FUTURE TRENDS

- Parking apps still needed in the Autonomous Vehicle times?
- Customized parking plan.
- Machine learning applications for more efficient verification of VGI data.

CONTACT

- Rui Zhang, USC MPL, Transportation, 2018
- (213) 204-0754
- zhan305@usc.edu
- www.ruizhangportfolio.com



THANK YOU!