



ROLE  
**UX-UI Designer**

CLIENTE  
**Park Mobile**

PERIOD  
**1 weeks**

## TOOLS

**Sketch** - desing

**Notion** - document organization

**Miro** - discovery colaborative

**Google suit** - communication

## The Challenge

### Add a feature "set automatic parking".

The idea of this project was to analyze an already existing and highly adapted app to incorporate a **new feature** into the existing product. The feature to be developed should be based on an area of functionality that had to be explored and compared to user input.

## 01 Discovery

Interviews

## 02 Define

Jobs to Be Done  
Persona  
Solution

## 03 Ideate

Brainstorming  
Sitemap  
User Flow

## 04 Implement

Sketches  
Wireframes  
Lo-fi Prototype  
Iteration  
Visual Design  
Final Screens  
Hi-fi Prototype

# 01 Discovery

Understanding what the user needs

### Research

This challenge was small but significant at the same time. My client, a co-worker who had a big problem parking his car every time he visited Amsterdam either on business or just out with the family.

I conducted a small and short interview with my client about the uses that this app offers to see what his problem was and why he considered this as a problem. What he expected as a result, among other relevant questions to understand and be able to project a possible solution to the user's concern.

The result as point pain was the following: **"I want my parking ticket to stop counting when I start driving".**



# 02 Define

Focusing on the right problem

### Jobs to Be Done

The Main Job-to-be-done is to have an option that auto sets the parking session.

An important **functional aspect** would be to activate this option and track his route later.

A related **emotional/personal** job is to always have available this option so that the user is stress-free during the activities he performs along his day.

A related **emotional/social** job is to prevent the user from repeating the same process manually over and over again.



# 03 Ideate

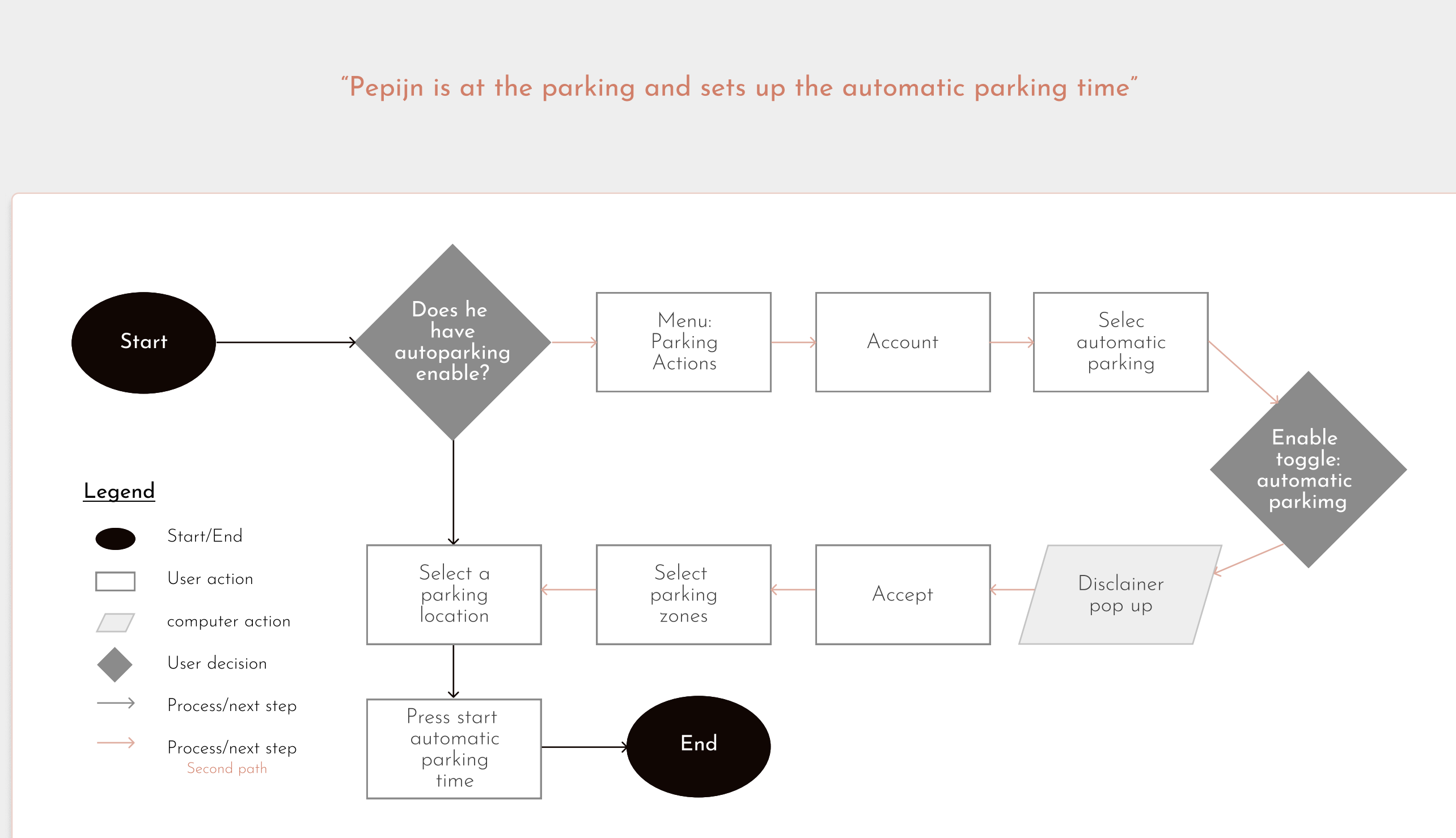
Generating and prioritizing solutions

### Brainstorm and Site Map

Different **ideas** became visible but only few were manifested in a positive way when they were carried out digitally, always taking into account the problem to be solved. A round trip of constant iteration with the client to **see and analyze** their reactions in what is proposed as a solution. In this, the already existing **Site Map** of the app helped a lot. The automatic parking solution was thus attached to a part of this map.

### User Flow

This flow shows the path that the user needs to follow in order to activate the feature that was developed for him to "auto set the parking session" which will solve this pain point:



# 04 Implement

Designing the solution

### Prototype

Nothing beats pen and paper for quick ideation and concept **sketches** before going into details!

The **lo-fi prototype** is the initial representation step of the **wireframe** that shows to the user the path this one has to follow to achieve his goal. This part of the process is always one of my favourite ones, it is like playing at being an adult child, paper and scissors plus several **iterations** with the user(s) until the best result arrives.



### Visual Design

Color, typography, style ... and so on are the same as in the original App. In the future I would like to offer a new and even more modern visual desing for this app as an extended challenge of this project. For the time being let's just keep as it is. For sure there could be a good a reason why the Parking Mobile has this style and structure.

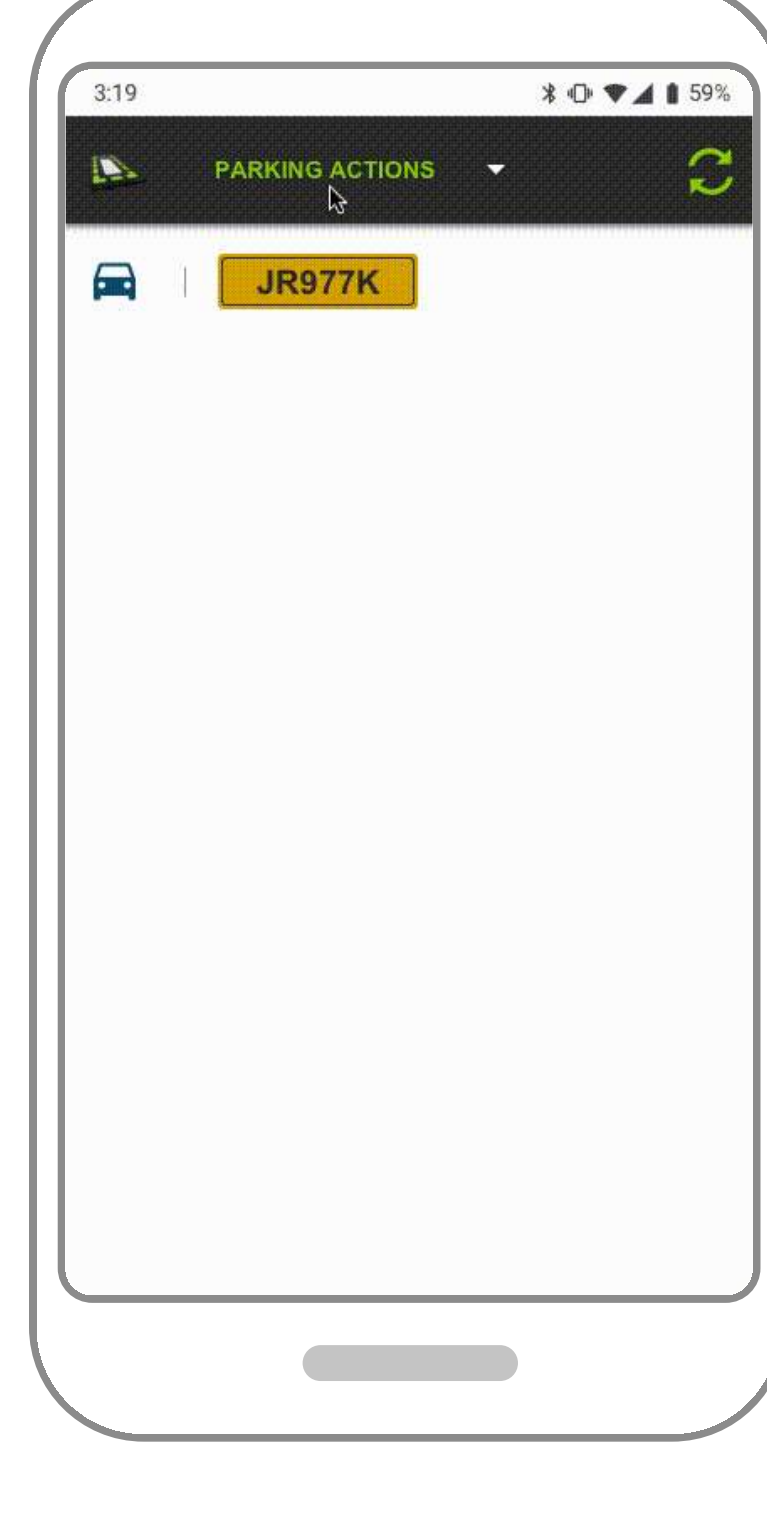
### Final Screens

Time to go to the digital part where the prototype became more real, the hi-fi prototype without forgetting the constant and never ending testing

Working on this project was quite interesting for me since although the new feature I developed was simple, I believe that even in simplicity I was able to find great challenges

At the end, It was very gratifying to see the smile of a widely satisfied user.

[LINK](#) →



## Reflection

Learning &amp; Next steps

Working on this project was quite interesting for me since although the new feature I developed was simple, I believe that even in simplicity I was able to find great challenges.

At the end, It was very gratifying to see the smile of a widely satisfied user. The challenge during this week was not only to solve a user problem with a certain app but also to break the ice when starting to work as a UX / UI designer.

As I mentioned before, in the future, I would like to offer a new and even more modern visual desing for this app as an extended challenge of this project.