What Is The Problem?

There is a concern within Miami University that always bother new students and visitors. Miami University’s parking policy is always so complicated due to its permits as well as the parking markers on campus.

The picture on the right was a Miami University Parking map. This map add different color on different parking areas to show certain color of permit required in these areas. The lower right corner indicates 10 parking places people received most parking tickets.

Who Is The Target Audience?

My target audience is Miami University students and visitor who visit Miami University.

Project Objectives

This project to help students and visitors find a proper parking space quicker and avoid receiving parking tickets.
Before I set my research, I brainstormed a lot about what can go wrong with Miami’s parking. For example, students always be late to class and they complain about how hard to find a parking space. This becomes my starting point for my research.
Research Questions

1. Are you a Miami student or student’s parent?
2. What year are you in?
3. Do you have a car on campus or drive to school?
4. Do you live on campus or off campus?
5. What color of permit do you have for your car?
6. On average, how often do you travel to Miami University?
7. How many tickets have you received from Miami University in total? (Overtime doesn’t count)
8. Pick all the Miami parking policies you know.
9. What bother you the most parking in Miami University campus?
10. What suggestion do you have for Miami University parking or its policy?

Research Data

I create a survey about how students and visitors experience in Miami University’s parking. My research target groups are students and their parents. And this is my survey questions.

Chart 1 describe the type of permit students and parents who own a car has. From the spread of the color, these people have different color of permit. Therefore, I believe my research is diverse enough.

Chart 2 we can see, among all these people, 75% of them have been received at least one ticket from Miami Parking Service, which means 75% of these people has make mistake when parking in Miami University.

Chart 3, I ask students and parents to pick all the Miami parking policies provided above that they knew. As we can see, 100% of them knew there is a different permit parking policy. 88% knew they can park in all parking areas after 6 pm and during weekend. 50% knew there will be a warning at the very first ticket, and 38% knew some street is forbid to park after 2 am in the morning.
This is some sketches of my ideas. The first idea is to design a website and post information about most concerned parking questions in Miami University. The second idea is to design different color stickers to paste on each parking space to help students recognize the permit requirement. Also add a QR code on each of student permit to provide more information. My third idea is to design a parking App. Students and visitors will be able to find information on the App to help them find a proper parking lot.
I select three workable ideas and create prototypes. The first one is the sticker idea described in "Sketch" section. The second one focuses on people coming to watch sport games. Each ticket people buy has parking tips in the back of the ticket to guide them. The third one is the App also described in "Sketch" section.
I select App as my final solution to solve the parking problem. This is because people relies on technology like smartphone very much nowadays. An App will be easier to approach to users and people has better knowledge about how to use an App than a map.

The first picture of the design was the very first design. It had many weaknesses like focused too much on policy rather than finding the location. Also, the original design seems to be too normal and not so attractive.

The second picture shows a revised App design. I redesign an icon for the App to make it more lovely. Also I added the element of circle and lines in the design because circle make people more comfortable psychologically. The line symbolized that the App will lead you to the place you want to go.
Refine

I received many new ideas and feedback in the process of testing and critiquing the App to the public. Based on the suggestions, I added some new features in the App. For example, there are more options to classify users and identify their needs using this App. Also, I changed the lines from straight line to curve line to make them look more vivid and interesting.
Final Reflection

What Did I Learn?

By doing this research, I learnt how to find ideas through brainstorming, how to approach people you want to interview with or ask questions, and how to test and revise the App. I became more independent because I need to design and do everything by myself. Starting from finding ideas to presenting the ideas, I have to solve every single problem myself and find solutions. The research project also make me more patient and find interest in something I am not interested in.

How Can I Apply New Skills?

In this research project, I learnt that when you are creating something new, try to ask someone has no knowledge in this to use it and give feedback because our bias of knowledge will sometimes assume an average person will know it which it is not true. This conclusion will also very helpful in my future career because we are always serving some kind of clients or customers and we need to see the problem on their aspects.

What Would I Now Do Differently?

My final presentation didn’t go well. I didn’t have my idea presented clearly because I only showed client pictures of how I think instead of showing them a real product. If I have another chance, I will create a video to show the feature of the App and how to use the App to let client have better idea about my product.