Starting with public parking spots

Driven by the parking place generation of almost 30% of traffic in popular city districts, the company focused on simplicity and user-friendliness. Parkanizer smart parking service was developed to address the increasing demand for parking spots. They came up with an idea based on the Internet of Things network. Special emphasis was placed on simplicity and user-friendliness. Parkinsoner smart parking service was developed based on the double diamond methodology. Special emphasis was placed on simplicity and user-friendliness.

The Parkinsoner team approached all of the development stages with the user-centric design methods. Inspired by its holistic approach, they focused on user centred design methods. Inspired by its holistic approach, they focused on user.

By conducting user research and involving users in the development process at each stage, they were able to discover user pain points and needs that spurred innovation and change in the app. The Parkinsonian mobile app was developed using the Parkinsonian algorithms, which helped to translate its functionalities and usability into the app.

In addition, the parking subscription purchase in Olivia Business Centre in Gdańsk was designed and tested in-user engagement and user feedback at the same time. The sensors that were used are compatible with the existing sensors, which helped the driver to discover user pain points and needs that spurred innovation and change in the app.

The impact of Parkanizer app for office buildings' car parks is also significant. The average time of parking was reduced almost five times, from 4h 3m to 55m. The small business owners are very happy with the effects of the Short Time Parking Zone on their revenue. The service's success is also reflected in the user feedback – 88% of Parkanizer’s customers would recommend it to a friend and the app received an average rating of 6,5 out of 7 stars.

In Tarnowskie Góry, where Parkinsoner has helped the city to introduce a short-term parking zone, the number of drivers who use the parking spot has increased significantly. The average time of parking has increased by 267%.

Assessing the untapped potential of office buildings’ parking spots Parkinsoner also looked deeper into the city mobility and discovered that the average number of drivers who use the parking spot has increased by 267%.

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What is the impact?

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Drivers cruising for parking place generate almost 30% of traffic in popular city districts. The company focused on simplicity and user-friendliness. Parkinsoner smart parking service was developed using the Parkinsonian algorithms, which helped to translate its functionalities and usability into the app.

In Tarnowskie Góry, the team conducted ethnographic interviews with traffic enforcement officers and tested prototypes of Parkinsonian mobile apps with them, which helped to discover user pain points and needs that spurred innovation and change in the app. The Parkinsonian mobile app was developed using the Parkinsonian algorithms, which helped to translate its functionalities and usability into the app.

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