

**Environmental factors**

**PAYBYPHONE**

**New Opportunities I can take advantage of**

Pay for two different cars at once

QR code payment + camera scanning for payment method + car license plate

Notifications

QUICK and EASY process throughout

**Potential Threats to my Product**

Bad internet/data

Users who are not tech-savy

**Competitor-specific factors**

**Competitors Strengths**

App store finding

Finding public parking is cheaper than garage = helpful for people who aren't financially established

App: notifies user when payment is due

User friendly +intuitive + simple and easy signup

App: saves information about car + payment information

UX: takes less than 1 min to complete

No registration required

does not allow users to overpay (follows law of time limit)

App confirms location

What competitor strengths can I leverage for my app?

-15 min notifications when parking is over (personalized)  
- intuitive  
-Save payment (business) + car license plate (personalized)



-easy/fast experience, sign up (business), intuitive  
-Save payment (business) + car license plate (personalized)



Strategies to prevent Threats (through my competitors strengths)

Remind users that this app needs internet/good data to use

**Competitors Weaknesses**

Long instruction of billboard design + small numbers (can't see)

Frequent bugs, not accurate or does not work with poor service



Lack customer service experience

Can't cancel parking on a wrong number plate

Does not have QR codes

NO Find my car option

What can I do better than my competitor?

Have QR codes as payments

Strategies to minimize the potential threats (by addressing weaknesses.)

Allow QR codes for easy payment instead of app only payment

# PARKMOBILE

## Environmental factors

### New Opportunities I can take advantage of

Make UI more accessible

Let people know about app outtages

### Potential Threats to my Product

## Competitor-specific factors

### Competitors Strengths

"Reserve Parking"

Warning notification

Easy to add more time

Warns people if parking is not allowed

Find my car option

### What competitor strengths can I leverage for my app?

Warning notification 15 mins before parking ends

Warns people if parking is not allowed

Easy to add more time

### Strategies to prevent Threats (through my competitors strengths)

Add notifications to add more time

15 min warning before parking end

### Competitors Weaknesses

Need to make an account

User interface is confusing and needs more accessibility

Parking lot reservation tool not 100% correct; allows people to overbook

App doesn't work, people got ticketed

App rearranges vehicle order

Did not mention service fees

EXPENSIVE

### What can I do better than my competitor?

Don't need to make an account

Better UI accessibility and user bility

### Strategies to minimize the potential threats (by addressing weaknesses.)

If users want to book a garage spot, a notification stating that they cannot book if garage spot is full



## Helpful

### Strengths

Allow users to change/cancel their reservation

QR code payment + camera scanning for payment method + car license plate

No need to sign up

Has good information about garage amenities, location access, hours, and "Getting there info"

### Opportunities

Allow Customer service

Allow users to edit their booking information

Show if spot is full

Lessen parking options by adding in filters

## Harmful

### Weaknesses

Lack customer service experience

Unintuitive UI/UX +Poor Accessibility

Does not inform users if parking spot is available

Does not inform users if location is safe

No \$ or safety preference filter

Harder to add more time

Too many options!

Needs to interact with garage worker to physical grab ticket

### Threats

Bad internet/data

Users who are not tech-savy

reserve parking can be risky

Broken QR code

# SPOTHERO

## Environmental factors

### New Opportunities I can take advantage of

- Has walking distance from garage to event space
- Allow Customer service
- Show if spot is full
- Add in safety and reviews

### Potential Threats to my Product

- Has a good full sized map

## Competitor-specific factors

### Competitors Strengths

- Uses Apple Pay
- Good map
- Has good information about garage amenities, location access, hours, and "Getting there info"
- No need to sign up
- Walking distance provided

### What competitor strengths can I leverage for my app?

- Uses Apple Pay
- Lessen parking options by adding in filters

### Strategies to prevent Threats (through my competitors strengths)

- Make sure users can get help if something happens

### Competitors Weaknesses

- A lot of parking options
- No filters to see if area is safe
- Does not show if spot is full
- No customer service on app
- QR codes are not working
- Parking is cheaper than booking on the app
- Harder to add more time

### What can I do better than my competitor?

- Lessen parking options by adding in filters
- Show area safety information
- show if spot is full
- Has customer service

### Strategies to minimize the potential threats (by addressing weaknesses.)