

# Tiempo App

So much more than just a parking app



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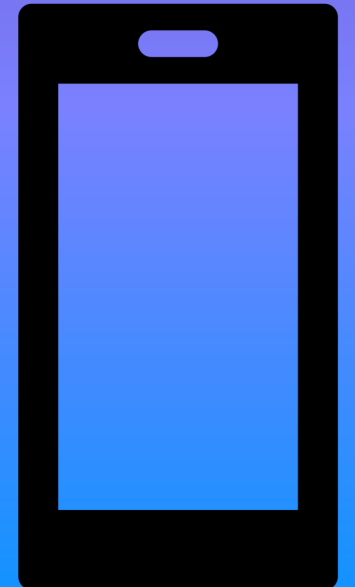
## PROBLEM STATEMENT

- Students and visitors who drive to a university need an efficient way of finding parking in the parking garages provided on a campus, keeping track of their park time, and a hassle-free way of paying for their time tickets.



## POTENTIAL SOLUTIONS

- Create an app called Tiempo that allows students and visitors of a chosen partnered university to have remote access to parking garages on campus.
- Get rid of the use of paper tickets, people will no longer need to worry about losing their ticket because it'll alerted to them on the app. Be able to extend their time with a max time allowed by the garage, some garages have a base pay to be able to park in the garage up to a certain max amount of time until finally fined.
- Ultimately a way to keep track of your time you paid for in the garage without the stress/worry of getting fined.
- **Hassle and worry free.** 70% of students reported feeling stresses about their finances and 32% of students reported neglecting their studies at least sometimes because of the money they owed.



# MARKET ANALYSIS

- Target audience are people who use on-campus parking garages specifically students and visitors.
- It's a hassle to keep up with your paper time ticket and make it back in time to the garage to then look for the ticket machine to pay for your ticket.
- Even worse is the fact that you can be fined if you exceed your time amount you paid for if you've lost your ticket and or can't pay for it at that moment due to an interruption





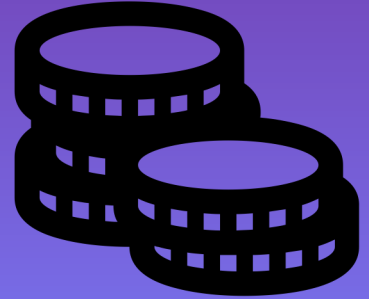
## DIVERSITY AND GLOBAL IMPLICATIONS

- My target audience is students and visitors but its open to teachers and staff as well.
- The app can be used by anyone with an internet connection device no matter what brand/make of device they have. Most universities have on campus WIFI
- Globally, our world as we know it is transitioning to be digital. According to a research done by Pew Research Center of internet and technology, 96% of Americans own a cellphone of some kind and three-quarters own a desktop or laptop computer. As of right now, Google play has 2.7 million apps and apple has 1.82 million apps available



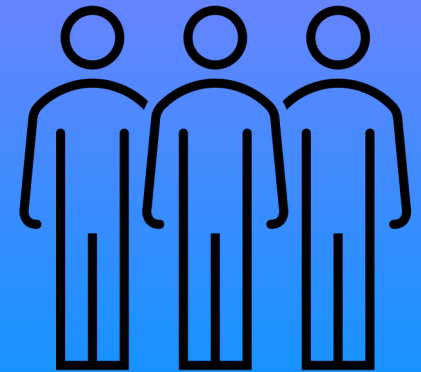
## FINANCIAL PROJECTIONS

- The application plans to generate revenue through the partnership with universities to connect the app with garages with a 15% off commission
- Another way the app generates revenue is through the option to pay for more perks on the app. Perks include car finder and the option to see free spots in every parking garage the university has for a one-time payment of \$5 from the user.



# COMPETITION

- What I noticed is that my competitors all seem to do the exact same thing you can reserve a parking spot, its efficient, and they're all kind of boring to look at and use also, none of them are targeted for universities.
- competitors are ParkMobile, SpotHero, Parkwhiz.
- **Parkmobile** 4.7 out of 5 , makes it easy to pay and find parking whether you be on a street or garage. claims to help people skip the meter extend their parking time remotely, get alerts, and find areas around their destined zip code that show available parking spots that they could potentially reserve.
- **SpotHero** 4.9 out of 5 and also provides the option to reserve parking, if you are a commuter, traveler, or heading to the airport. They give the option to reserve parking in different cities by choosing a date you would like to reserve your found parking, look at the rates around, and create a business profile if you are parking for work.



## COMPETITION

- **ParkWhiz** has a rating of 4.8 out of 5 in the app store. They claim to also let the user book their parking spot and look for rates around the area for low-cost parking. They also claimed that they have contracted with garages and lots across America for insider pricing.



# MARKET STRATEGIES

- I plan to put advertising posters throughout the garages on campus, bus stops, and inside of buses.
- Create QR code cards that students can scan and automatically download the app if they want to
- Digital strategy is to promote through social media platform ...some apps send out targeted ads based on location...well I plan to have targeted ads for Tiempo based on your location/university. Ads will be on Instagram and Facebook with a Facebook business page you make targeted ads. Spotify has target ads as well and with so many young adults now using sportify as a music streaming channel it has a better reach.



# LIMITATIONS

- Partnering with universities...while we are moving into a digital future it's the mentality "if it's not broken don't fix it" that will be a problem. This will most likely come from higher ups who don't have to deal with parking garages on campus because they already have reserve parking.
- Could be seen more as a luxury than necessity.
- The reality of being world-wide as a new app. We will most likely have to start small and locally before expanding due to resources and money.
- Funding, many universities may not want to partner at first and some people may be hesitant.

