

## **Business Strategy: Damn Parking**

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**Sprint:** Sprint 1

### **Business Objective**

Damn Parking aims to reduce the uncertainty drivers face when deciding where to search for parking. The intended value is to help users make more informed parking decisions and avoid unnecessary searching by making availability information easier to access. Our Sprint 1 strategy translates this objective into a limited working prototype with a parking map, user updates, and a demonstration of camera-based occupancy detection.

### **Research Basis and Initial Users**

The initial user focus is students and other campus drivers, reflecting the segment identified in the Project Charter and investigated in the interviews. These users may know where parking facilities are located but still lack information about whether a useful space is available. The opportunity is especially relevant when nearby lots are busy or a driver is unfamiliar with current conditions.

The research documents the practical consequences of that uncertainty. One Phase 1 participant reported spending about 40 minutes finding parking and arriving late to work (p. 60). In Phase 2, one participant waited behind someone who was not leaving and then had to search another lot (p. 22). Another routinely chose farther parking because they assumed closer areas were full (p. 24). These examples connect the information problem to search effort, delays, and longer walks.

The need is not equally strong for every driver. One Phase 2 participant rarely struggled because they accepted the first suitable space, but still wanted to know which lots were full (pp. 31–32). The strategy therefore focuses on useful availability information rather than assuming that every driver needs the same parking solution.

### **Value Proposition and Strategic Focus**

Damn Parking's value proposition is to give drivers a clearer view of parking conditions at selected locations so they can decide where to look. A map helps users locate parking; availability information helps them judge whether a location is worth checking. User departure updates and camera-derived occupancy information are proposed ways to supply that information.

This focus builds on the move from the original token-based Parking Handshake concept toward live parking intelligence. Departure information remains useful, but an individual space exchange is no longer the sole focus. The broader purpose is to reduce uncertainty about existing parking. Any reduction in search time or frustration remains an intended benefit to evaluate, not a result already demonstrated by the prototype.

## **From Strategy to Project Scope**

The strategy-to-project chain begins with the uncertainty documented in the interviews. The business objective is to help drivers make informed search decisions. The product responds with location and availability information, and the project implements that approach through a limited working prototype. Each core feature serves this objective.

Availability information helps users assess selected locations. A basic map connects that information to places drivers can identify. User departure updates provide a way to report changing conditions, while camera-based occupancy detection demonstrates another potential data source. These features implement the scope defined in the Project Charter.

The charter excludes city-wide camera installation, a complete parking network, payment processing, and commercial deployment. Free or low-cost resources support the budget constraint. Limited coverage lets the team demonstrate the central concept within the academic project without depending on city-wide infrastructure.

## **Conditions for Delivering Value**

The service depends on timely, accurate information. Outdated availability could direct a driver toward an occupied space. Camera footage or sample video must be available for the demonstration, and user contributions depend on participation. The charter identifies these assumptions and limitations; the prototype cannot guarantee a space or complete real-time coverage.

Users must also be able to interpret the information and relate it to the selected locations. Camera functionality should focus on space occupancy, consistent with the charter's privacy constraint. These conditions connect implementation choices to the value drivers are meant to receive.

## **Evaluating Strategic Progress**

The charter provides the initial delivery standard: demonstrate parking availability, selected locations, user updates, a basic map, and camera-based occupancy detection in a functional, understandable prototype. Completing these features demonstrates the proposed service; it does not by itself establish reduced search time or commercial demand.

Subsequent evaluation should examine whether users understand the displayed information and whether occupancy results reflect the demonstrated conditions. Sprint 2 business-case work can assess expected value, costs, feasibility, and ROI within the established scope. This keeps later decisions tied to evidence and the objective of helping drivers make informed parking decisions.