

Research Analysis

	Candice	Suzanne	Moe	Chintan	Prassanjit	Devashree	Manuel	Robert	Persona
Demographics	28, female, Brockton, MA, Event Coordinator	Mid-50s, female, Scituate MA, Event Director	20, Male, NewBedford ,UMass Junior	27yrs, Male, Natick, TDM Consultant	29yrs, Male, Burlington, Imaging Software Engineer	28yrs, Female, West Natick, Graduate Student	26 yrs, Male, Medford, MA, Masters in Software Eng.	33 yrs, Male, Pelham, NH, SEO Marketing	Male: 28 Living in: Natick, MA College Educated Full time Professional Middle Class Software Eng.
Goals / Motivations	Park close to destination as cheap as possible, wish T was more reliable and faster so often resorts to driving, pay with card	Park safely and very close to destination (has handicapped tag), will pay more to be closer	-Avoid tickets -prefer to pay cash	- Parking space close to the location visited, - cheap or free space, - pay as per time consumed, - easy method to get parking spot, - device to auto pay the parking bills, - better public transportation	- Make all street parking either free or mobile operated, - no resident parking.	- Parking space close to the location visited, - coupons if any	- Find a secure parking place and free if is possible. - Close of the destination	- Secure spot, close to the destination, scratch free, debit option	Wants to find a free parking space preferably or pay for a parking space with the option of a method of payment more secure in their device that you can pay for the time consumed in a secure area close to the destination avoiding tickets and affordable.
Frustrations	Slow drivers, spending too much time looking for parking	no handicapped spots available, bad drivers	-Confusing signs	Difficult to have quarters handy, confusing signs,	Doesn't get parking spot easily, when he sees sign of resident parking only	High parking rates	- Finding only expensive parking spaces available or the only option are garages. - Not finding a space close to the destination - Not having coins to pay the meter	- Traffic - Confusing signs - Other cars dont are not properly parked	- Finding affordable places to park the car - Is hard to understad the signs - Would like to avoid spending to much time looking for a parking spot
Parking attitude	Agressive, impatient, usually late so driving fast	Experienced driver, does not trust others on the road	-Hate prallel parking - will pay more for a better option -always in a rush	Impatient	Sensible	Experienced	- Frustrating when he cant find a spot. - Glad when he finds a perfect free spot	Impatient, agressive, fast	- Always in a rush - Not very well experience on parking - wants to find a solution fast
Technology use	Comfotable with technology, mobile phone used as GPS, no parking apps	Has difficulty with technology, does not use phone as GPS but would prefer to follow someone or have someone else navigate while she drives, does not use parking apps	- Car navigator - mobile phone - never tried parking apps	- Google maps, - car navigation, - never used any parking apps - isn't aware of any	google maps, car navigator	yelp, google maps	- Mobile phone, Apps, GPS, Websites, before research	GPS, Mobile phone	- Tech expert on mobile devices - Uses apps and the mobile phone all the time - The GPS is essential tool for driving and getting directions.
City parking frequency	2-3 times a week, both weekday and weekend, mostly in a paid garage, sometimes in a meter or 2-hour parking spot	Monday-Friday pays for parking spot at work	-weekends - sometimes over night	- once a week on weekdays, - once in a month during weekends	Weekends, weekdays	weekends, rarely on weekdays	- Weekends	6 times a week, paid garage, street parking,	- Drives to work 5 times a week - On weekend nights - Sometimes takes public transportation
Home VS. Work	Free spot at home, has to pay each time she parks her car at the garage at work	Free spot at home, Has monthly pass through work for a parking spot near office	Home : paid for a spot School : parking permit	Free Parking Spot	Free Parking Spot	Free Parking Space	- Free parking at home. - No parking at work has a Monthly T pass	Home: free work: monthly garage pass	- At Home has free parking spot on the street or the parking lot - Pays an expensive Monthly permit to park in school
Price Vs. Location	Price	Location	Location	Location	Location	Location	Price	Location	Prefers a great location over price
Safety concerns	Concerned about safety to a certain point	Very concerned about safety	concerned about safety	- Concerned about safety,- doesn't leave the car if he feels space isn't safe	Concerned about safety	- Concerned about safety, so prefers to park in garage	- If the car is going to be with out scratches, hit or stolen - If the street has lights	- Breaking in to my car. - No having cash to pay - Tickets	- The Concern of the safty of the car depends of the street or neighborhood - Is worried if the car is going to be robbed or break in
Average time to find parking	15 min	10 min	10 min	25mins	10mins	5mins (if she parks in garage)	15 min	5 min	It takes around 12 min to find a parking spot
Preferred Mode of Payment	Credit/debit card, phone	Credit/Debit card, not with phone	Cash	- Credit Card, - via phone	Credit card, Phone	- cash, doesn't feel safe to swipe credit card on streets	- Debit card	Debit, credit, mobile	- Prefers to pay with the use of a mobile phone that has their credit or debit information thru a app