



Helping a parking startup design an industry changing IoT feature

Client: **Parkade**

DESIGN

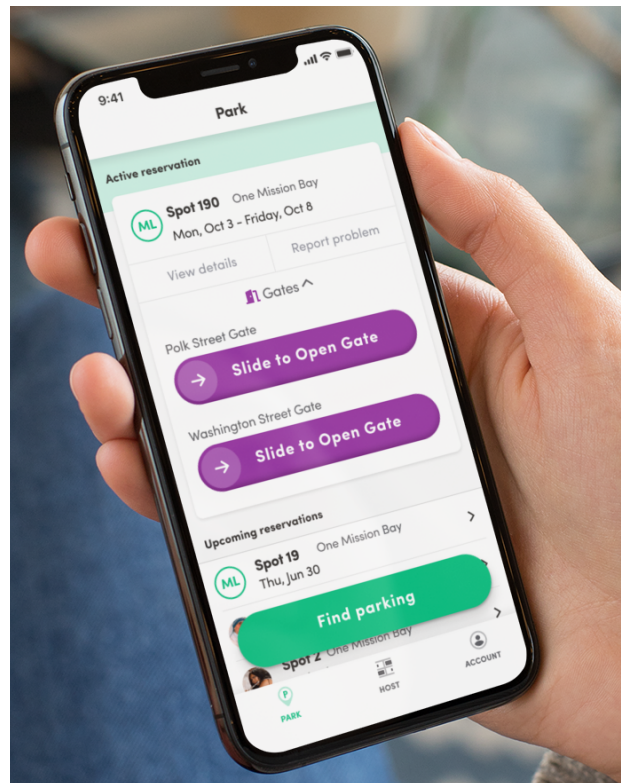
Tonic engaged with Parkade, a startup that is disrupting the way people park, to help scale their mobile app product offering and improve usability to drive conversions. When Parkade came to Tonic, one of their top customer requests was integrated gate access. Additionally, existing users were faced with major roadblocks in the booking process that hindered their ability to complete check out and even resulted in towed cars.

The Challenge

Given the newness of the app and the industry, standard workflows and mobile-specific parking behaviors needed to be further established and refined to build out an intuitive solution. This meant Tonic needed to:

- Establish industry standards and baseline user expectations
- Understand both end user and admin needs
- Establish situational-based mindsets
- Build and reconcile digital and physical requirements

Tasked with ideation, optimization and prioritization of a high volume of work in a short period of time, Tonic needed to efficiently and quickly get smart on the client, industry and users in order to drive measurable change for the defined pain points during this two-month engagement.



The Approach

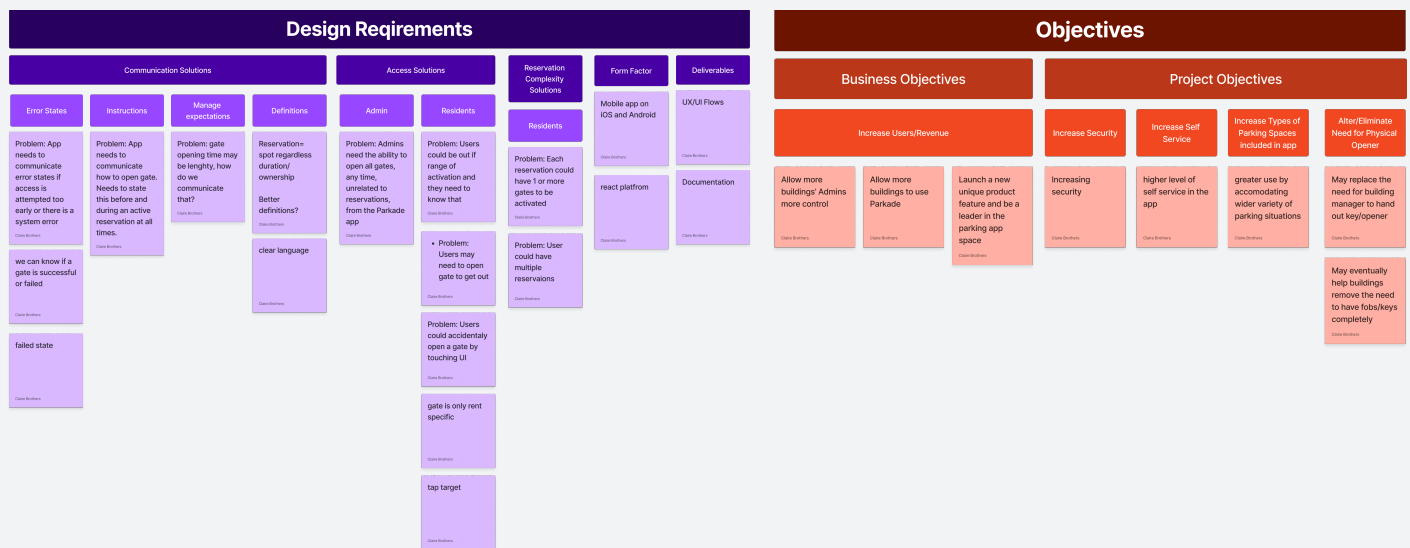
Tonic leaned into a design-thinking tool kit to establish critical context that would yield mobile-specific, user-centered designs for defined initiatives:

1 Design Brief

Executed intake sessions to gather requirements, associated business goals and known user context.

2 Affinity Mapping

Aligned like insights to establish a holistic user perspective and foster an efficient design processes.



A portion of the Affinity Map is shown above, showcasing the insights surrounding design requirements and objectives.

3 Requirements Building

Synthesized themes into user and business requirements that would establish the foundation for workflows and design.

4 Competitive Analysis

Reviewed similar mobile app products to establish baseline user expectations, industry best practice and analyze what mobile-specific behaviors have/have not been effectively solved for.

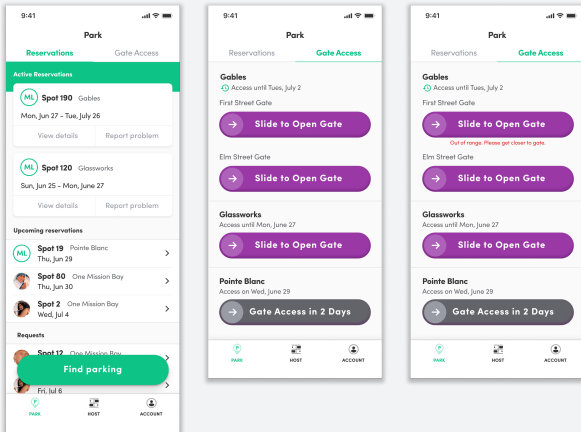
5 User Flow Definition

Discovery and definition of how end-users and admins would work through evolved and net-new workflows in the app based on mobile-specific behavior.

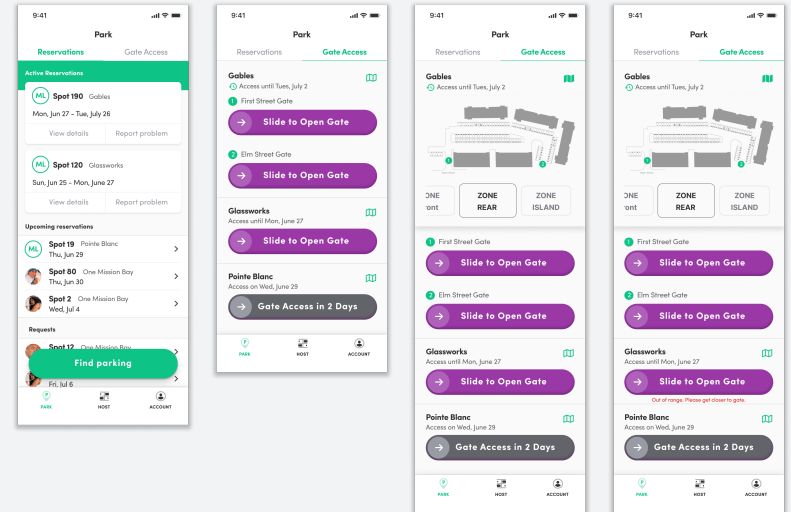
6 Design Iteration

Created 8 variations of workflows for admins and end-users with scaling complexity to equip the client with evolving solutions as budgets and development resources grew over time.

Resident Flow, Version 1



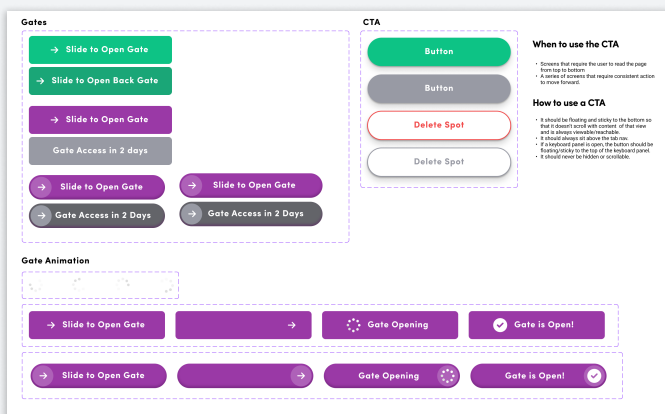
Resident Flow, Version 2 - Added Map Capability



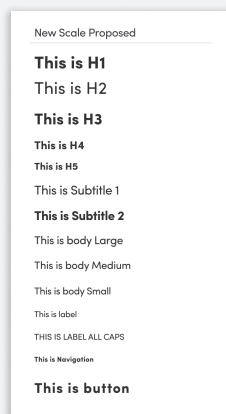
Sampling of variations and the iteration process, demonstrating a range of solutions delivered to the client.

7 Design System

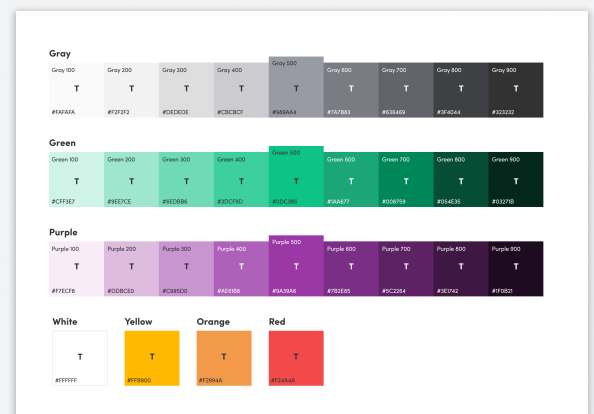
Evolved the design system to extend into font scales, color, and animations that would enhance the user experience. Specific attention was paid to tasks that blended the physical and digital environments, including Open haptic feedback on the gate access buttons.



Buttons



Font Scale



Color

Showcasing three key components of the Parkade design system

The Outcome

Following close partnership and iteration with the client, Tonic delivered:



Net-New Gate Access Designs

Significant sales interest uptick anticipated by operations team.



Consolidated UX

Vast improvement to user and partner businesses experience.



Optimized Booking Flow with Reduced Clicks

Improved UX and information capture that will measurably reduce cars towed, improving overall user experience with the brand.



Design System

As the first design team to touch the app, Tonic helped establish a scalable architecture, including a design system that would unify the current experience and grow with the app as user and business needs expanded.

