Case Study

Digital Parking Application for Private Parking Spaces in Australia
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The Client

The Client is a start-up business in Australia. The focus of the Client's business is to provide a service to align the needs of those who own parking lots or spaces with individuals, drivers, or businesses that require a parking space or spaces and align the needs of the parking owners and the drivers so that paid parking can be made easier for individuals, businesses and private parking operators.

The Objective

The Client wished to develop an easy-to-use mobile parking app that would enable space booking and serve as a mediator between the parking space owners and those who require a parking space to provide users with a smooth and effortless experience to find and pay for flexible parking spaces on demand.

The Solution

The Elegant MicroWeb worked collaboratively with the Client team to define requirements and design, develop and implement solutions for a seamless rollout of new features and functionality.

The Elegant MicroWeb team approach included:

- Involvement and coordination with stakeholders for detailed requirements and release planning
- Involvement on the part of key product team members to plan for testing
- Collaboration with the Client team to plan for internal and production releases
- Provide support for network, hardware, and technology compatibility and performance
- Definition and implementation of quality and support processes to accommodate upgrades and ongoing maintenance
- Development and deployment of an appropriate training program for users

The scope of this project included:

- **Driver and Parking Space Owner Application**
  - A dual interface application that enables users to switch between a parking lot or parking space owner and a driver or individual looking for a parking space. This function supports the targeting of a user base that may play a changing role.
Case Study

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- **Parking Lot and Parking Space Owner Interface**
  - Parking Space Management to configure parking spaces and configure parking prices for varied fixed durations from 15 minutes to a monthly package.
  - Booking calendar to manage space bookings
  - Booking History management
  - Ability to view, extract and email PDF reports
  - Receive payments into wallet accounts and transfer to bank
  - Chat integration to chat with drivers after parking is booked

- **Interface for Drivers**
  - Ability to Find a Parking Space nearby using Geo-fencing and geo-tracking
  - Integration with Google maps services to deliver local results
  - Booking a parking space with online payment integration
  - Managing bookings
  - Establishing and managing multiple car profiles
  - Receive and redeem reward points based on activities
  - Chat integration to chat with the parking lot or parking space owners after parking is booked

- **Social Sharing**
- **Reporting**
  - Ability to report users for misconduct or an incident
  - Ability to contact administration
  - Push Notifications

- **Administration Panel**
  - User Management with the ability to extract Owner and Driver lists
  - Statistics and reports in a Dashboard interface to track KPIs for the business
  - Financial Reports
  - Notification broadcast

- **Promotional Website in WordPress**
- **Support & Maintenance**
- **Training**
Case Study
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The Technology

- **Web Admin Portal**
  - Server: PHP Laravel Framework
  - Database: MySQL
  - API: JSON

- **Website Development**
  - WordPress Framework

- **Native Mobile Application Development**
  - iOS
  - Android

- **3rd Party Services Integration**
  - Stripe Wallet and Payment Gateways
  - Google FCM
  - Google Maps for Geo-Fencing and Geo-tracking

Elegant MicroWeb Role

The Elegant MicroWeb team provided support, knowledge and skill in the following areas and activities:

- Detailed requirements and roadmap planning in close consultation with all stakeholders

Conclusion

The Elegant MicroWeb team worked with the Client team to achieve the start-up vision with a mobile solution that would connect parking lot and parking space owners with drivers and individuals looking for a parking space and allow for an easy search, booking, profile management and payment for drivers and reporting, management of spaces and availability for parking lot and space owners and more. This solution is designed to save time, money and effort for space and lot owners and to enable drivers to more easily locate, reserve and pay for parking on a one-time or ongoing basis to optimize the driver parking search and help the city to reduce congestion.
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