Thesis Project

How Can We Make the Parking Experience More Efficient and Enjoyable

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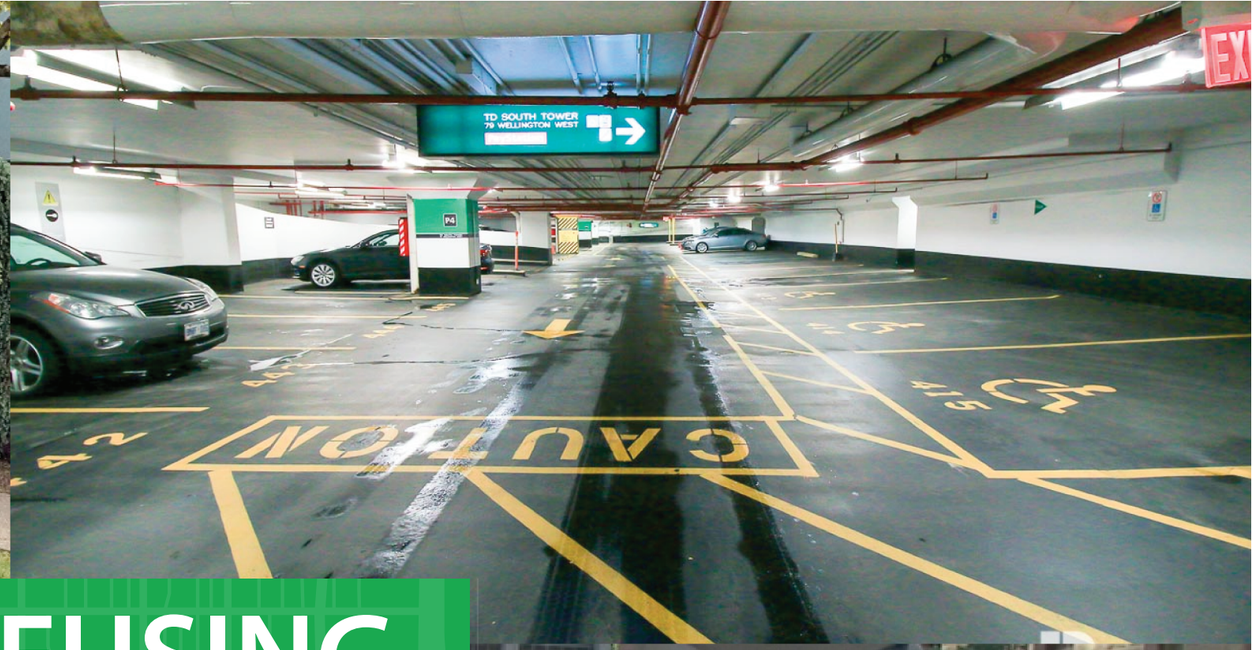
George Brown College - IMM, 2018

Introduction

Parking in Downtown Toronto people find hard, boring, time consuming... But it is still a right time, in comparison to European Old Towns with an extremely limited parking spaces, to bring an innovative improvements.

LuckySpot is an on-street parking solution, which provides finding and reservation of the parking spaces, guides drivers to available spot and than gives walking direction to the destination. System includes App and In-Ground Vehicle Detection Sensors to maintain real time parking availability, access rates, hours, addresses, and occupancy. In addition, LuckySpot App benefits with features of voice guidance, online payments, LuckyCoins reward system, parking expiration reminder, parking extention if needed and walking directions back to your car.



IT'S CONFUSING

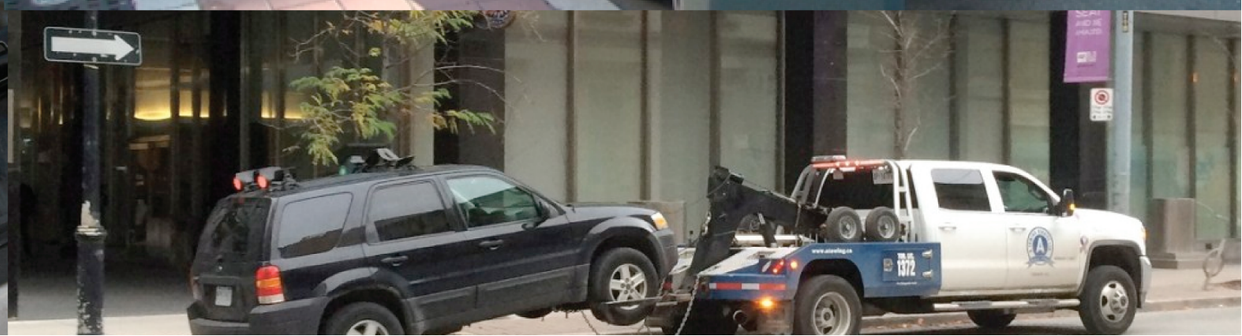
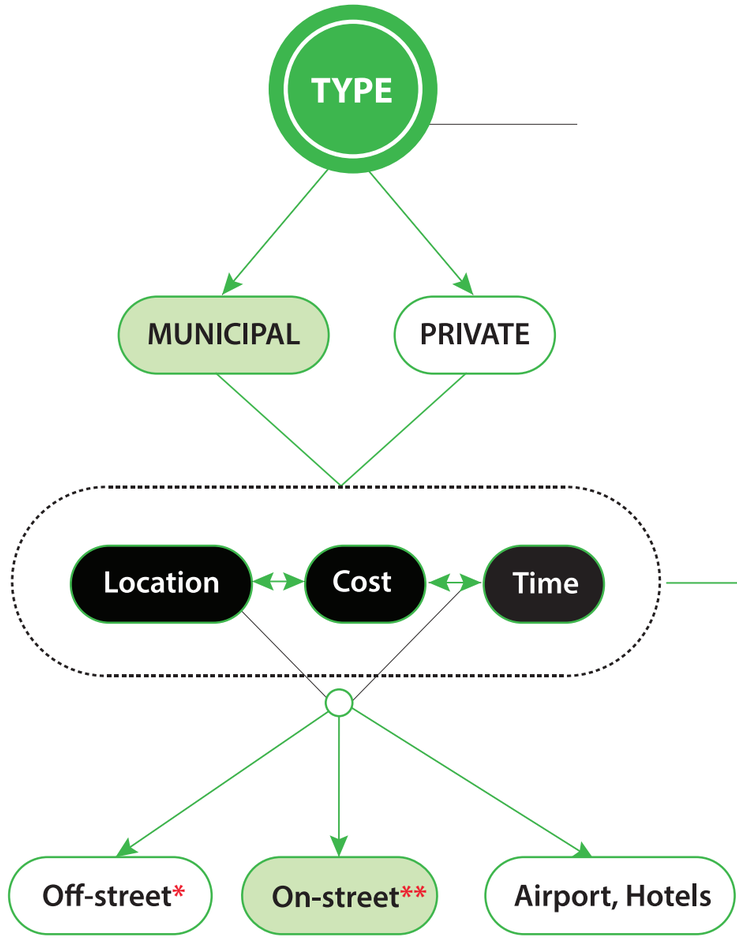
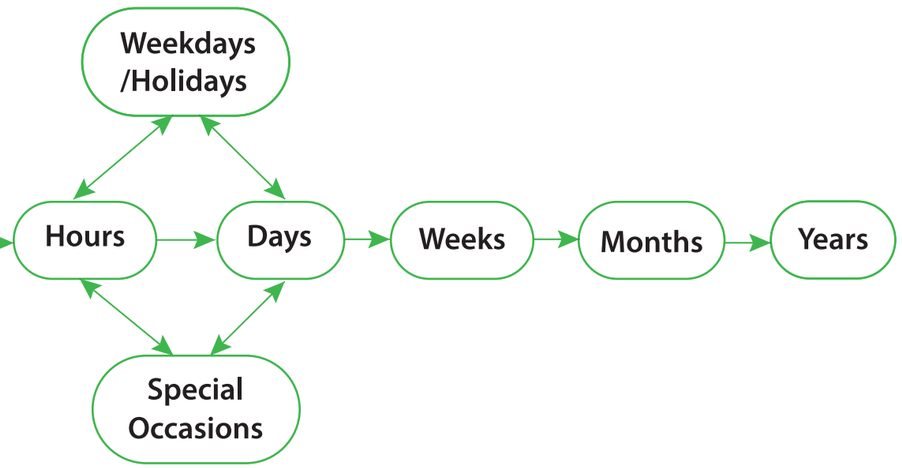
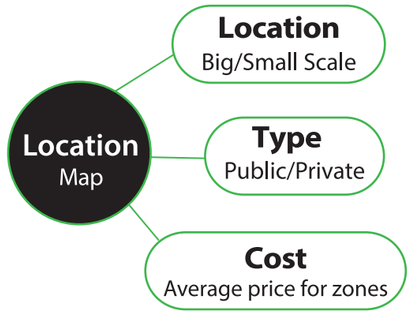
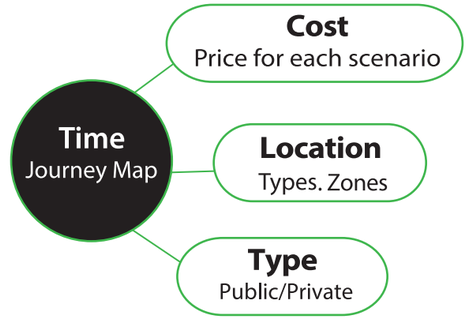


Diagram 1 | Parking Ecosystem in Toronto









Off-street parking *includes private lots, garages and driveways. Can be both indoors and outdoors.*

****On-street parking*** *means parking your vehicle on the street, anywhere on or along the curb of streets,*

RESEARCH

Existing Apps

Toronto Parking Authority (Green P)*

https://parking.greenp.com

Features

The Toronto Parking Authority exists to provide safe, attractive, self-sustaining, conveniently located and competitively priced off-street and on-street public parking as an integral component of Toronto's transportation system.

Today provides 20,000 off-street spaces in 150 facilities including 19 parking garages, as well as 17,500 on-street spaces controlled by pay-and-display machines or meters. In addition, the Authority manages, on behalf of the Toronto Transit Commission, 12,500 spaces at their park and ride facilities and parking areas on behalf of the City's Parks and Recreation Department serving the waterfront parks during the summer season. The Toronto Parking Authority is the largest municipal parking operator in North America.

Strenghts

- Municipal parking operator

- Covers the most of parking lots in Toronto (20 000 off-street, 17 500 on-street + 12 500 parks in summer)

- Best price (No additional charges besides the parking rate), All existed payments methods avalable

- Convenient parking search tool: by addess, intersection, venue

- Comprehensive information about the spot (Rate, Lot details, Street View, Payment Methods)

- List of he nearest to searched parkings

- Average price for the Street Parking in the searched area

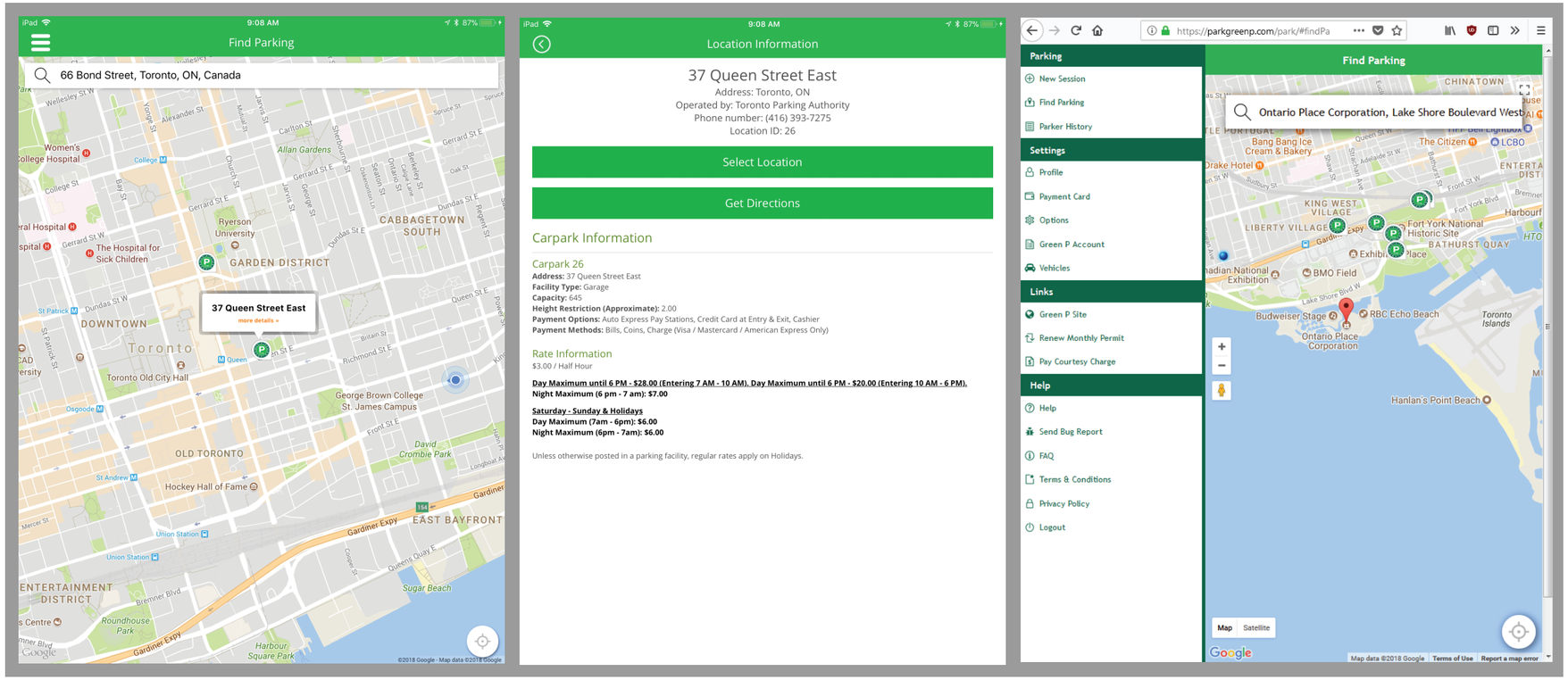
- Mobile App, Website, Mobile Pay

- Convenient payment by Location ID no the meter, possibility to continue parking time

- Easy SignUp with a phone clear interface

- Usable Interface (Monthly Permit uppdate, Paring, History, etc.)

- No needed parking tickets for displayment, enforcement officers checks the licence plate



Weaknesses

- Monthly Parking information is not available in App and not easy to obtain trough the phone (although it is present in details)

- No On-street parking spots on the map

- No reservation

- No custom navigation to the parking spot (forwards to Google Map)

- No information about distance from parking spot to your destination

Opportunities

- On-street parking information

- Reservation

- Navigation to the parking spot

- Information about the distance from parking spot to your destination

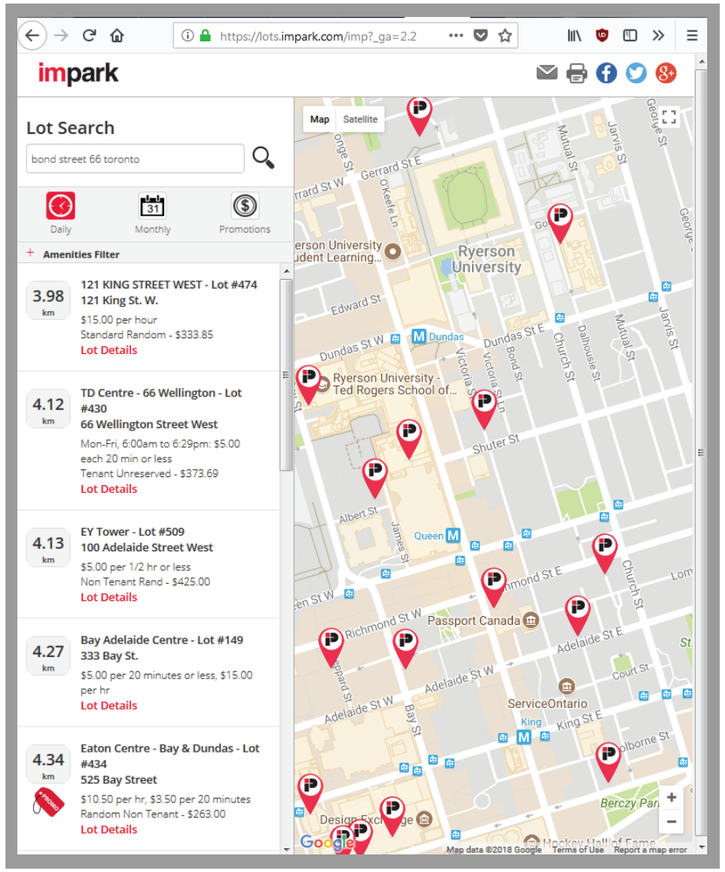
Existing Apps

Impark

https://www.impark.com/

Features

The Impark group of companies is the largest operator of municipal parking systems in the United States. Impark operates parking facilities on behalf of property owners and asset managers through parking management agreements providing bankable leases. Since 1962, Impark has had a reputation for offering superior service to its customers and clients, and for employing leading edge technology in parking solutions.
With multiple parking lots and garages of various sizes and both on- and off-street parking — all of which may have different operating methodologies and equipment, staffing, and parking enforcement requirements — municipal parking systems demand a knowledgeable operator with a wealth of experience to draw upon.



Strenghts

- Good coverage among private operators

- Daily, Hourly, Monthly, Promotions

- Monthly Parking Reservation

- Usable interface

- Information about the distance from parking spot to your destination

- Comprehensive information about the spot (Rate, Lot details, Street View, Payment Methods)

- Payment on the site, Credit cards, cash, deposit 25$ for day parking, Online Payments

Weaknesses

- No App, only Website (hangTag App not availabe in Toronto)

- 25$ deposit for daily parking

- Not enough parking spots

- Expensive hourly parking

- Not available online payments for hourly parking

Opportunities

- Hourly, Daily Reservation

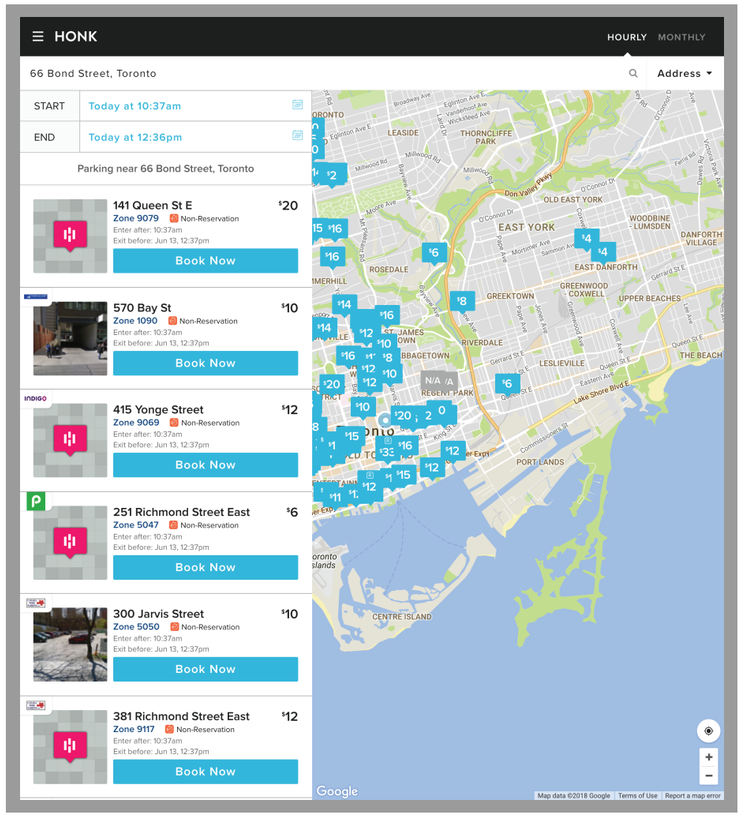
- Navigation to the parking spot

Honk

https://www.honkmobile.com

Features

The HonkMobile app allows drivers to search for, pay for and top up parking directly from their smartphone, tablet or computer. Further, Honk now gives access to more people in the Greater Toronto Area (GTA), where demand far exceeds supply, with the integration of the monthly pass feature. Honk users can now purchase a monthly pass for one of the thousands of underground and above ground parking spots using the app. Additionally, Honk is partnering with Toronto Community Housing to offer monthly parking passes. Honk is available at 206 community housing locations around Toronto and the GTA, and the company promises to add more lots in the coming months to accommodate growing demand.



Strenghts

- Hourly, Monthly parking

- Promotions

- Monthly parking reservation

- Additional Parking spots in residential area

- Online payments

- App, Website version

- Usable interface

Weaknesses

- Not available for older versions than iOS7

- Hourly and daily reservation is not available

- No On-street parking information

- Low coverage

Opportunities

- Hourly, Daily Reservation

- Navigation to the parking spot

Existing Apps

Parking Cupid

https://www.parkingcupid.com

Features

Service matches homeowners who wish to rent out their driveways or parking spots on a weekly or monthly basis with drivers.
The cost of using a parking space is entirely up to the parking space owner.
Homeowners with parking pads have to pay about $259 a year to the city.
Membership Contribution is the only cost.

Strenghts

- Good prices for monthly parking rent

- Opportunity for renting for owners

- Realtime offers and inquiries update on the Google Map and through notifications

Weaknesses

- no App, only Website

- Confusing interface

- Required registration before using the service

- Limited number of spots

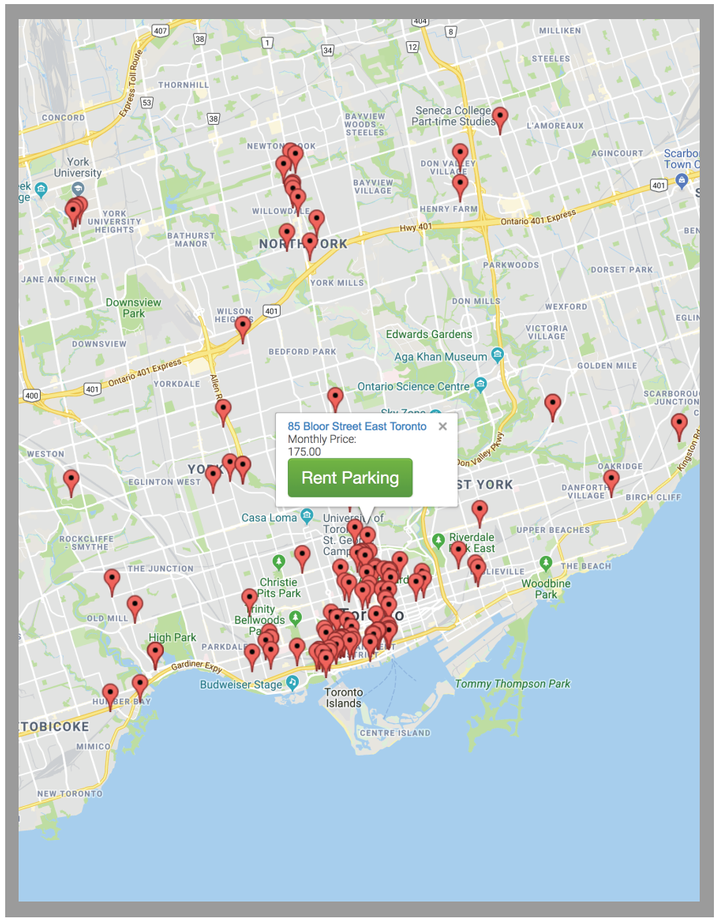
- No daily and hourly parking

Opportunities

- App

- Hourly, Daily Reservations

- Custom Navigation to the parking spot



WhereiPark

www.whereipark.com

Features

WhereiPark is a marketplace for monthly parking. We are focused on helping companies and commuters find and secure monthly parking spots that are simply not available anywhere else.

For real estate owners, WhereiPark offers a simple solution to unlock ideal parking spots and convert them into a new revenue stream. WhereiPark manages all of the administration on the owner's behalf, including processing payments and managing security deposits.

For commuters and offices, WhereiPark makes it simple to search for monthly parking, compare rates, and book a spot.

Fee for successful renting

Strenghts

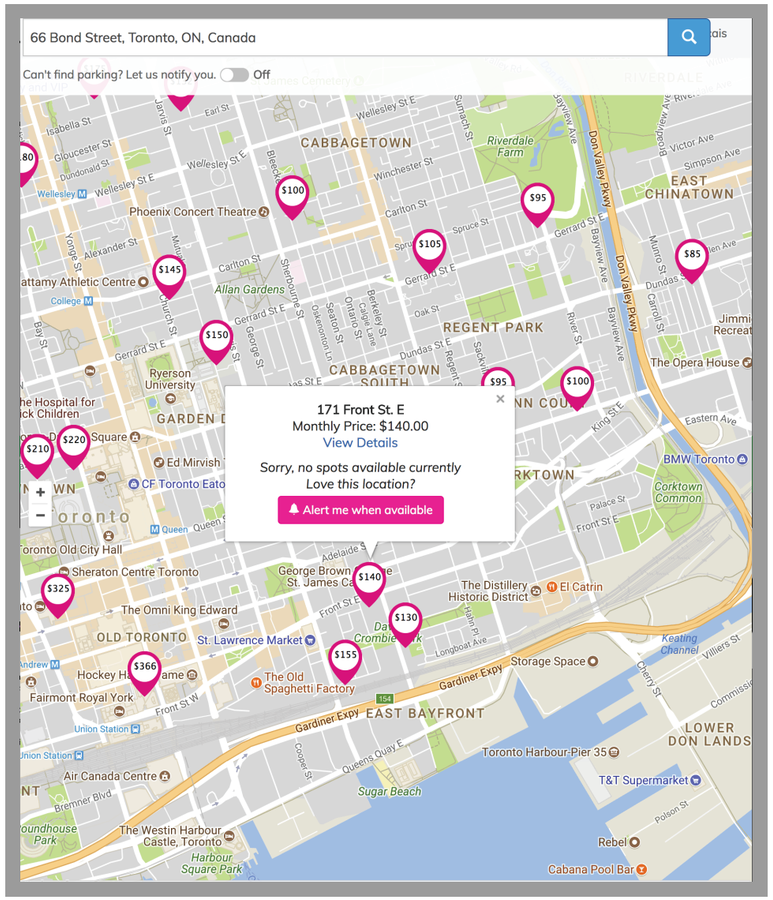
- 100% free to list your spot on WhereiPark

- Guaranteed space for parking

- No additional charges for renting

- Alerts for new available spots

- Online payments



Weaknesses

- Low coverage

- No hourly and daily parking

- No On-street parking

Opportunities

- Expanding the coverage

- Hourly and Daily parking

- On-street parking

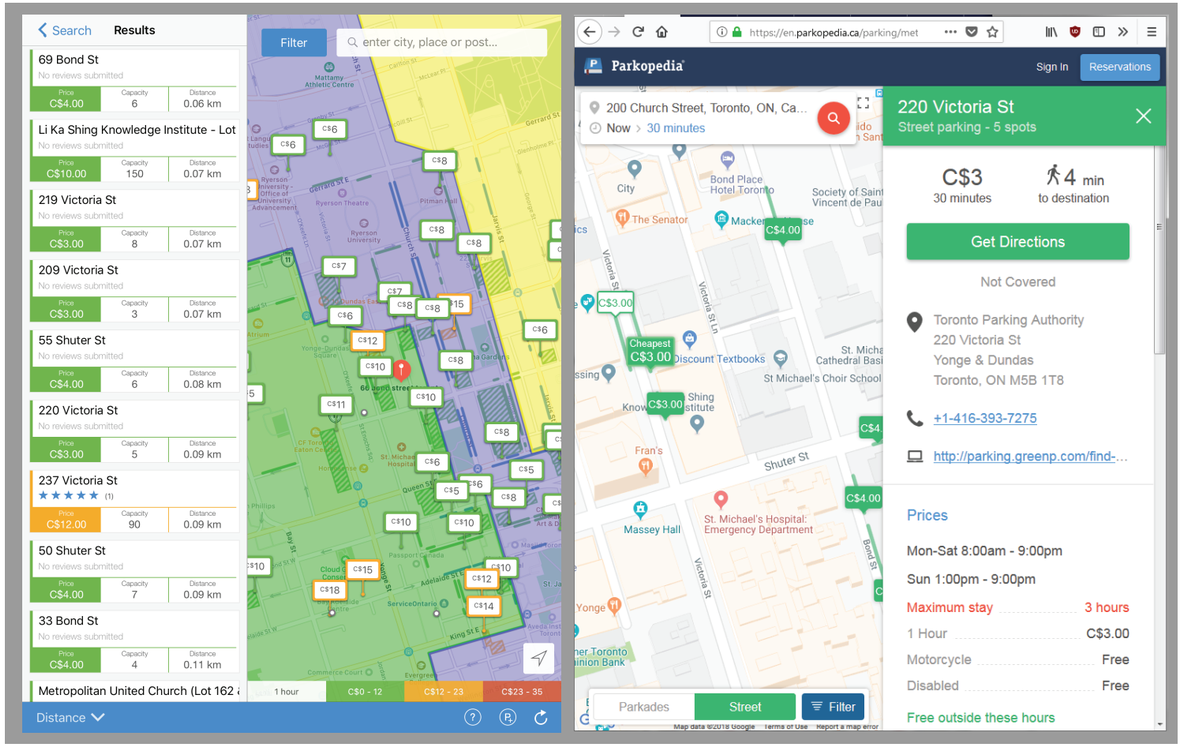
Existing Apps

Parkopedia

https://en.parkopedia.ca

Features

Since 2007 Parkopedia has become the world's leading parking service provider used by millions of drivers and organizations such as Apple, Audi, BMW, Coyote, Ford, Garmin, GM, HERE, Honda, Jaguar, Land Rover, Mazda, Mercedes-Benz, Peugeot, Porsche, Skoda, Sygic, TomTom, Toyota, Volkswagen, Volvo and others. Parkopedia allows drivers to find the closest parking to their destination, tells them how much it will cost and whether the space is available. Real-time parking availability The ability to pay for parking online, through a mobile app and in-car. Parking reservation online and through a mobile app. Hourly, Daily parking. Points system



Strenghts

- Parking reservation
- Online payment
- Good coverage
- Usable Interface (Price Range Zonning, full information about parking lot)
- On-Street and Off-Street parking information
- Feedbacks

Weaknesses

- Inaccurate information on street parking
- Reservation is not available for the most locations
- No guaranteed availability
- No monthly parking reservation

Opportunities

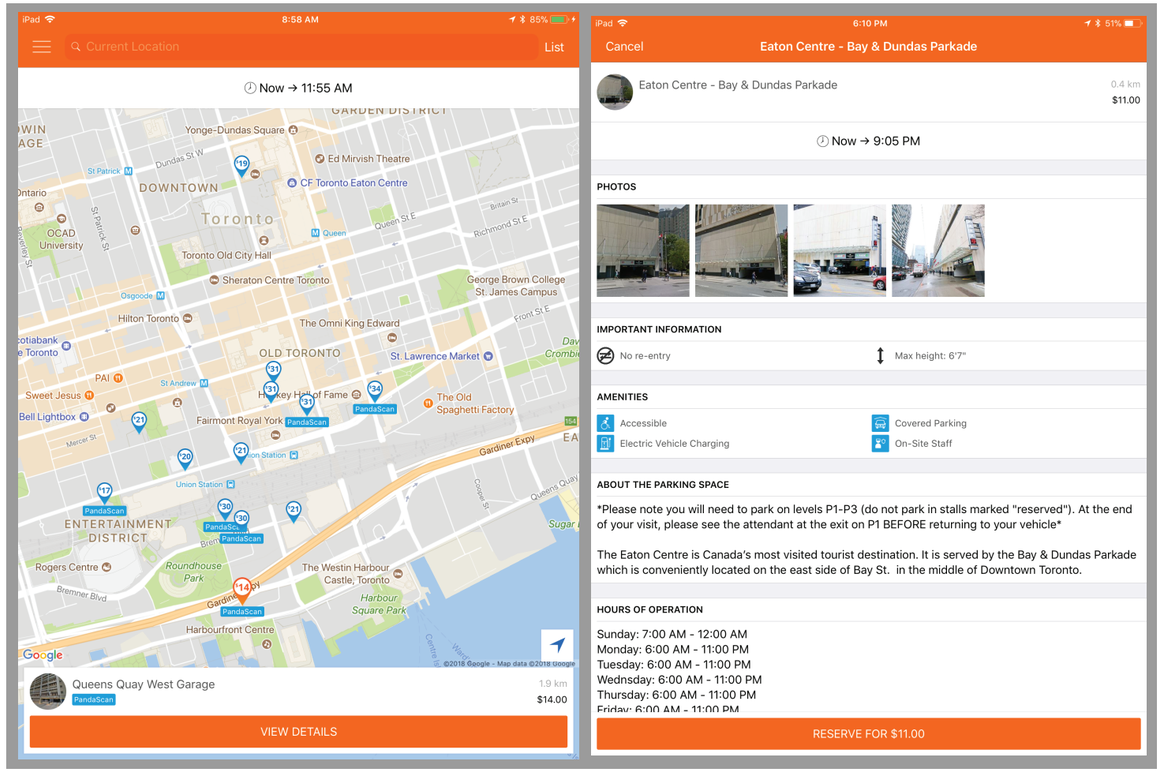
- Update with a more recent information On-street parking
- Reservation improvement

Parking Panda

https://www.parkingpanda.com/

Features

Partership with a parking locations facilitate reservatns directly. Guaranteed space ahead of sports games, events, and trips to the city, real-time prices for thousands of lots and garages in over 40 cities. Dedicated customer service available by chat, call, or e-mail with a real, live person, always. Instantly access and redeem your parking confirmation from the app for an easier, stress-free parking experience. Price depends from location. Flat rate pass sent on email



Strenghts

- Desktop and App versions
- Hourly, Daily, Monthly parking
- Guaranteed space for parking
- Promo codes (Goupon) acceptable
- Cancelation available
- Usable Interface (Monthly Permit uppdate, Parking History, etc.)
- Customer support system
- No additional fees for reservation

Weaknesses

- Some locations need printed pass (no mobile confirmations)
- Low coverage
- No On-street parking information

Opportunities

- On-street parking
- Coverage growth
- Electronic passes

How Can We Make the Parking Experience More Efficient and Enjoyable

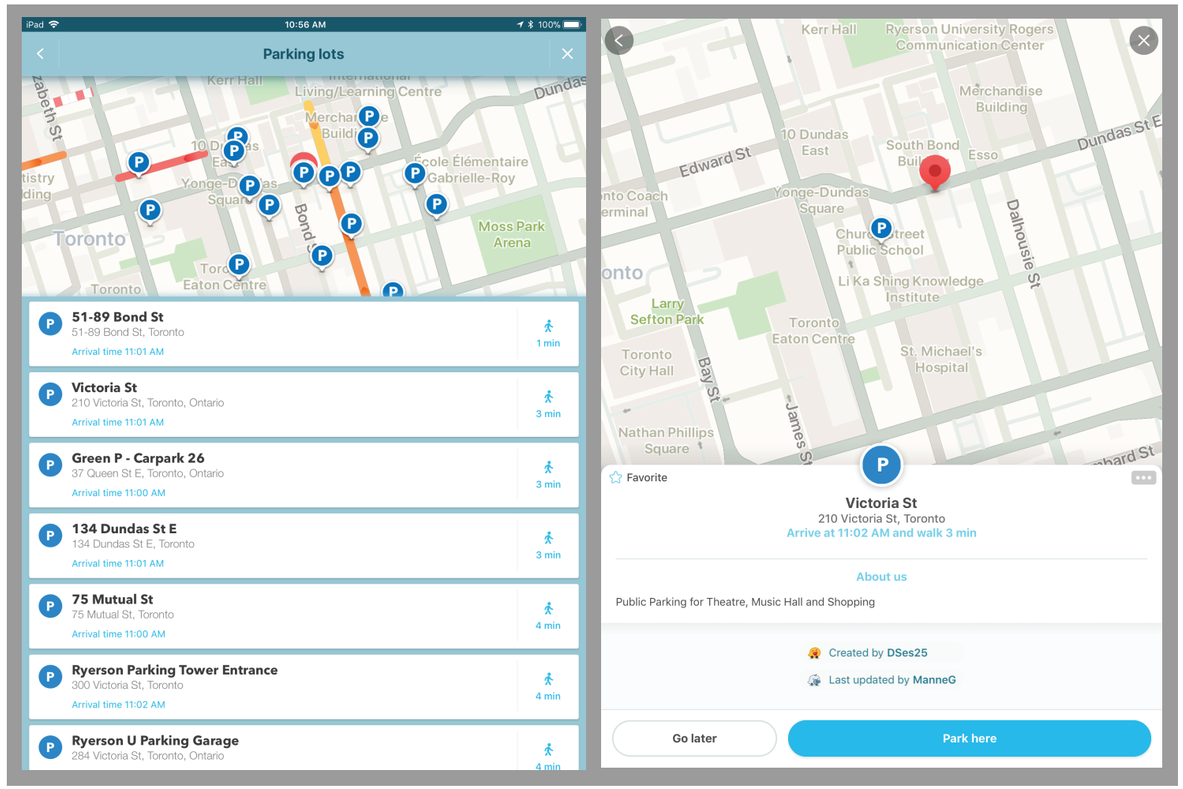
Existing Apps

Waze

https://www.waze.com/

Features

Waze, the real-time traffic app owned by Google, is teaming up with transportation data firm INRIX to help drivers find the best parking spot close to their destination. “Where to park” feature, which suggests parking lots closest to a destination and allows users to navigate there directly. Additionally, if a user doesn’t select a parking lot prior to arrival, Waze will give the option to select and navigate to one when approaching a final destination. That feature will be supercharged thanks to uniquely aggregated parking data.



Strenghts

- Real-time information about parking from a variety of sources

- Automatic parking pin adding to the map apon arriving

- Free

Weaknesses

- No information about the price

- No reservations

- No guarantees about availability

Opportunities

- Prices Information

- Reservations

BestParking

https://www.bestparking.com

Features

BestParking arranges parking reservations on behalf of independently owned and operated parking facilities. BestParking does not set the parking prices, operate the parking lots, or determine parking availability. When your reservation is submitted online, the rate is secured. For this reason, your reservation rate may not be combined with any additional coupons, special offers or other promotion when you exit the parking lot. Special discounts will not apply.

5$ fee commission for the reservation

Price for paking set by owner.

Strenghts

- Parking reservation

- Online payment

- Good coverage

- No guaranteed availability

- Usable Interface (Monthly Permit uppdate, Paring, History, etc.)

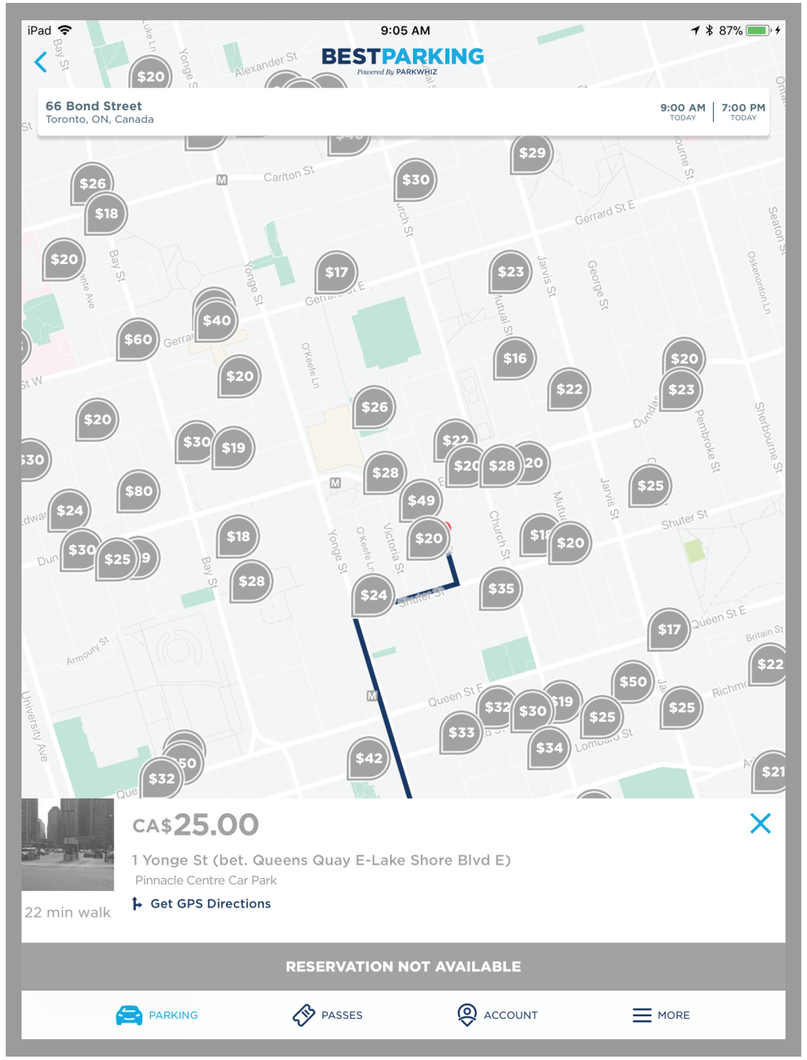
Opportunities

- Complicated procedure of receipt displayment

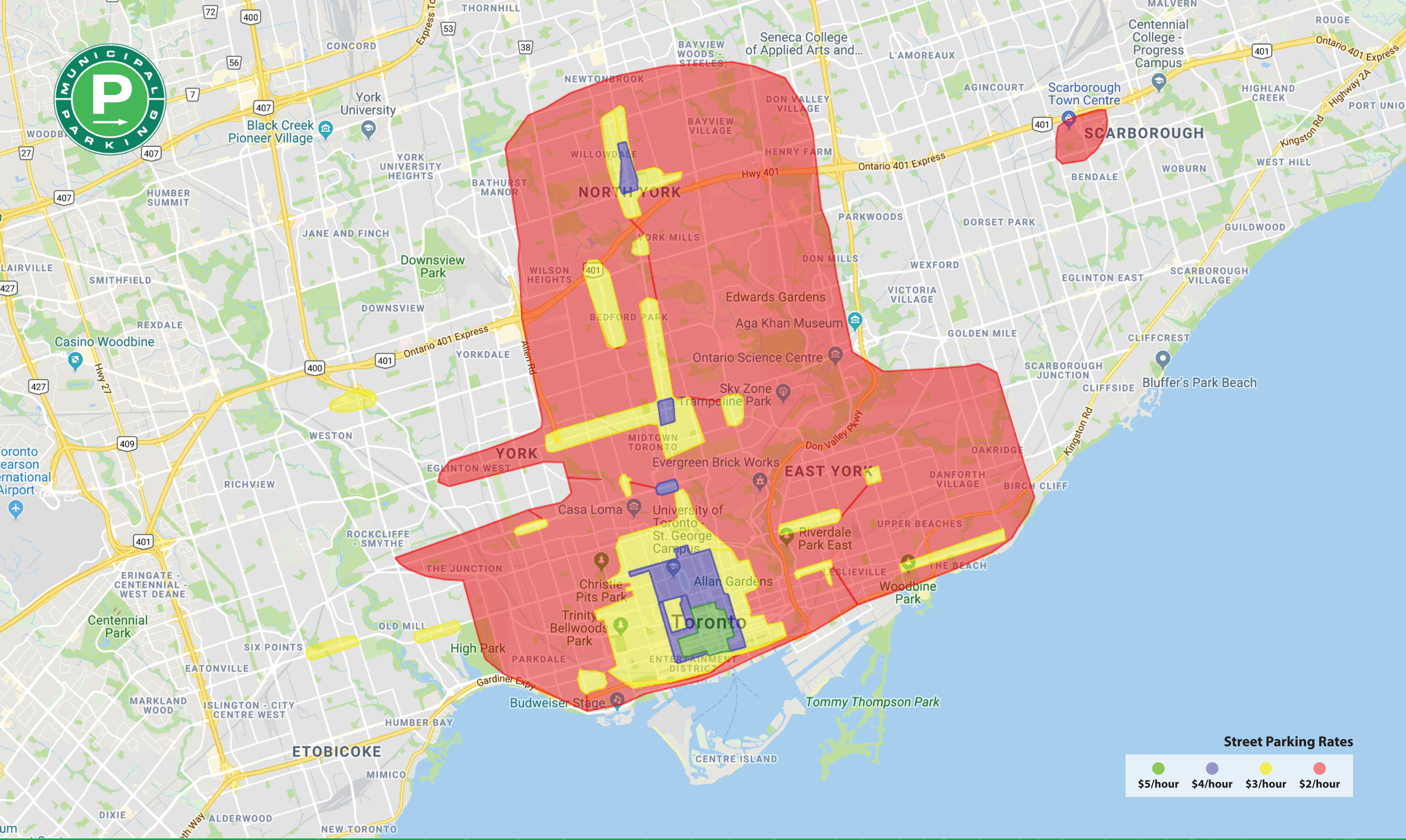
- BestParking is not resposible for inaccurate information or other issues

- Reservation is not available often

- No On-Street Parking information



PARKING ZONES


Street Parking Rates
$5/hour
$4/hour
$3/hour
$2/hour
NORTH YORK
YORK
EAST YORK
SCARBOROUGH
ETOBICOKE
Toronto
Edwards Gardens
Aga Khan Museum
Ontario Science Centre
Sky Zone Trampoline Park
Evergreen Brick Works
Casa Loma
University of Toronto - St. George Campus
Riverdale Park East
Allan Gardens
Christie Pits Park
Trinity Bellwoods Park
Woodbine Park
Budweiser Stage
Tommy Thompson Park
Bluffer's Park Beach
Scarborough Town Centre
Centennial College - Progress Campus
Seneca College of Applied Arts and...
York University
Black Creek Pioneer Village
Downsview Park
Casino Woodbine
Centennial Park
High Park
Ontario 401 Express
Hwy 401
Gardiner Expy
Don Valley Pkwy
Allen Rd
Kingston Rd
Highway 2A
Hwy 27

USER PERSONAS' JOURNEY ON PARKING ZONES

Lucy

73 years old
lives in Pickering
Driving experience 50 years
Buick

"The money I save can go to charity"

Lucy used to live in Downtown of Toronto for a long time. After she retired she moved to suburb to be closer to her son's family. She lives alone after her husband passed away. Lusi is a former teacher. She has many friends in Toronto. Some of them live seniors homes.
Every Thuesday and Thursday she comes with a friendly visits to Symphony Seniors Home and spends there about 3 hours.
Also she makes readings during the mass at Saint Michael's Cathedral. Lucy likes to make food shopping at St. Lawrence Market. There is a big mall is her area but the products like a duck fat or organic distilled white vinegar you can't find nowhere.

Thursday, June 21

6:30am — Leaves from home
1575 Jaywin Cir, Pickering

distance

7:45am — (1) Arrives at St. Michael's Cathedral Basilica
Service at 8:00 am. Leaves at 8:45am
65 Bond St, Toronto, ON M5B 1X1
5$ On-street

Next time I 'll try to come for 7am Service 6 to 7 this parking is free. 5$ saving

9:00am — (2) Symphony Senior Living Inc
3 hours visit
36 Toronto St.
12$ Garage

Parking in downtown is expensive, but it's convenient to park in the garage for a couple hours

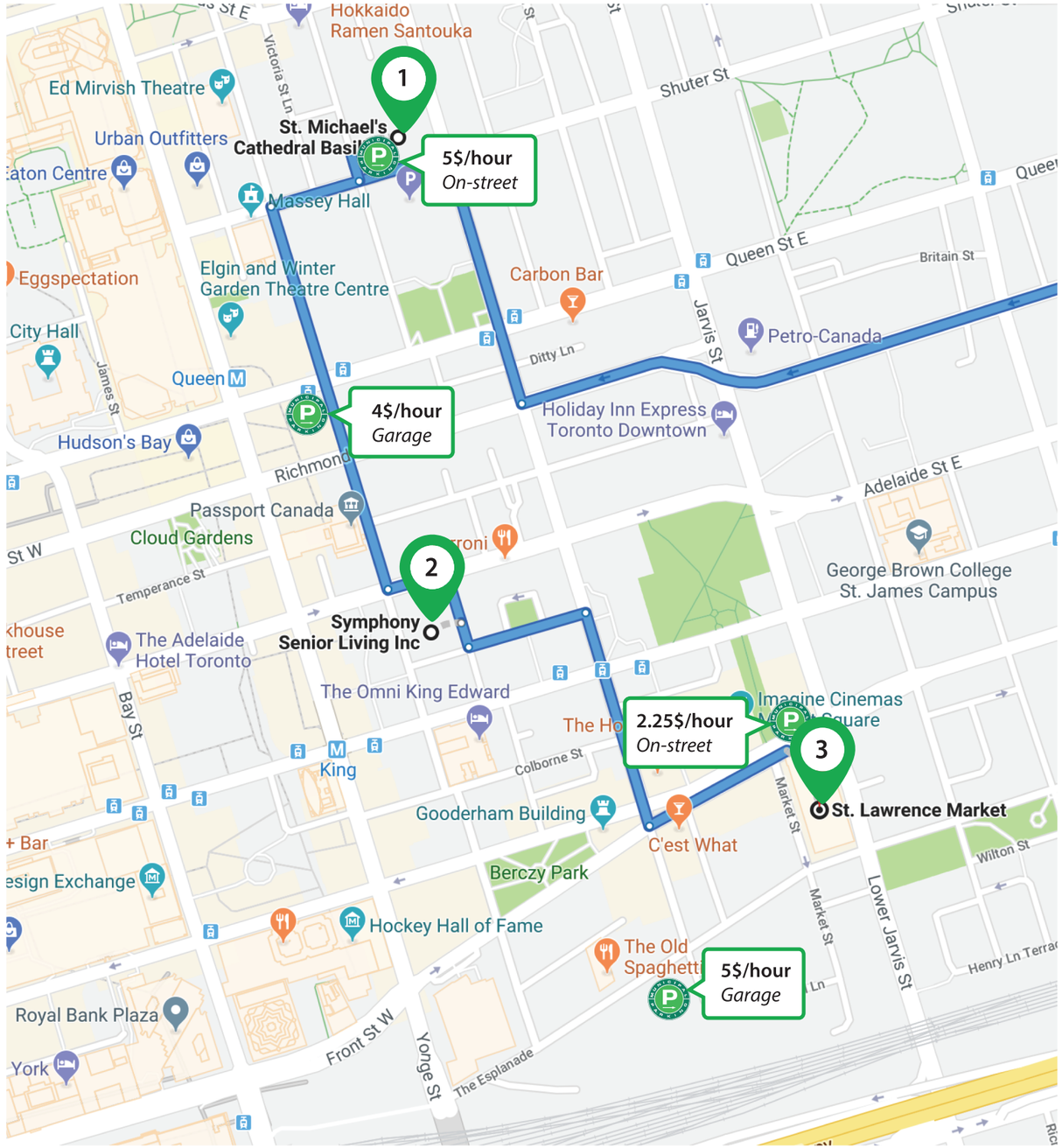
12:20pm — (3) St. Lawrence Market
93 Front St E.
Food shopping for less then an hour

5$ Garage, far and expensive
2.25$ On-street, close

It's better to come here on Saturday Saturday special $1.00 each hour for the first 2 hours Parking along the street is closer (I'm too old to walk so far with a heavy bags) and I'm saving 3$

13:20pm

Insights: ***Long distance from appropriate parking spot. Price depends from location, type, time of parking.***



Josef

48 years old
lives in Nort York
Driving experience 30 years
Maserati, Ferrari on weekend

"Time is money. I don't look at the price, I park whenever I see an open spot. "

Josef is a lawyer. He owns his lawyer firm, which is located in down-town. Although work takes much time he is realy devoted to his family: wife Sarah, daughter Ann (14), son Alen (18).
He lives in a luxury house with a view on the Gwendolen Park. His family often play tenis together having a tenis court in 5 min walk. He is a member at Don Valley Golf Course where he spends week-ends together with his family.

Thursday, June 21

7:10am — Leaves from home
5 Gwendolen Crescent, North York, ON

7:30am — 1 — Dentist appointment
3044 Yonge St
1.50$ Street parking

I've found a parking spot at once, it is realy close and it's enforced to pay from 8am, so I pay just for half an hour

9:30am — 2 — Arrives to his office
20 Cumberland Street
pass Garage

My parking spot is temporarily not available due to the street construction, so I park in Green P garage, which is next doors to my

11:30am — 3 — Arrives at Toronto Courthouse
361 University Ave
8$ Street parking

11:15 - leaves his office with a partner Copyright case at 12am
Street-parking is closer, but usualy I use parking garage

13:45pm — 4 — Keg Steakhouse
165 York St, Toronto
337 University Ave street parking
4$ Street parking

We won the case and desided to celebrate it in the Keg. I've found a street parking on our way in a 7min walk to the restaurant. Discussing the case on our way. There was a parking garage but it was full , So it was a good idea to park along the street.

15:30pm — 2 — Arrives back to his office
20 Cumberland Street

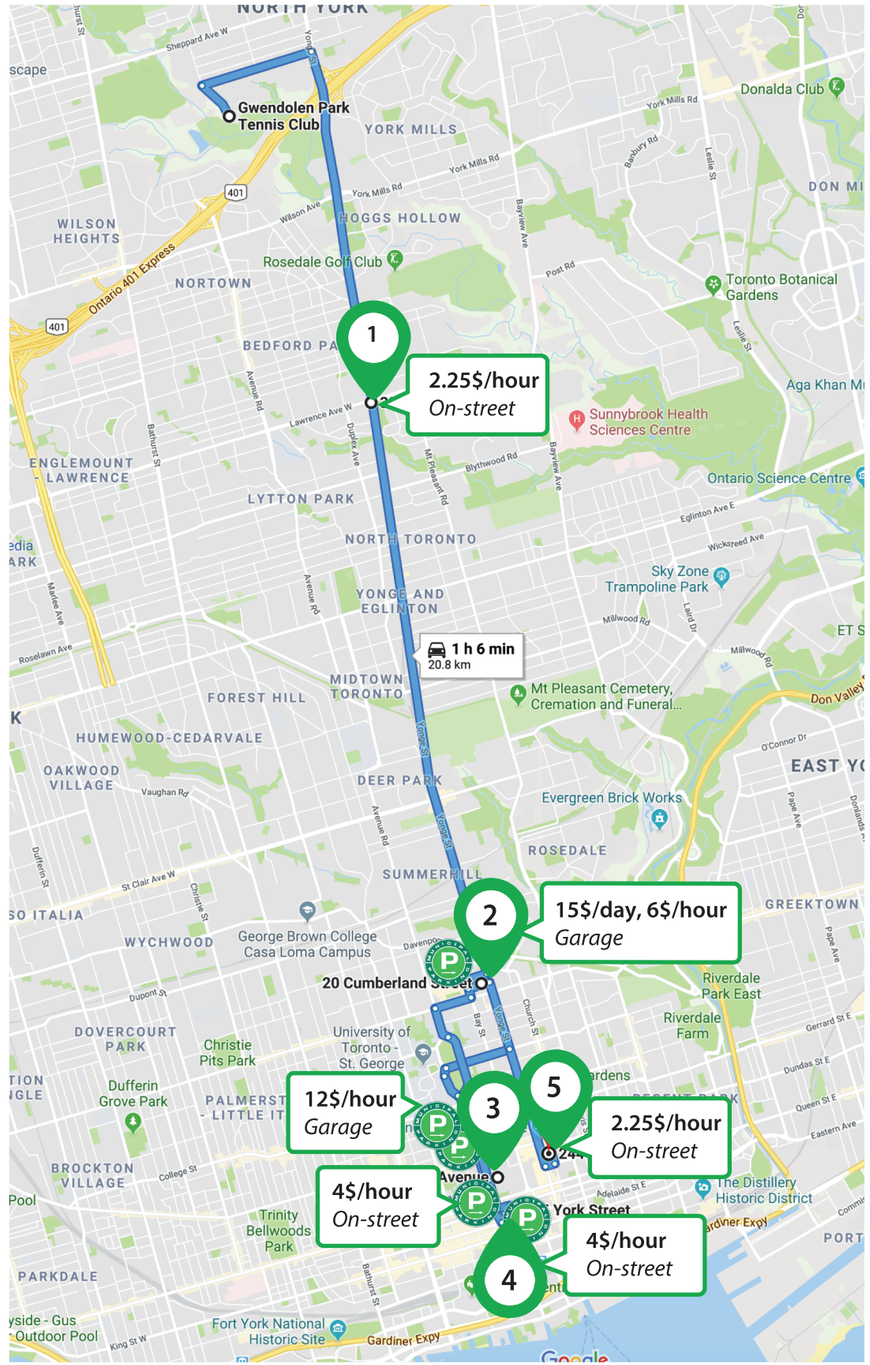
In and out parking saves time and nerves.

19:00pm — 5 — Ed Mirvish Theatre
244 Victoria Street, Toronto
6$ Street parking

Play "Wicked" at 2018 7:30 PM
We were lucky to get this spot.
My wife and daughter have been shopping for 2 hours so they don't enjoy more walking.

21:30pm

Insights: ***There are enough parking spots in the city, but because of lack of information about them sometimes it is stressful to find a parking spot quickly. Price depends from location, type, time.***



Nick

29 years old
lives in Etobicoke
Driving experience 11 years
Honda Civic

"Parking in Toronto costs a lot of money but it is more flexible than the TTC "

Nick is a talanted media designer. He has just got anew job at Forge Media + Design (Liberty Village). He lives with his parents in Etobicoke. He was thinking about moving into his own apartment but he doesn't want to live alone. However, maybe everything will have changed soon. He met Jenna at George Brown College, where he is taking french classes. And it seems she is a girl of his dream. She lives in Mississauga and gets to college on TTC. Today Nick is going to invite her somewhere after the class.

Thursday, June 21

7:00am — Leaves from home
15 Cronin Dr, Etobicoke, ON

8:00am — 1 — Arrives in the Marylin Bell Park
1275 Lake Shore Blvd W
Free
I play tenis with my colegue before our work sometimes. Parking is free before 5pm on weekdays

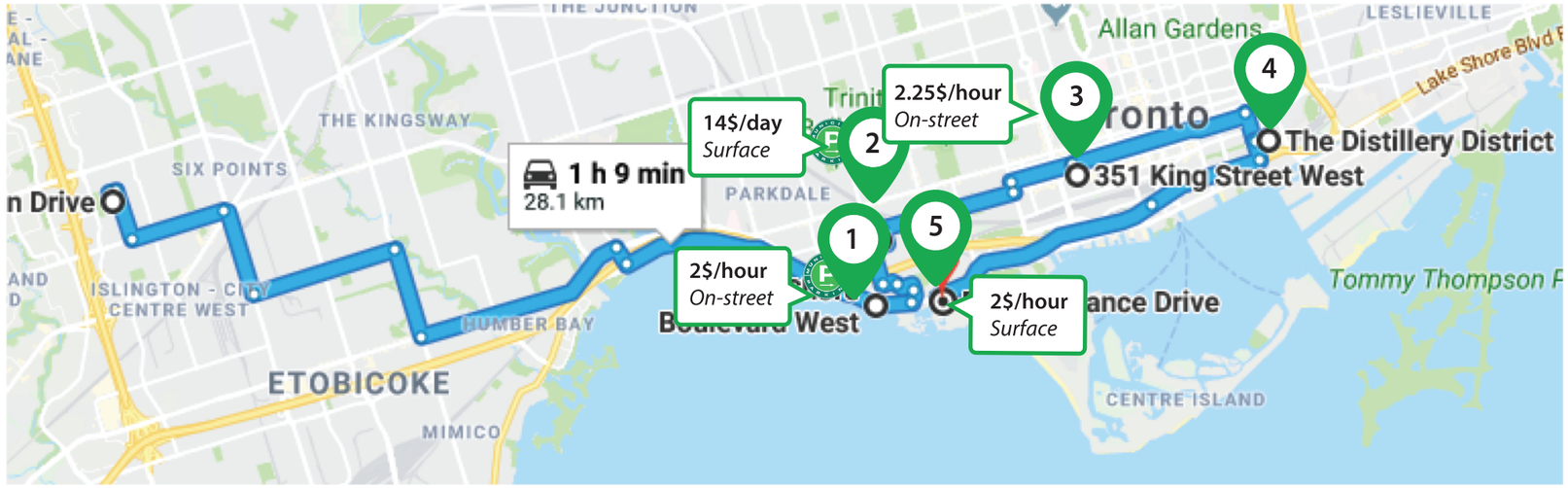
9:30am — 2 — Arrives to office
135 Liberty St #300
14$ Surfice
While I'm finding less expensive monthly parking, I spend 12-14$ a day...

6:00pm — 3 — George Brown College
341 King Street E
6,75$ Street parking
I was lucky to get my spot before others.

9:10pm — 4 — Arrives to Distillery District
70 Distillery Ln
free On-street
There is Garage at 5$ per hour but on our way we found free (it was 9pm) on-street parking

10:40pm — 5 — Ontarion Place
711 Lakeshore Blvd W
2$ Surface
This place is beautiful at night, so I'm not surprised it is not free

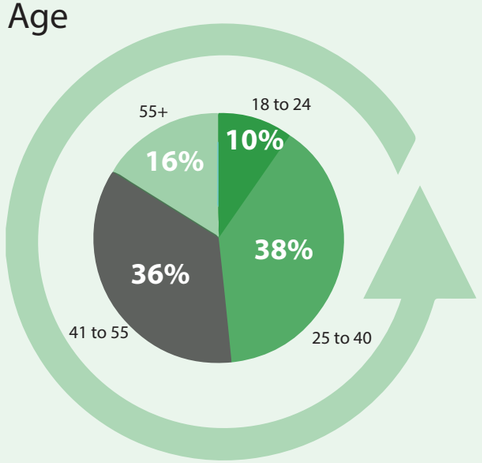
11:30pm — They left to Mississauga



Insights: ***On-street parking is more convenient and less expensive***

90% of respodents drive to downtown 1-2 times a week

Age

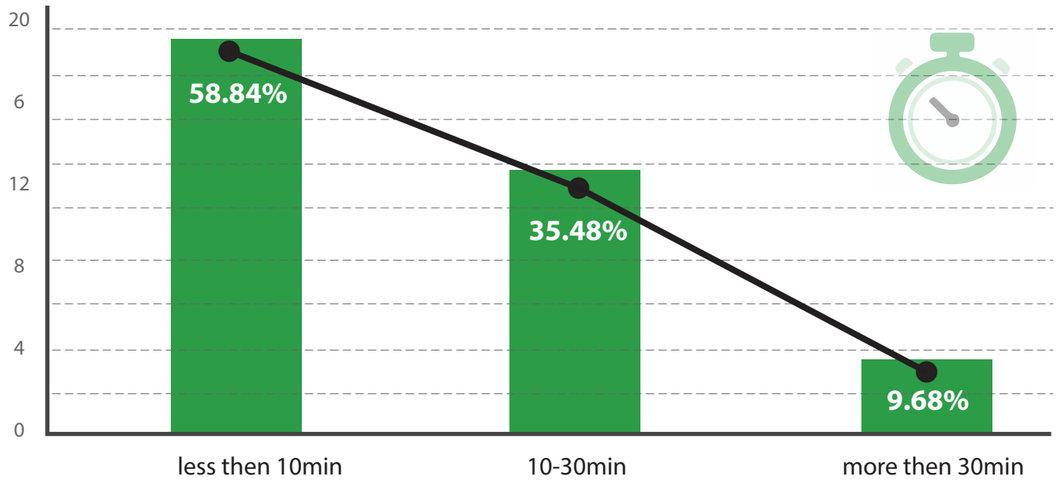


Driving Experience

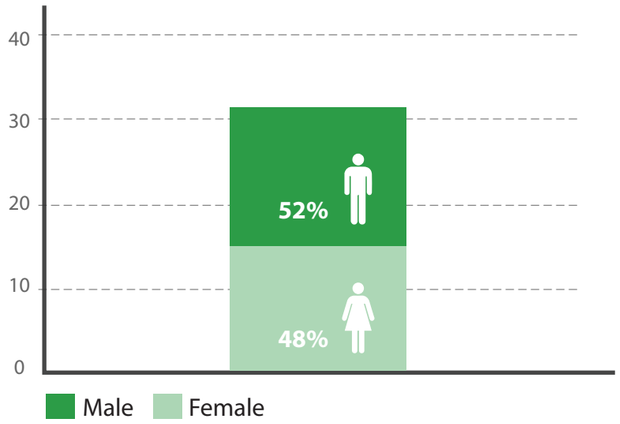
Average:
16 years

1year — 36 years

Time drivers reserve for the parking spot finding



Gender



Most Used Apps
for Navigation and parking

- GREEN P 30%
- Google Maps 46.7%
- Waze 10%
- rest: Honk Mobile, Parkopedia, none

Research Insights

- *Parking needs are growing every year*
- *Still a good time for parking regulations in comparison to European cities*
- *On-street parking in residential area face lack of space, law regulations difficulties*
- *Transit parking lots: not enough spots after 9am*
- *On-street parking is not supported by apps*
- *Lack of on-street parking spots*
- *Prices are extremely high in some locations*
- *On-street parking is more convenient in term of the distance to the destination and less expensive.*

Through real-time data and analytics, cities are finding that they generally don't have a lack of available parking; drivers instead have the perception of scarcity due to a lack of information.

TECHNOLOGY

Existing Parking Sensors

SENSIT IR Wireless vehicle detection sensors

http://www.nedapidentification.com

Netherlands, Dubai, Italy, Spain, Singapore and the USA

Nedap's wireless vehicle detection sensors efficiently measure occupancy of individual parking spaces without complex or time consuming installation.
The wireless vehicle detection sensors are installed in each parking space. The system is based on a self healing wireless mesh network of vehicle detection sensors designed to detect vehicle presence in individual parking bays.

Features

- Wireless detection and communication
- Easy installation without wiring
- Efficient car park occupancy measurement and overstay detection
- Flexible integration with parking applications
- Dual detection (infrared and earth magnetic field)
- Vandal resistant.

SENSIT Gateway

The SENSIT Gateway is the interface between the SENSIT sensors, the Relay Node and the SENSIT Software.

SmartPark' solution

https://www.smartparking.com

Westminster City Council - London, UK
Town of Claremont - Perth, Western Australia
New Plymouth District Council, New Zealand

In-Ground Vehicle Detection Sensors

Individual parking space sensors that gather and transmits information for management, payment and compliance monitoring

SmartSpot Gateway

Mounted on a pole, wall or ceiling it acts as the central communication unit that collects data from In-Ground Vehicle Detection Sensors via wireless communication and transmits it to the SmartCloud parking services system.

Installation is easy and can be done in minutes.

Three methods of power: mains power, rechargeable battery and external solar panels.

Features

- Both infrared and magnetic technology in every in-ground vehicle detection sen
- Wireless for ease of installation and minimal costs by eliminating civil works.
- Powered by long-life batteries for low maintenance.
- Independently certified for accuracy and compliance.
- Robust construction to resist both vandalism and accidental damage.
- No impact on existing IT infrastructure.
- Integrates with SmartRep for unsurpassed information and analysis.
- Wireless for ease of installation and minimal costs by eliminating civil works.

Smart Cities Sensor Platform

http://www.libelium.com/

SAN MATEO, Calif., ZARAGOZA, Spain

Smart Parking allows to detect available parking spots by placing the node under the pavement. It works with a magnetic sensor which detects when a vehicle is present or not. Waspmote Plug & Sense! can act as a repeater for a Smart Parking node.

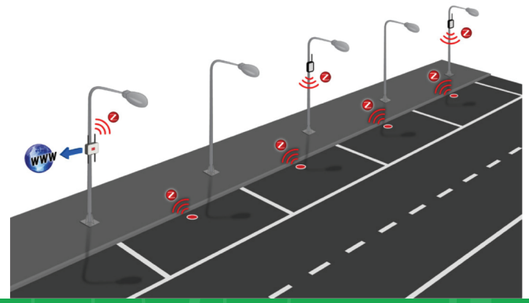
Magnetic sensor

Final pavement hole

Internet Gateway

Battery can be recharged using the internal or external solar panel options. The external solar panel is mounted on a 45º holder which ensures the maximum performance of each outdoor installation.

The Gateway sends the data to the Internet



Existing Parking Sensors

BANNER

Banner Wireless Solutions for Smart Parking

https://www.bannerengineering.com/

Minneapolis, MN, USA

M-GAGE Parking Sensor

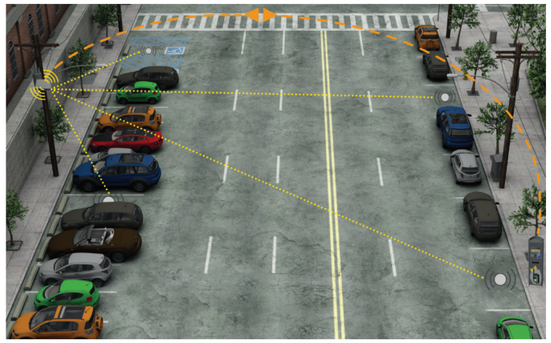
Features

The wireless M-GAGE Parking Sensor is a compact and easy to deploy solution for monitoring single parking spaces, allowing cities to better manage the parking challenges of today and tomorrow.

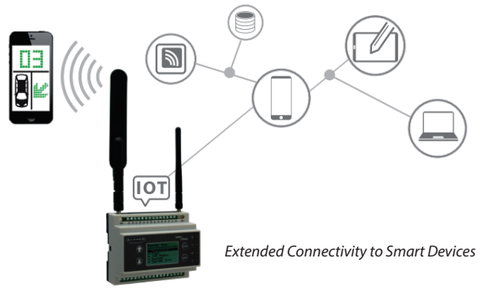
- Reliably detects large ferromagnetic objects using a three-axis magneto-resistive technology

- Automatically communicates parking space status by radio to the closest Gateway

- Parking space availability information can be sent to a remote supervision system for real-time visualization andstatistics or enforcement via GSM/Cellular, RS-485 or Ethernet using a DXM100 Wireless Controller



DXM Wireless Controller



Extended Connectivity to Smart Devices

R-GAGE Radar Sensors

R-GAGE radar sensors are capable of solving a more diverse range of vehicle detection applications than other sensing technologies, including inductive loops.

Features

- Detects moving and stationary targets up to 24 m away

- Frequency modulated continuous wave (FMCW) radar ensures reliable detection in all weather conditions

- Operating Temperature from -40 °C to +65 °C (-40 °F to +149 °F)

- Non-intrusive, easy-to-install and easy-to-use solution that does not require any specific maintenance

- Higher sensitivity and shorter range

- Adjustable sensing field – ignores objects beyond setpoint.

Streetline

Hybrid parking solution

https://www.streetline.com

San Carlos, San Mateo, Calif (Silicon Valley), USA
The Washington Metropolitan Area , USA
Oregon State University, USA

The new system is a culmination of sensors, free Parker smartphone app from Streetline and an intelligent networking platform from Cisco.

In-Ground Sensors

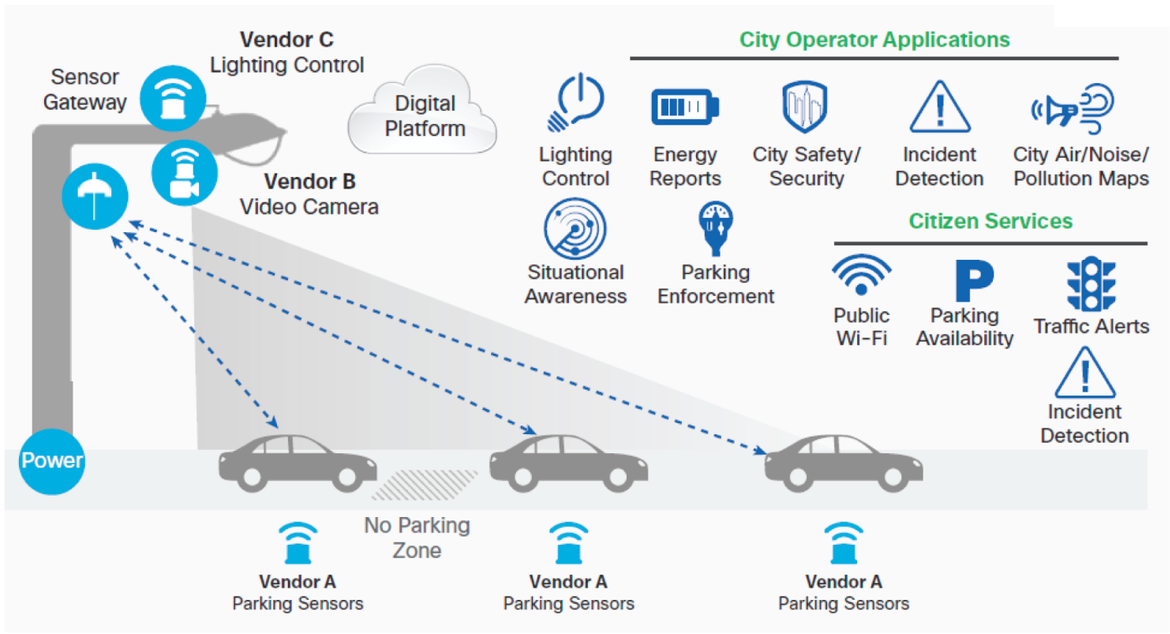
A single in-pavement sensor per block-face combined with Streetline's proprietary analytics, provides continuous real-time parking occupancy data for the entire block. Whether it's a Streetline sensor or an existing sensor in your city, a single sensor per block face is the ONLY infrastructure required for our Smart Parking solution.

Camera

With recent advances in imaging technology, cameras are now able to scan further and in greater detail than ever before. Streetline realized that with the right software, the average camera could provide real-time data on up to 100 parking spaces and effectively improve enforcement also.

Cisco's intelligent networking technology

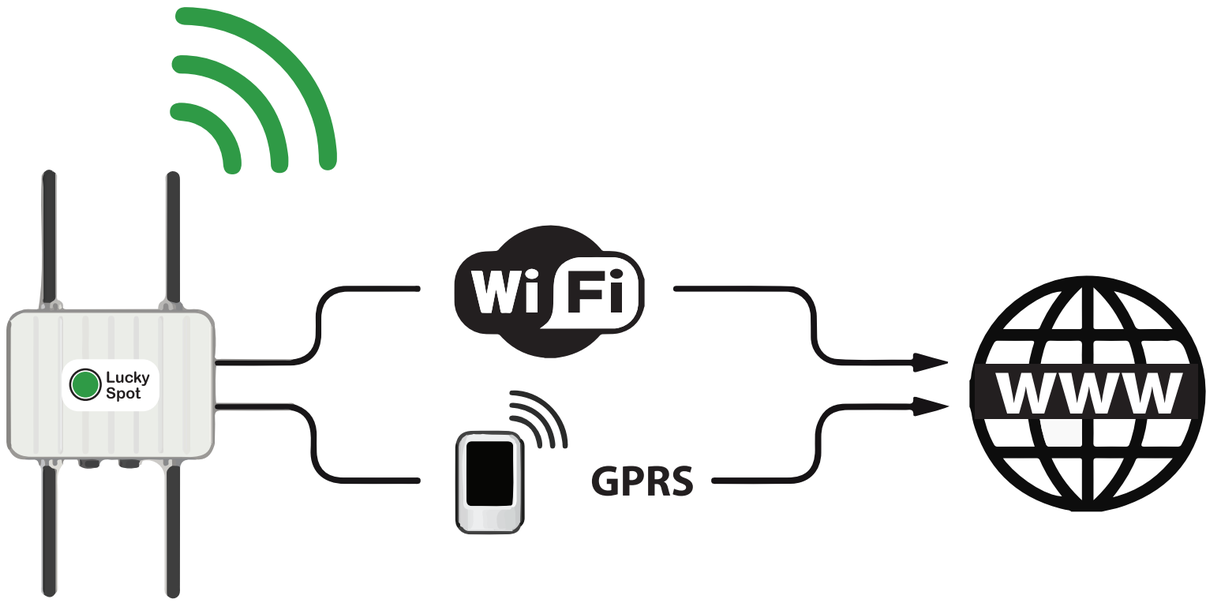
CISCO



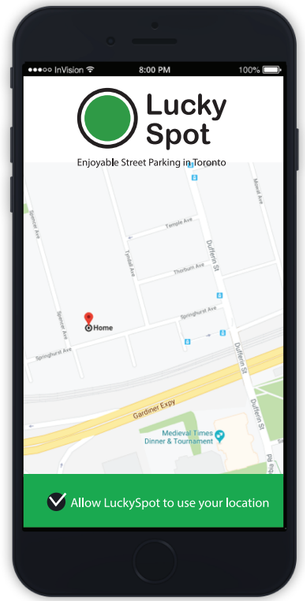
LUCKYSPOT

PARKING SOLUTION

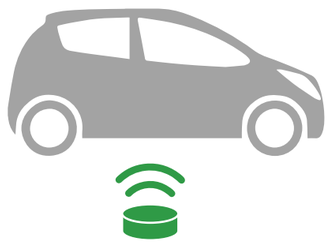
LuckySpot Parking System



Gateway

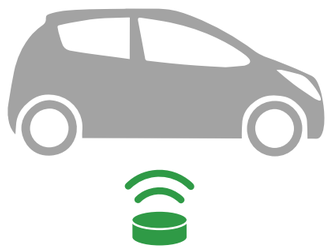


LuckySpot App



Sensor

Sensor



Sensor

Diagram 2 | Sources of the information

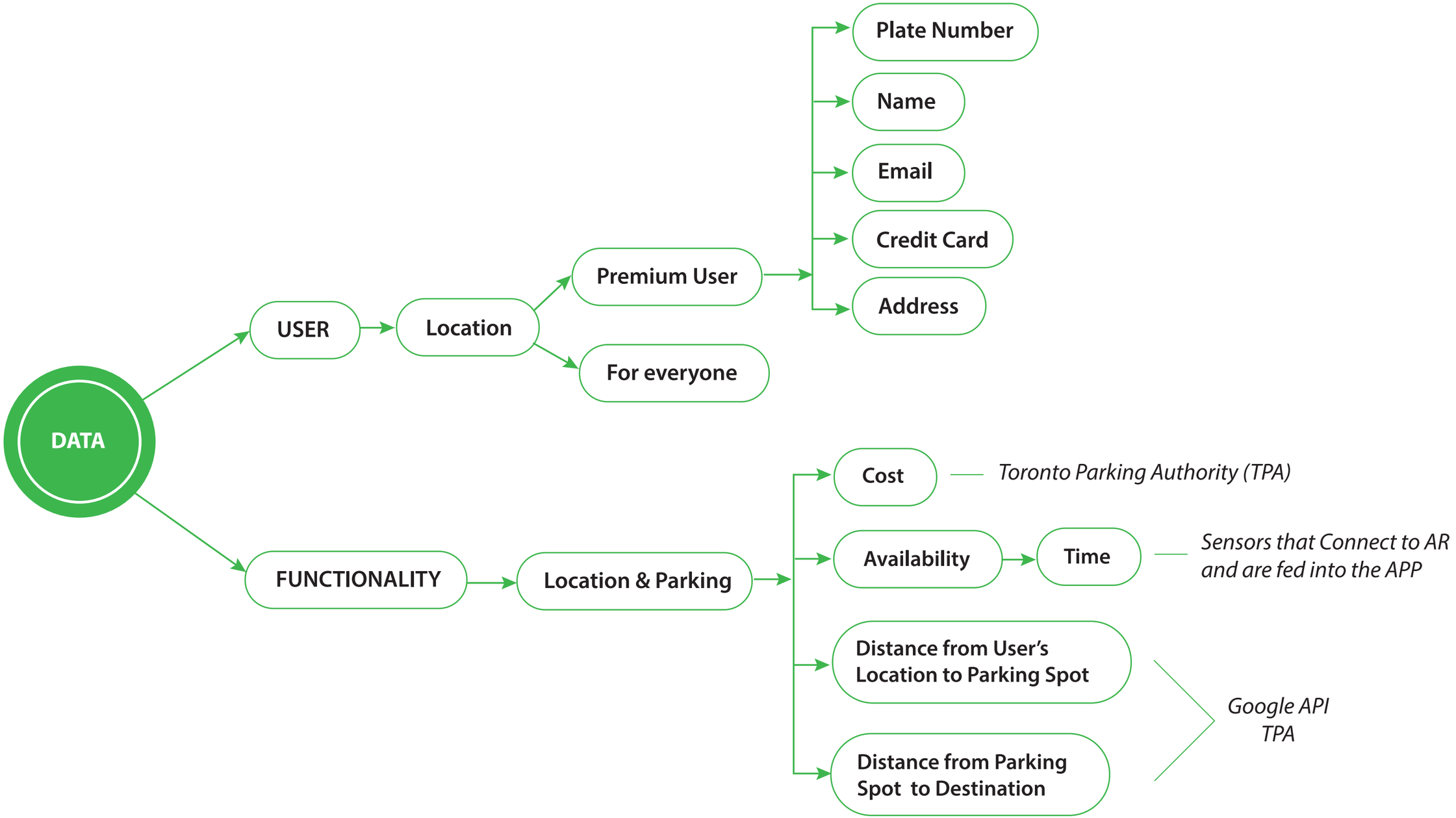


Diagram 3 | Data types and sources

1

Lucky Spot
Enjoyable Street Parking in Toronto

Current Location

2

Lucky Spot
Allow LuckySpot to use your location

Data collection:
User location
Data source:
Googe API, phone apps

Enter Your Destination
Choose Time

3

Lucky Spot
341 King St E
Arriving ✓ 2:30pm 3:00pm 3:30pm 4:00pm 4:30pm 5:00pm 5:30pm eaving: 4:00pm

Data collection:
Parking Time, Location
Data source:
Googe API, Luckyspot API, Sensors

Spot Options

4

Lucky Spot
341 King St E
Arriving: 2:30pm Leaving: 4:00pm
$2.25 $2.25

Data collection:
Parking Time, Destination Location, Spot Location, Price per hour, Available spots
Data source:
Googe API, TPA, Luckyspot API, Sensors

Click on Price & Select Parking

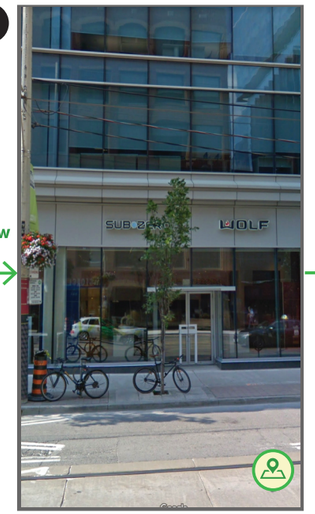
5

Lucky Spot
341 King St E
Arriving: 2:30pm Leaving: 4:00pm
$2.25 $2.25
300 King St E 5.4km
$ price $2.25 available 3 distance 0.01km
Reserve Start

Data collection:
Parking Time, Spot Location, Destination location, User's location, Distances, Price per hour
Data source:
Googe API, TPA, Luckyspot API, Sensors

Check Street View

6



Data collection:
Spot Location
Data source:
Googe API

Choose Your Spot & Pay

7

Lucky Spot
341 King St E
Arriving: 2:30pm Leaving: 4:00pm
$2.25
Choose Payment method
Your balance 1 coin (15min)
VISA 5457 08** **** 0702
Pay & Reserve
300 King St E 5.4km
$ price $2.25 available 3 distance 0.01km
Go Anyway

Data collection:
Chosen spot location, Total price, User's profile data, Payment data
Data source:
Googe API, TPA, Luckyspot API, Sensors, Payment systems

Get Direction to the Parking Spot

8

Start on King St W
300 King St E 5.4km
2:30pm arrival 15min left End

Data collection:
Location, Time, Distance
Data source:
Googe API, TPA

Confirm Arrival & Park

9

Arrived
300 King St E 0.02km
End Route & Start Parking

Data collection:
Arrival Approvement, User's Location, Time, Distance from parking spot to Destination
Data source:
Googe API, TPA, Luckyspot API, Sensors, User's Interaction

Parking Started
Walking Route to Your Destination

10

In 2m the destination is on your right
341 King St E 2min (120m)
2:32pm arrival Start

Data collection:
Location, Arrival Approvement
Data source:
Googe API, Luckyspot API, User's Interaction

Confirm Arrival
Reminder Set Up

11

Arrived
341 King St E 2min (120m)
End Route & Set Reminder

Data collection:
Location, Arrival Approvement
Data source:
Googe API, Luckyspot API, User's Interaction

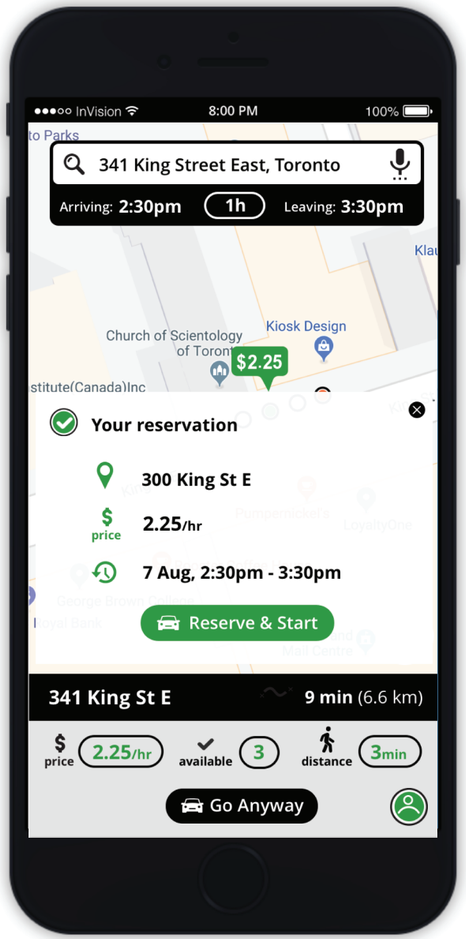
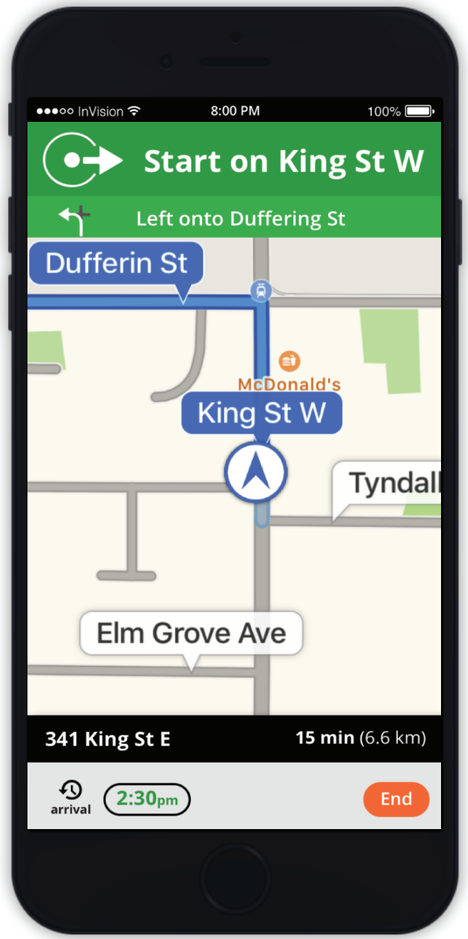
Reminder has been set up

Your parking expires in 15min, and it will take you about 5min to walk there.
Get direction to your car
or Renew you parking

Spot is not available

We apologize, for the inconvenience, but your spot is not available.
Your compensation is
2 LuckyCoins (30min of free parking)

LuckySpot App

LuckySpot

LuckySpot is an on-street parking solution, which provides finding and reservation of the parking spaces, guides drivers to available spot and than gives walking direction to the destination. System includes App and In-Ground Vehicle Detection Sensors to maintain real time parking availability, access rates, hours, addresses, and occupancy. In addition, LuckySpot App benefits with features of voice guidance, online payments, LuckyCoins reward system, parking expiration reminder, parking extention if needed and walking directions back to your car.