Competitive Research

Waze
- Features:
    - Can look at parking on the way
    - Will have parking details/feature on page of destination
    - Has the parking under the 'add a stop' title
    - Gives all parking options with arrival time and walk time to destination
- Pros:
    - Has parking feature on destination page
    - Easy to find parking icon listed first
    - Parking details if you pick lot or garage
    - Distance walking from where nearby parking lots are
    - Has a 'where to park' if the destination is specific enough.
        - Only lots though
- Cons:
    - Advertisements while in use
    - Only lists 'parking lots/garages'
- Overview:

    While Waze is certainly the farthest along navigation app with a parking as an actual feature, I believe it could be improved on. During user research even Waze users were unaware of parking features or did not use them because they were more trouble than they were with.

Google
- Features:
    - Satellite view so you can see parking lots/garage
    - Must swipe up, go to search along route, and then type in parking, and be hovered over location, then refreshed
    - Has 'save parking location' toggle under settings
- Pros:
    - Can obtain parking from services after clicking 'more'
    - Remember spot parking feature
    - Parking details if you pick lot or garage as the destination
- Cons:
    - You have to dig to find parking or go through multiple steps
- Overview:

    Google's parking features could actually work well if they were spotlighted a bit more. It helps that google has parking features but seems difficult to get to them. Especially while driving.

Solutions or improvements:

The user research showed that there was a lack of knowledge about whether or not parking features existed for these existing navigation apps. It is not hard to see why. While both Waze and Google have existing parking features that work well in their own way, I think there are some other approaches that would improve accessibility. Both apps do their best to make finding parking less difficult for the user, but only if that user is not driving. It is difficult for the user to drive and find parking at the same time. If they did not pre-emptively pick where to park already.

I believe a toggle option kind of like the 'remember my spot' toggle under settings could help. We could make it so, once toggle is enabled, that parking options would pop up after starting the directions. This would be before the directions start. Parking options would work similar to Waze in the sense that it would give you walking time to the destination from the parking option. It would also include cost if applicable.

If the toggle is off, to help users access the setting easily, a message could pop up on the destination page before starting alerting the user that the parking option feature is disabled. It would also be a 'press here' to turn on the parking option feature.

While I like the idea of reserving a spot ahead of time, kind of like an app that's just for parking, I believe more research would need to be done before properly adding that to a parking option feature on a navigation app. I do think real time data on whether a lot is full or almost full would work just as well.