

Problems

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There are several problems with the current parking situation on campus that affect students and staff every day:

- Parking availability is very limited. The number of spaces does not match the growing number of drivers.
- Congestion during peak hours. In the mornings and during breaks, many drivers struggle to find a spot.
- No guidance system. There is no digital tool or signage to help users locate free spaces efficiently.
- Unfair access. There are no reserved zones for staff or priority users, so everyone competes equally.
- Overflow into surrounding areas. Drivers often park outside campus boundaries, causing frustration for local residents.
- Lack of alternative transport support. There are few incentives or infrastructure for using bikes or shuttles.

These issues lead to wasted time, increased stress, and frequent delays. Many students arrive late to class or spend part of their break searching for parking, which reduces their ability to focus and participate fully in campus life.

Proposed Solution

The main idea is to improve the parking system by making it more organized, efficient, and user-friendly. The goal is not to rebuild everything from scratch, but to introduce practical changes that make parking easier and fairer for everyone.

Even small updates — such as clearer signage, reserved staff zones, or basic digital monitoring — would significantly reduce confusion and save time. A mobile app or display showing real-time availability could help drivers plan better and avoid unnecessary circling.

Another part of the solution is to promote alternative transport options. By encouraging bike use or offering shuttle services, the university can reduce pressure on parking areas and improve traffic flow.

Overall, the solution focuses on better access, smarter organization, and a more comfortable experience for all campus users.

Business Goals

The main business goal of this project is to improve the overall parking experience while keeping the solution cost-effective and sustainable for the university.

By making parking more accessible and reducing congestion, the university can increase satisfaction among students and staff, and reduce complaints related to infrastructure.

Another important goal is to stabilize and streamline parking operations. A predictable and well-managed system means fewer conflicts, better time management, and less reliance on off-campus parking.

Improving parking also enhances the university's reputation, showing that it values the daily experience and well-being of its community.

In general, the idea is to make the parking system more efficient, more appealing, and more balanced — without requiring major construction or excessive spending.