EVO
Experience
Design

CASE STUDY

Project: Technology Integration Sprint

Project Client: UBC Parking Services
Project Champion: Director, Parking Services
Project Duration: 6 weeks

Project Stakeholders:

- Parking Facilities Management & Enforcement
- Parking Systems Management
- Senior Management

The UBC Parking Services department undertook a Pilot Project to map their parking inventory & assets using advanced ALPR technology.

Situation

The Director's objective was to access rich & informative data to effectively run their parking operations. Additionally, the idea was to pave the way for creating & offering enhanced AI-assisted wayfinding and navigation experiences for students & visitors.

Action

Key staff from the Parking Services Operations Teams were invited to participate in a Technology Integration Sprint project designed to help them to:

- Provide key insights into their respective areas of the Service Experience Journey.
- Achieve consensus on the specifics of UBC's technology Wishlist Items that would aid the ALPR Solution Provider in successfully customizing their Pilot Project template.

Outcome

Through a series of Rapid Prototyping Workshops, the Solution Provider & UBC were able to use the high-level software usability information our project generated to reliably assess the accuracy & validity of the information collected in the asset mapping trials.

This resulted in Project stakeholders:

- Better understanding & confidently defining their own desired data usability and determining accurate estimates of resources required for a Full-scale Project.
- Confidently specifying the service parameters for a Full-scale Project and coordinating an effective new collaborative Project approach with the Solution Provider.