Parking Panda: A single point of contact for “frictionless” parking

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So, what does “frictionless” mean?
“PRINT IS DEAD”
EGON - 1984
This is Rakuten. A Japanese ecommerce site, similar to eBay.
Step 1 in e-Commerce

The web browser
2007
Dawn of the smartphone era
Step 2 in e-Commerce

The smart(i)Phone
Hiroshi Mikitani, CEO of Rakuten Inc. on “How The Smartphone Era Turned My Internet Shopping Mall Into A Mobile Machine”

“Mobile is changing my business dramatically.”
“NO APP, NO LIFE.”
How the “uber effect” changed everything.
Step 3 in e-Commerce

The advent of “on-demand”

There’s an Uber for that
Venture capital funding has grown more than ten-fold in the on-demand space over the last five years, spurring a wide range of new services.
“We're not in a shift to mobile. Mobile is already here. We've shifted.”
Step 4 in e-Commerce

Creating a “frictionless” experience
So what is a “frictionless” experience?

For us at Parking Panda, it’s converting mobile users into customers through a seamless and engaging app experience that doesn't feel like you're pushing a product.
“The discovery, the reservation (if it’s relevant), the payments, and even the access—the ability to let your car in and out of the garage—are all controlled by a single platform and that’s the direction we’re building towards.”

- Nick Miller, Co-Founder and CEO
How Parking Panda creates a “frictionless” experience.

1: Discovery
2: Reservations
3: Redemption
So how do consumers benefit from Parking Panda’s “frictionless” experience?

1. Know where they’re going (and how far they’re going to walk).
2. Know what they’re paying.
3. Know a guaranteed parking spot is waiting.
4. Convenient payment, and no waiting in line to get in and out of the garage.
“No matter where or when I need a space, I can pull up the app and find a space nearby at a great price. It’s so easy to use and lets me pick where I want to park based on distance and price.”

- BigBill23, on iTunes
“One of the most useful apps. Whenever I'm headed to DC I always book a parking spot ahead and usually get a discount!”

- Vz Wire, on Google Play
We’re taking “frictionless” to a whole new level...
Latest In-App Button Integration Provides ‘Incredibly Connected’ Mobile Experience

EVENT
Buy two tickets to the outdoor ‘80s film festival next week.

PARK
Book guaranteed parking so you don’t have to worry about finding a spot.

HAPPY
Impress second date by buying both in advance and showing up on time.

squadup + ParkingPanda = Happy
Parking is now a smart-connection mobile experience via Parking Panda
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