



PROJECT SUMMARY

Ref No.: MRIC/PCS-2303	Title: ParkSmart
Local Company: ParkSmart Ltd	
Project Leader	
Mr. Vichitr Kumar Ramchurn	ParkSmart Ltd
TECHNICAL ABSTRACT	
<p>The number of vehicles on our roads is growing year after year. Finding parking is a major problem in urban areas in our country. Time, energy and fuel are wasted causing traffic congestions due to visitors in search for a parking place and it also causes more pollution. It is a hassle to find free parking slot around Port-Louis and Ebene.</p> <p>By making parking so much easier for our users, ParkSmart aims to improve the convenience and efficiency of their everyday lives.</p> <p>Real time availability of parking spaces is displayed on the ParkSmart App.</p> <p>With the use of Artificial Intelligence and computer vision, ParkSmart can suggest the nearest available free parking to an app user based on location.</p> <p>Consumers have their shopping needs covered online growing e-commerce year-after-year. Compared to online retailers, traditional businesses typically have very limited customer insights and limits the opportunities to be sufficiently relevant in the communication with customers. This is why traditional marketing channels are losing impact and the covid pandemic is making it worse.</p> <p>Using parking as an excuse, and since ParkSmart is basically an app which uses geolocation, thus valuable customer insights can be used to geotarget relevant ads to users. Hence promoting traditional businesses surrounding a parking lot.</p>	
Key Words: Traffic de-congestion, parking, artificial intelligence, smart, camera vision, app, ads	