

## j.e.d development

### CLIENT BACKGROUND

Seamless Development worked with j.e.d development to provide the Philadelphia Parking Authority with options for people of the city to pay for their street and train station parking.

Our goal was to provide the PPA with a variety of options for people to choose from, working with the system which had just been implemented within the city and finding new innovative ways to make the role of the PPA easier when it came to keeping track of used parking spaces.

### SEAMLESS DEVELOPMENT SOLUTION

The Seamless Development consulting team performed a full market research analysis to find out how the best parking management systems in the world worked, and how we could implement these features into the system for the PPA.

Each option given was backed by our technology development team who critiqued the viability of the options and how we could work with the hardware currently in us.

The team also created a full Marketing Strategy to publicize the project and a maintenance plan to keep the system going on a long-term basis. Our team took the project from all angles to come up with fully fleshed out plan for the whole project.

j.e.d development, who spearheaded the business side of this venture, was then provided with a breadth of documentation to review, analyze, and present to the Philadelphia Parking Authority along with Seamless Development.

### KEY SERVICES PROVIDED

- Extensive parking management market research and analysis
- Documentation and creative usability brainstorming for all methods of communication including web interface, SMS integration, and Phone system access
- Marketing strategy plan to promote sense of awareness of the system
- User interface layouts for the website account management
- On-site consultation with PPA including all presentation materials



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The screenshots show the OPENPARK website interface. The top navigation bar includes 'HOME', 'VEHICLE PROFILES', and 'BILLING PREFERENCES'. A user is logged in as 'JOHN SMITH'. The main content area is divided into several sections: 'BASIC INFORMATION' (Account Registered to John Smith, Billing Information), 'REGISTERED VEHICLES' (Vehicle 1: Toyota Camry, License DGF 3333; Vehicle 2: Toyota Camry, License DGF 3333), 'VIEW AND PRINT YOUR RECEIPTS', 'LATEST USAGE' (Vehicle 1 usage details), 'VIEW ALL OPENPARK OPTIONS' (Text to Mobile, Call-in Service, Smart Card, Web Schedule), and 'HOW DOES IT WORK?' (Register with Open Park, Set up your favorite way to park, SMART CARD, SMS, WEB PAY, Park and go!). A 'FREQUENTLY ASKED QUESTIONS' section is also visible, along with a contact information sidebar.

Contact Us

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About Us

Seamless Development is a professional 100% US corporation located in the Philadelphia metropolitan area. Seamless was founded on the premise that state-of-the-art technological tools should be made available to everyone at an affordable cost. We pride ourselves on innovation, quick project turnaround, and unrivaled customer service, all at competitive prices. Our engineers are handpicked experts in their respective fields, and hold résumé entries that include the US Army, Google, eBay, and IBM. Seamless is a technology company providing end-to-end services including web development and support services, e-commerce, custom applications, network deployment and administration.