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1. About This Case Study

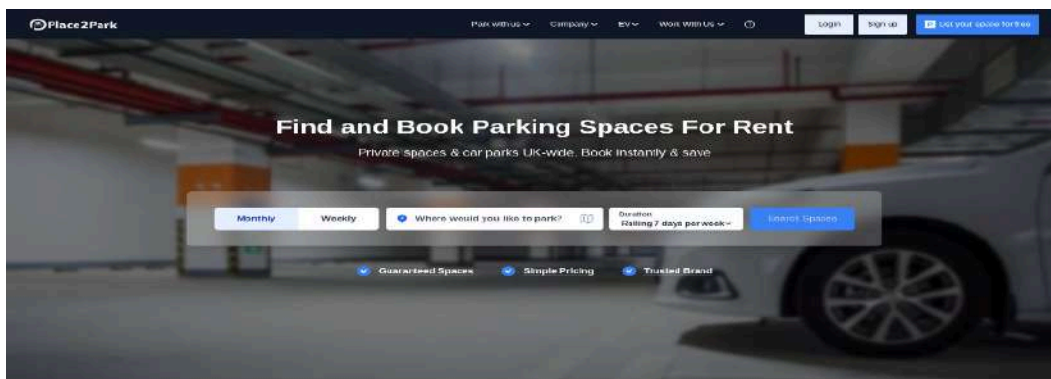
Place2Park is a **digital marketplace platform** that connects people who need parking spaces with those who have unused parking spaces available for rent.

It allows:

- Drivers to **search and book parking spaces instantly**
- Property owners to **list and monetize unused parking or EV charging spaces**

The platform operates across the UK and focuses on making parking:

- Simple
- Affordable
- Accessible



We make parking effortless

Search

Find parking spaces for rent throughout the UK in just a few clicks.

Book

View spaces, compare prices, reserve instantly and enjoy our industry-leading customer service and support.

Park

No more parking worries or driving around in circles. Place2Park helps remove the stress of parking.



2. Product Goals

The vision of Place2Park is to make parking **effortless and efficient** by:

- Eliminating the need to search for parking manually
- Unlocking unused private parking spaces
- Creating a reliable and scalable parking ecosystem

In the long term, it aims to become:

A go-to platform for parking and EV charging infrastructure

3. Problem Statement

Parking in urban areas presents several challenges:

For Drivers:

- Difficulty finding parking spaces
 - Time wasted driving around
 - High parking costs
 - Uncertainty about availability
-

For Space Owners:

- Unused parking spaces generate no income
- No easy platform to rent them out
- Lack of visibility to potential users

Solution:

Place2Park solves this by creating a **two-sided marketplace** where:

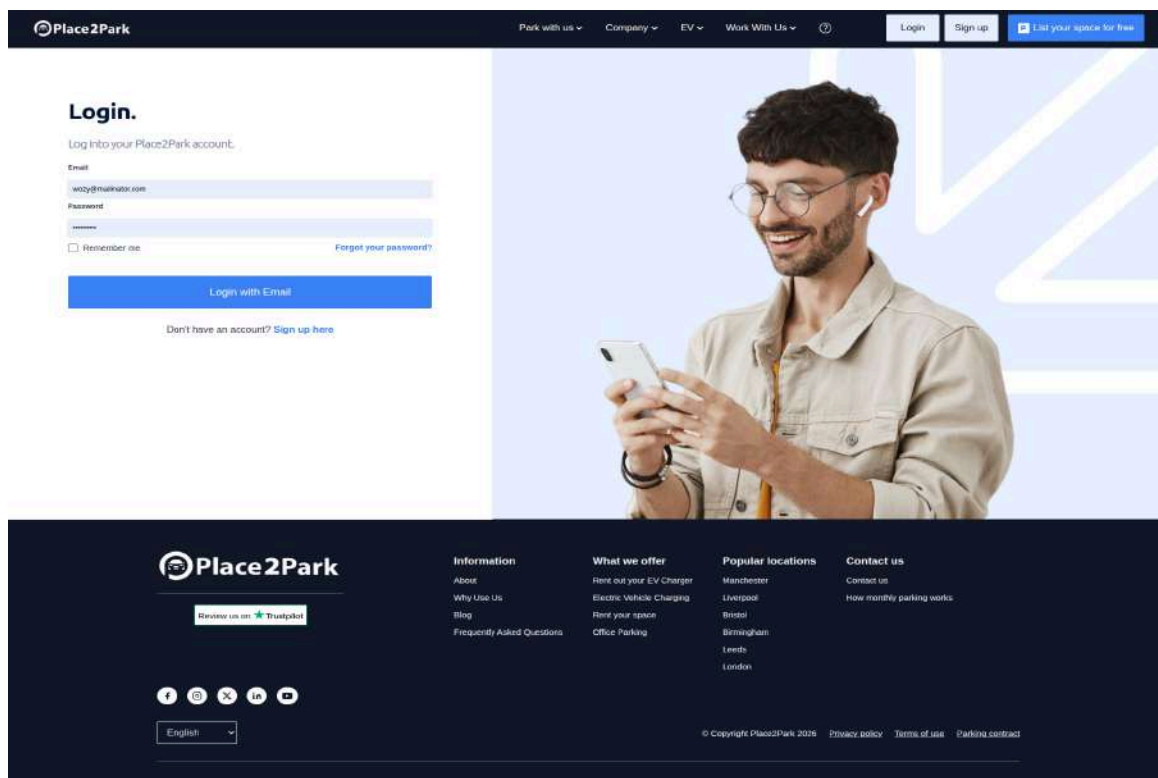
- Supply (parking spaces) meets demand (drivers)
- Booking is seamless and instant
- Pricing is transparent

4. User Roles

4.1 Drivers (Customers)

Drivers use the platform to:

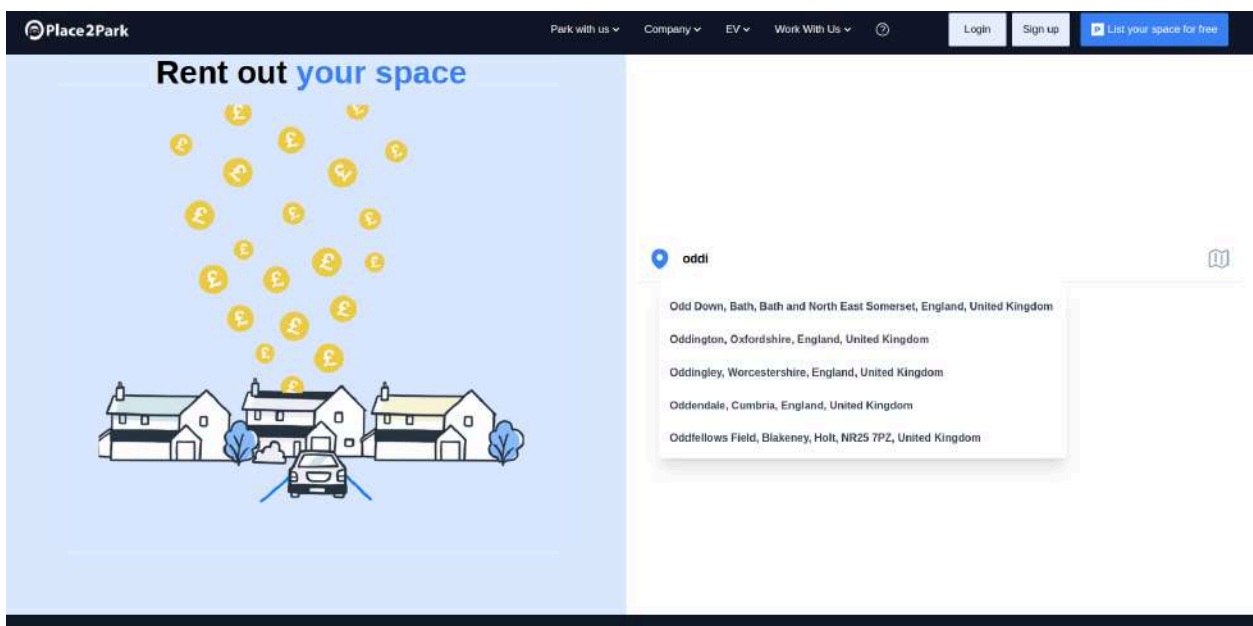
- Search for parking spaces
- Compare options
- Book spaces instantly
- Park without hassle



4.2 Space Owners (Hosts)

Hosts can:

- List their parking or EV spaces
- Set availability and pricing
- Earn passive income



4.3 Platform (System)

The platform acts as a mediator that:

- Matches supply and demand
- Handles bookings and transactions
- Builds trust through reviews and guarantees

5. Core Modules

5.1 Search & Discovery

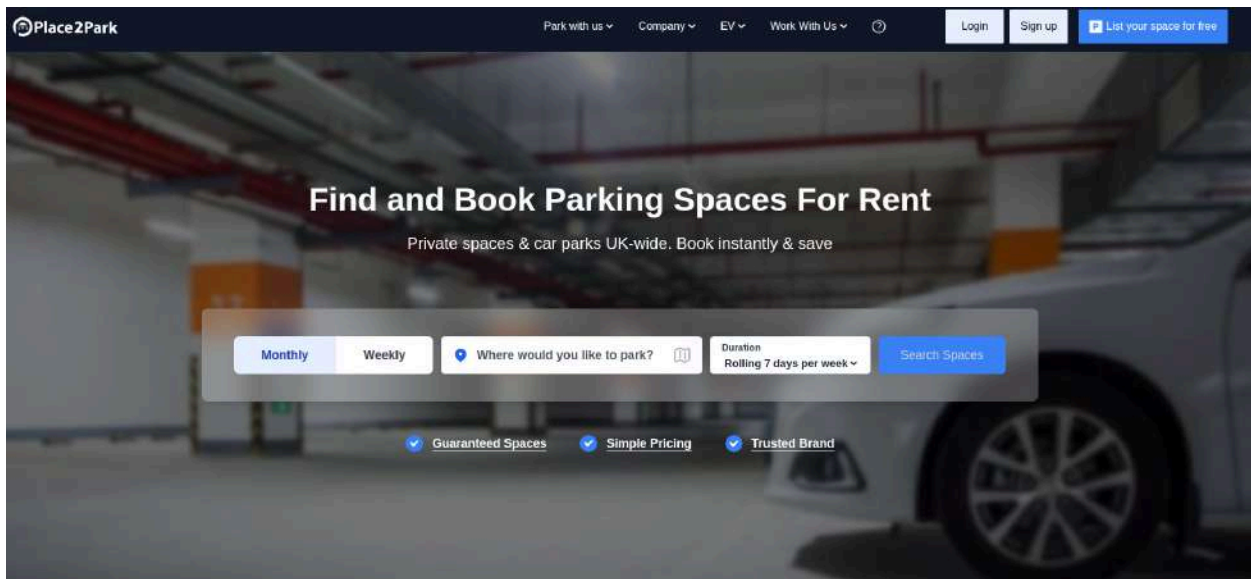
This is the primary entry point for users.

Drivers can:

- Enter location
- Select duration (monthly / weekly)
- Browse available spaces

The system ensures:

- Quick search results
- Location-based matching
- Easy navigation



5.2 Booking System

Once a user selects a space, they can:

- View details (features, access info)
- Book instantly
- Choose flexible durations (rolling weekly/monthly)

Focus is on **simplicity and speed**

The screenshot displays the 'Confirm your booking' page on the Place2Park website. The page is divided into several sections:

- Header:** Includes the Place2Park logo, navigation links (Park with us, Company, EV, Work With Us), and user options (Login, Sign up, List your space for free).
- Booking Summary:** Shows details for starting date (26/04/2026), billing frequency (Monthly), parking access (7 days a week, 24 hours a day), first payment (Today), and payment schedule (26th of each month).
- Registration Form:** A section titled 'Let's get started' with fields for Forename, Surname, Email address, Password, and Telephone Number. It includes a 'Confirm Email' field and a 'Confirm Password' field.
- Vehicle Details:** A section titled 'Vehicle details' with a field for 'Licence Plate Number'.
- Payment Section:** A section titled 'Pay' showing a 'Total due today' of £362.07, which includes a deposit and an arrangement fee.
- Location and Amenities:** A section for 'W2 - Hermitage Street' with a star rating, a price breakdown (Monthly cost: £357.07, Deposit: £357.07, Amalgamation fee: £5.00), and a list of benefits like 'Simple prices', 'Free cancellation', and 'Trusted by hundreds of drivers'.
- Footer:** Contains the Place2Park logo, social media links, a 'Review us on Trustpilot' button, and a navigation menu with categories like 'Information', 'What we offer', 'Popular locations', and 'Contact us'. It also includes a language selector and copyright information.

5.3 Listing Management (Hosts)

Hosts can:

- Add parking spaces
- Upload details and features
- Manage availability
- Track bookings

This turns unused assets into:

Revenue-generating opportunities

Place2Park Rent out your space

1 Address 2 Location 3 Details

What type of space do you have?

- Driveway**
Private path for vehicle access and parking.
- Garage**
Covered space for parking and storing vehicles near a property.
- Car park**
A designated area for vehicle parking, either outdoors or in a building.
- On-street**
Parking spaces along public streets.
- Other**
Commercial or industrial parking spaces not in standard categories.

What kind of vehicle(s) can your space accommodate?

- Small**
- Medium**
- Estate or 4x4**

Tell us about your space

Provide a brief overview of your parking space to help drivers choose your space.

What's something new or interesting about your space?

What features does your space have?

- Recently used**
Covered outdoor space, private road.
- CCTV**
Video surveillance of your space.
- Disabled access**
Parking for disabled access.
- Lifting**
Lifting capacity for your parking space.
- Covered Parking**
Covered area for your outdoor parking.
- Electric vehicle charging**
It is possible to charge an electric vehicle at this space.

Access instructions

How are the instructions that drivers will receive most likely to be? (You can choose the order in which drivers see the instructions to arriving here?)

Is there a specific place they should park in, or the time or by the hour? Are there different instructions based on which direction the driver is arriving from?

Pricing

Available plans

- Monday - Sunday
- Monday - Friday

Upload some images of your space

No images uploaded.

Make your space stand out!

Featured **Recommended**

Grab even more interest on Place2Park
Have your space featured across the Place2Park homepage for even more visibility.

7 days £14.99

Place2Park advertises over 30,000 parking spaces - being space featured makes your space stand out from the crowd.

Previous **Continue**

Place2Park

Review us on: [Trustpilot](#)

Information

- About
- Why Use Us
- Blog
- Frequently Asked Questions

What we offer

- Rent out your EV Charger
- Electric Vehicle Charging
- Rent your space
- Office parking

Popular locations

- Manchester
- Liverpool
- Bristol
- Birmingham
- Leeds
- London

Contact us

- Contact us
- How monthly parking works

Previous **Continue**

5.4 Pricing & Subscription Model

- Flexible pricing (weekly/monthly)
 - Rolling subscriptions (7-day cycles)
 - Transparent pricing for users
-

5.5 EV Charging Module

A key differentiator:

- Users can rent EV charging spaces
 - Supports growing EV ecosystem
 - Expands platform utility beyond parking
-

5.6 Reviews & Trust System

To build trust:

- Users leave reviews
 - Ratings improve decision-making
 - Social proof increases conversions
-

6. Workflow

For Drivers:

Search Location → Browse Spaces → Select Space

→ View Details → Book → Park

For Hosts:

List Space → Add Details → Publish Listing

→ Receive Bookings → Earn Income

7. Marketplace Dynamics (Two-Sided Platform)

Place2Park operates as a **two-sided marketplace**, meaning its success depends on balancing:

Supply Side:

- Parking space owners

Demand Side:

- Drivers looking for parking