

RECO7069 – Technology and Innovation

Assessment Part 02: Innovation Proposition, Evaluation and Pitch

Group 4 – Savills Plc.



Smart Manager

QUALITY SERVICE & EXPERTISE

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Project Brief

Figure 3 – Utilization rates of public car parks managed by Transport Department as at end-February 2017

Car park	Average utilization rate	
	Day-time (0800-2300)	Night-time (2300-0800)
Tsuen Wan Car Park	89%	84%
Shau Kei Wan Car Park	85%	83%
Sheung Fun Street Car Park	84%	90%
Kennedy Town Car Park	81%	77%
Tin Hau Car Park	80%	68%
Rumsey Street Car Park	75%	52%
Yau Ma Tei Car Park	74%	48%
Kwai Fong Car Park	73%	72%
Aberdeen Car Park	71%	84%
Star Ferry Car Park	65%	16%
Murray Road Car Park [^]	57%	29%
City Hall Car Park	47%	15%

Note: (^) Murray Road Car Park was closed with effect from 1 May 2017.

How Smart Parking Works?



Step 1: on the way
Pre-Booking Your Slot



Step 2: Going in to the Carpark
Navigation to your
Pre-booked Slot



Step Three: When you leave
Guiding you back to your
vehicle

Step Four: Payment
Paying the fees with one click



500
Parking
Spaces

> 90%
Occupancy

Each
Parking
Bay Costs
\$1000

Turnover
Significantly
Increased

Satisfactory
Feedback by
Customer

Apply the
System to
Potential
Car Park

Innovation
Distinguishes
between a
Leader and a
Follower