ePARK – From zero to revenue in two minutes

ePARK presents a unique, fully integrated parking system that seamlessly connects the backend platform, back-office administration, and the mobile parking app into one unified user experience with efficient zone management.

What makes the solution truly distinctive is its speed and simplicity. In just two minutes, a customer can:

- Create a new parking zone
- Define parking rules and pricing
- Digitally draw the zone directly in the system
- Activate parking and start generating revenue immediately

This is made possible by a real-time connection between ePARK's Backoffice and the consumer-facing mobile app, ensuring that configurations, pricing, and rules are instantly reflected for end users without manual steps, integrations, or lead times.

From a UX perspective, the innovation lies in removing complexity from a traditionally complex process. Tasks that normally require weeks of planning, coordination, and technical setup can now be completed in minutes — without technical expertise.

By transforming parking setup from a project into a simple interaction, ePARK enables businesses and landowners to turn unused space into immediate revenue, with maximum control and minimal administration.

This solution demonstrates how thoughtful UX design, combined with robust backend architecture, can unlock new business opportunities instantly — making it a strong candidate for a UX Award.
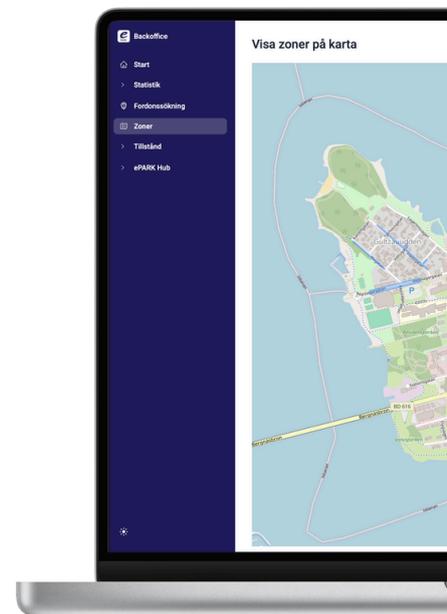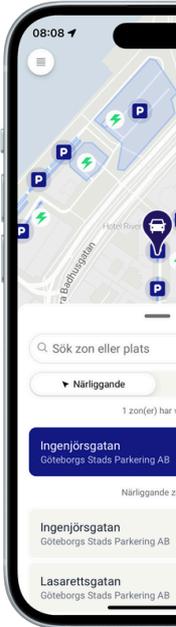
Technical Platform Architecture – Innovation description

ePARK's platform is built with a clear innovation objective: to eliminate the gap between configuration and real-world usage. In traditional parking systems, creating a new zone often involves multiple technical steps, manual publishing, or delayed synchronization before it becomes operational. ePARK is designed for the opposite — immediate operational impact.

At the core of the platform is a centralized, event-driven architecture where the backend, user interfaces, and payment flows share the same logical data layer. When a parking zone is created or updated, it is treated as a real-time event rather than an administrative change. This event is instantly propagated across the platform, making the zone available to end users without intermediate steps or delays.

The technical structure follows a strict single source of truth principle. All zone rules — pricing, validity, time restrictions, and payment methods — are stored and validated centrally. Consumer apps and web services always read the live configuration directly from this source, ensuring that what drivers see in the app always reflects the actual conditions on-site.

The platform further introduces a layer that abstracts zone logic away from the client applications. This means that mobile apps do not need updates or reconfiguration when zones or rules change. Instead, the user experience dynamically adapts in real time based on platform data. This architectural choice makes the solution both future-proof and exceptionally fast to scale — geographically, functionally, and commercially.

A key innovation value is that speed is combined with trust. Because a zone becomes active the moment it is created, common sources of error — such as version mismatches, local caching, or manual synchronization processes — are eliminated. For operators and municipalities, this delivers full control and predictability; for users, it means parking simply works.

The result is a platform where administrative decisions become operational instantly, and where digital infrastructure adapts to the pace of the city — not the other way around. This combination of technical clarity, architectural rigor, and immediate societal value positions ePARK as a genuine innovation in smart mobility and urban infrastructure.