

Group Project 2 - Focus Group Report

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1. The most important insights from our focus group were:

- (a) Safety is the biggest issue for our audience.
- (b) When it comes to using a scooter, the audience would like to stick to one service/ brand.
- (c) An ideal transportation our focus group audience wanted was a golf-car.
- (d) The audience have impression on a transportation mean according to other's experience/actions/"word of mouth".
- (e) The audience needs consistent transportation on and off campus.
- (f) For most of the audience, when commuting, they never put scooter into their considerations.
- (g) Some audience didn't use it because they have little knowledge towards the existence of certain electric scooters/the way to use the scooters/how to start using it/where to find and park a scooter.
- (h) The audience mentioned that marketing/promotion of lime scooter products is not good.
- (i) The audience have a positive attitude towards the presence of electric scooters on campus although they don't use it.

2. Our discussion proceeded as follows:

- (a) The different means of transportation that students use
 - The answers from 4 participants: bus, shuttle, Uber/Lyft, driving a personal car, scooter, walking, and asking friends who own cars for a ride
- (b) The number of students who use different transportation means for different purposes
 - 4 votes out of 4 participants
- (c) Methods to move around the campus from one place to the other
 - The answers from 4 participants: taking shuttle, riding a scooter, and walking
- (d) Top three factors which matter while you are travelling on campus
 - Cost
 - Convenience
 - Safety
 - Time-efficiency
 - Consistency
- (e) The number of participants who used scooters before.
 - 2 votes out of 4 participants (so 2 votes out of 4 participants for no previous using)
- (f) Reasons that people used electric scooters **before**
 - Need to travel a short distance
 - Safe road conditions (flat and smooth roads)
 - Tired of walking/Too lazy to walk
 - First see and feel curious about riding a scooter

- (g) Reasons that people didn't use electric scooters **before**
 - Safety issues: too fast to control the speed, friends were hit by scooters, no protection equipment, dangerous to ride at night/on actual roads with too many cars/among the crowds
 - High cost/need some deposit
 - They believe that the register process is too complicated.
 - Didn't know where to find a scooter/ how to park it after using.
- (h) Safe means of transport when travel locally or in the campus
 - Bus, shuttle, walking
- (i) Views/attitudes on the presence of electric scooters in a college campus
 - Having scooters is really cool
 - A general view is that people do not know about their presence in the campus. It's that they are not marketed well to the audience.
- (j) Factors that can improve the increase of usage of electric scooters across the university campuses
 - Consistency among all brands of electric scooters/Existence of only one brand
 - Broken scooters should be shown on the App
 - Proper parking status
 - Clear and specific instructions especially for first-time users
 - Safety instructions
 - bike/scooter lanes
 - More appropriate pricing approach (based on both time and distance)
 - More safe protections provided (ex. Helmet)
 - Pay every time when using the scooter instead of paying a specific amount of deposits
- (k) An ideal means of transport across college campus
 - Scooter, golf-car, higher frequency of shuttles, walking
- (l) Willingness to try scooter in the near future for two participants who didn't use before
 - One is willing to try with friends
 - The other is not willing to try on campus, but is willing to try for fun off campus

3. We have come up with several hypotheses that we believe are useful to the managerial decision problem:

- The user base could increase significantly as the company provides safety equipment for travelling on scooters. Lime could provide helmet for each scooter, and requires that the ride ends only if helmet is properly returned.
- There are many people who don't want to try unless there is some company. Lime management can increase the usage by introducing the concept of **pair-riding** which can help people ride together. With this, they can get an extra user for each user who wants to try at any point of time.
- The usage rate could be increased if the pricing strategy is more appropriate. Currently, it is only time based pricing. The management could try out on distance plus time based pricing.

- Lime could add the instruction tags to the scooter as well as on the app. This would eliminate the worry of finding how to ride the scooter if someone is trying it for the first time, leading to increase the user base
- The user base could increase if Lime scooter invest more on marketing and promotions on campus and hold promotional activities that attract students.
- One thing that could help people to be loyal and come back to ride would be there should be a way to report to find a broken scooter. This way can at least make sure in not reducing the user base if not increase.

4. We would now include questions that ask things such as:

- 'Are you willing to use Lime if the destination is more than 3 miles away?'
- 'Are you willing to try Lime is handy instructions on how to use the app/the scooter is provided?'
- 'Are you willing to use Lime if provided with a safety equipment (helmet, knee-pad, elbow-pad, etc)?'
- 'Were there situations where you were not able to find the scooter?'
- 'What are the reasons that you don't use Lime scooters even if you can find it?'
- 'Are you willing to use the Lime scooter if there is a pass like an MTS pass?'
- 'Have you ever received a promotional campaign to sign up for lime or any other electric scooter?'
- 'What are a few ways you would like to know about instructions?'
- 'Are you willing to try using Lime if you have company riding with you?'