

Group Project 1 - Research Objectives

Team 6: Akshay Kotha, Kexin Liu, Shiyi Hua, Ziyuan Yan

Organization: Lime Electric Scooter



1. Managerial Decision Problem:

After the management found that the usage of lime was successful at ASU and UT Austin, which are slightly smaller campuses than UCSD, they want to capitalize on the same at UCSD (which is at an early adopter stage and has a large campus). The management wants to increase the usage at UCSD to increase its market share when it comes to students' user group. They want to know the feasibility of increase in usage at the least.

(a) Strengths:

- Students can't afford some transportation means like automobiles to commute from college to home, so Lime Electric Scooter is a *cost-effective* substitute.
- Even if some students get on-campus housing or have cars, the campus is very large and cars are not allowed to drive at some locations. In this case, they can take Lime Electric Scooter to *quickly* move from one place to another place.
- Students can use mobile App with distinctive features to access Lime Electric Scooter, which is very *convenient*.
- Lime Electric Scooter is compatible with the concept of *eco-friendly*.

(b) Weaknesses:

- Lime Electric Scooter may not be priced within students' budgets. There are competitors who might price it lower.
- People may not know how to use Lime Electric Scooter.
- People may care about safety issues.
- There may exist maintenance issues.

(c) Opportunities:

- Students' attitude is positive towards riding an electric scooter to move from one place to the other on campus.

- UCSD has high population density towards the center and narrow paths around buildings, which forbids certain transportations like cars. The circumstance creates opportunities for people to use Lime Electric Scooters.

(d) Threats:

- Other means of transport like walking, shuttle, bus, bicycle, skateboard, and car.
- The free pricing of public transport as an alternative means such that students pay only once when they get enrolled in an academic quarter.
- Using scooters is prohibited in some places on campus.
- Users must have a valid driver license to use electric scooters in California, which may reduce the amount of usage.

CVC 21235 mandates that all scooter riders in California:

- Must wear a properly fitted bicycle helmet
- Have a valid driver license
- Ride on the road and remain off sidewalks
- May not park scooters on a sidewalk in a position that blocks pedestrian paths

2. Given that the management of Lime Electric Scooter wants to check the feasibility of increase in usage and take actions to increase usage, it is critical that our market research report explains qualitatively what are the main factors which can and cannot increase the usage. Additionally, once we determine the primary causes, based on the above findings, we would like to suggest some actions that can optimize operations, revenue model, introduce safety measures along with electric scooters etc. to capture student market in UCSD.

Some basic questions to start with would be:

1. What is the proportion of students using electric scooters?
2. If they are using, what is it the students use the scooter for?
3. If they are using, how often do they ride electric scooters?
4. Which brands are they using? Have they heard of Lime Electric Scooter? Where did they hear about Lime Electric Scooter?
5. If they are not using, what other means of transport they prefer?
6. If they are not using, what are the reasons?
7. What is the highest price the consumer is willing to pay for?
8. How do the consumers rate the process to use a Lime Electric Scooter? Is it easy and convenient? What are ways to improve this process?