



IBM 3292

Mobile Marketing

CPP Mobile

Group "C" Se Puede

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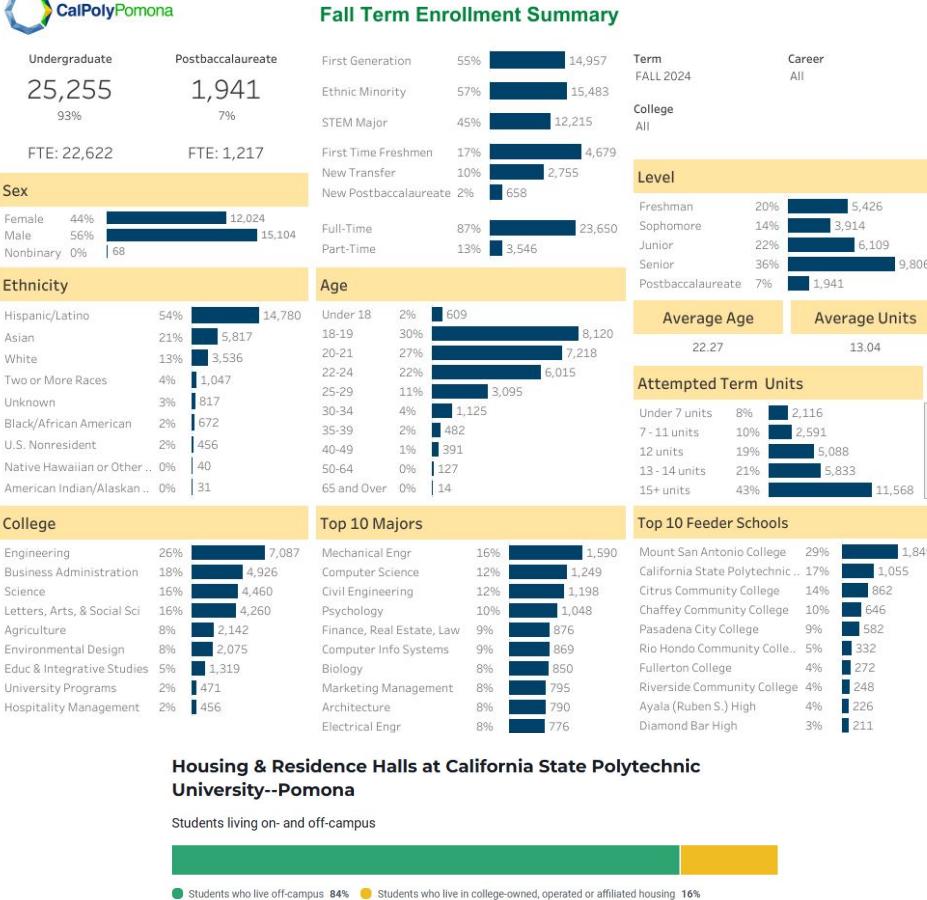
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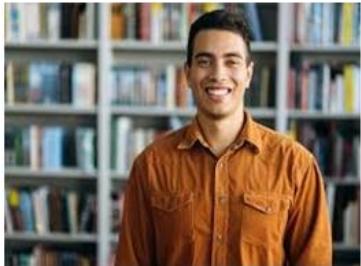
Target Audience Demographics





User Persona

Juan Torres



"If it isn't broken, take it apart & fix it anyway."

Age: 20

Title: undergrad, major engineering

Family: single, 2 siblings

Location: Los Angeles, CA

Goals

- Earn a degree in mechanical engineering
- Build a strong network with peers and faculty
- Gain hands-on experience through an automotive internship

Frustrations

- Spending too much time commuting to campus
- Struggling to find parking during peak hours
- Managing class schedules based on the curriculum sheet
- Balancing school, work, and personal commitments

Bio

I'm a 20-year-old mechanical engineering student at Cal Poly Pomona from Los Angeles. I balance a demanding schedule, a long commute, and part-time work while pursuing my passion for problem-solving and hands-on projects like tinkering with cars. My goal is to graduate, build connections, and land an internship in the automotive industry.

Preferred Channels



Brands & Influencers



[Hoonigan]

Snap-on

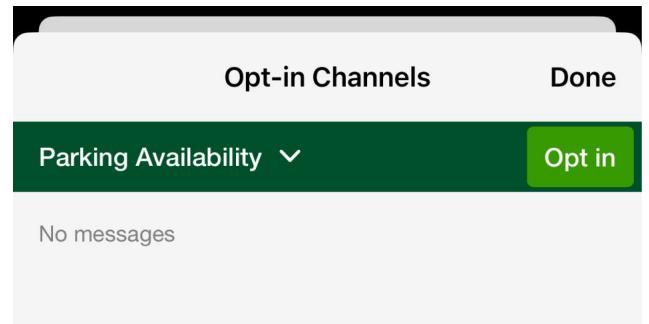
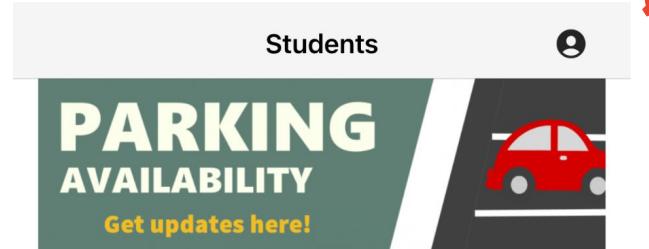


adidas

Dodgers IN-N-OUT BURGER

Our Recommendation

- We recommend adding an updated dedicated parking section
- Parking section already in app is very lackluster with little to no information
- Main frustration tied with our persona: Parking on Campus
- Already difficult for many students to commute to school, have no reliable information for parking services





OUR SCREENS





Landing Page



Home Page

Students

Click an Icon Below to Get Started!

BD Canvas Email

Bronco Shuttle Parking Class Schedule

Dining Health Portal Housing Portal

Maps and Transit

Home Messages Favorites Menu

Parking Overview

Parking Overview

Interactive Map

Lots/Structures

Traffic

Interactive Map

This screenshot shows a mobile application interface for a campus map. At the top, there is a search bar with a magnifying glass icon and a menu icon. Below the search bar are three blue buttons: "Parking Availability", "Campus Buildings", and "Explore CPP". The main area features a satellite map of a university campus. Several green parking spots are marked with a white letter "P". A red line highlights a specific path or route through the campus. On the right side of the map, there is a vertical toolbar with icons for zooming in and out, and a compass rose.

Interactive Map Filter

This screenshot shows a filter interface for the interactive map. At the top, there is a back arrow icon and a title "Filter by:" next to a filter icon. Below the title is a list of vehicle types with checkboxes:

- Loading zone
- Delivery zone
- Pay station
- Handicapped
- Electric Vehicle
- Over-sized Vehicle
- Motorcycle

At the bottom of the list are two buttons: "APPLY" and "CLEAR ALL".

Lots/Structures





Traffic

ALL LOTS

HANDICAP

5 EV PARKING STRUCTURE



Traffic Filter

Filter by:

- Lot J
- Lot L
- Lot M

APPLY

CLEAR ALL

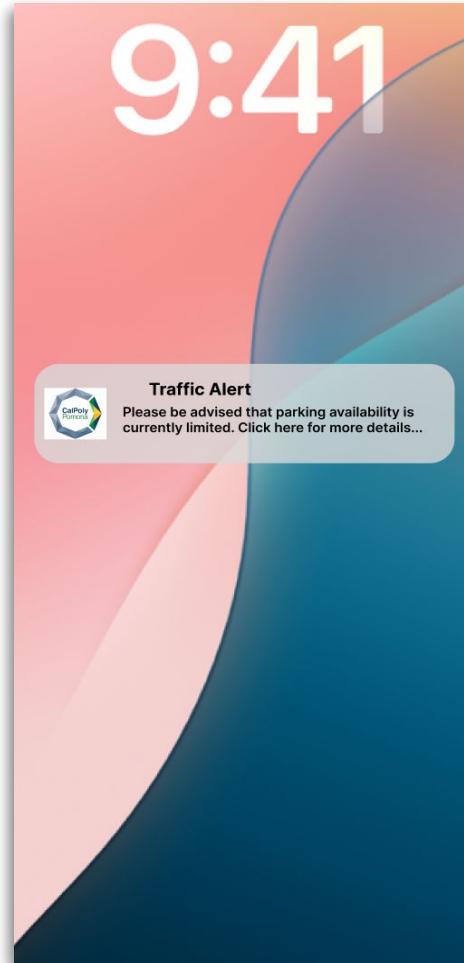


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Arrival Screen

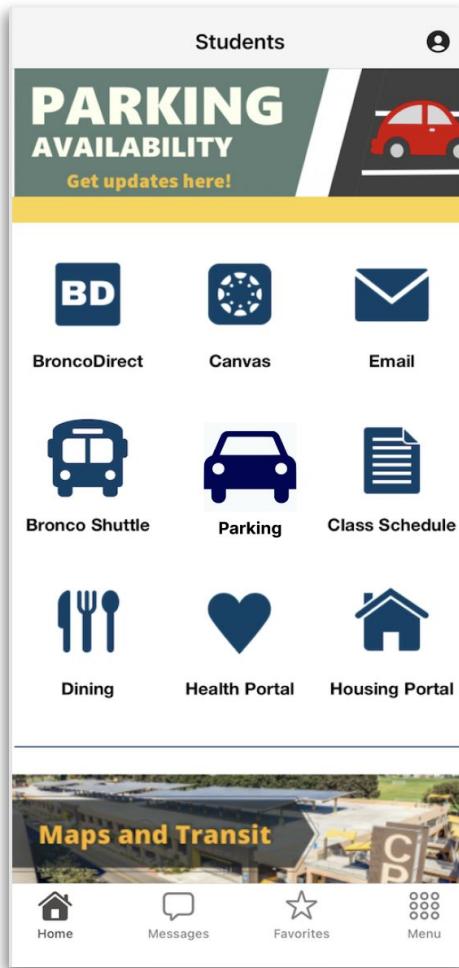


Push Notification



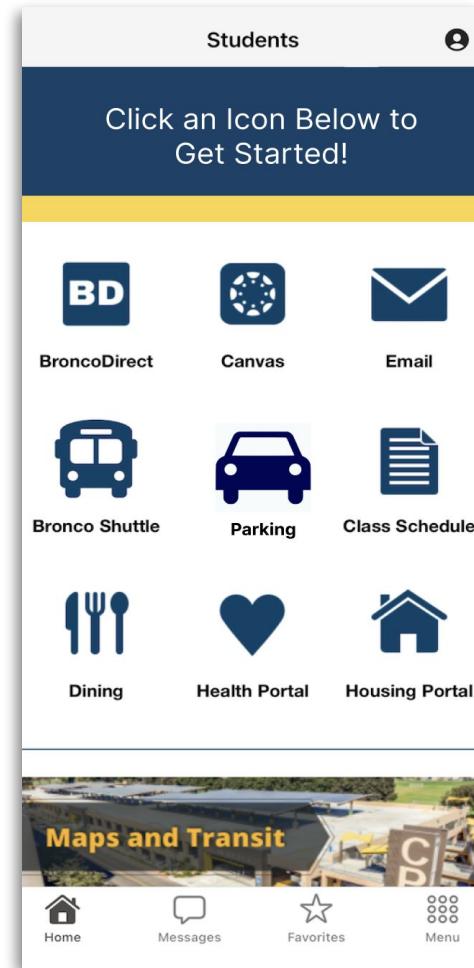
TESTING & CHANGES MADE

Pre-changes



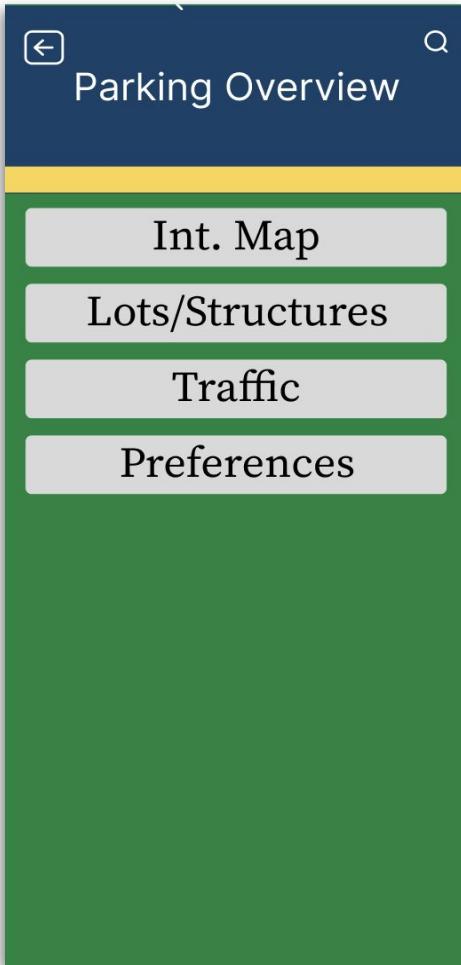
Home Page

Post-changes





Pre-changes



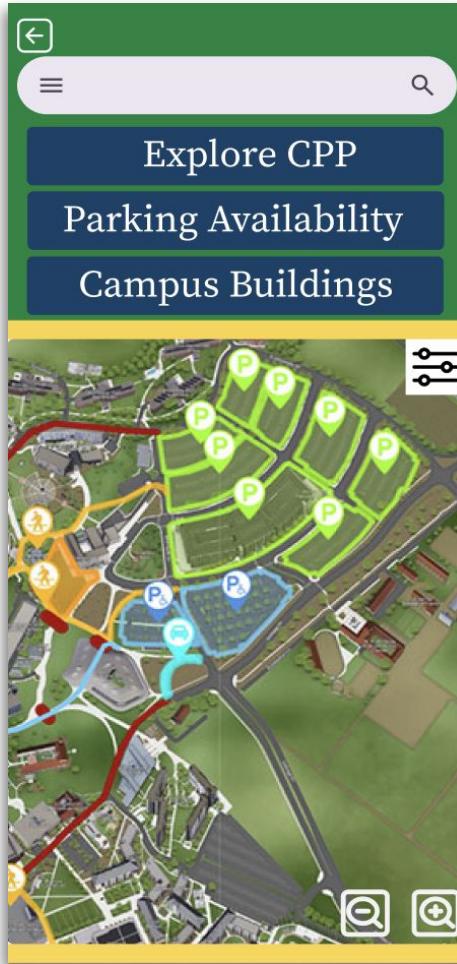
Post-changes



...

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Pre-changes

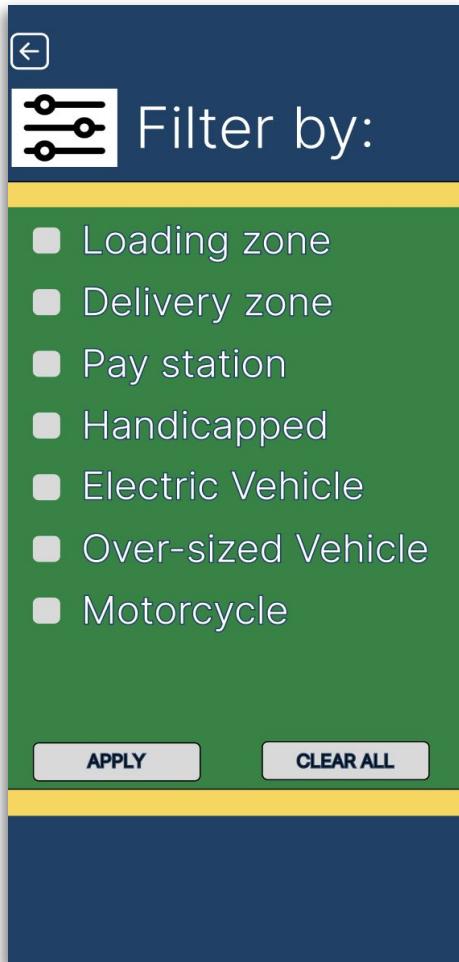


Interactive Map

Post-changes



No Changes



Interactive Map Filter



Pre-changes



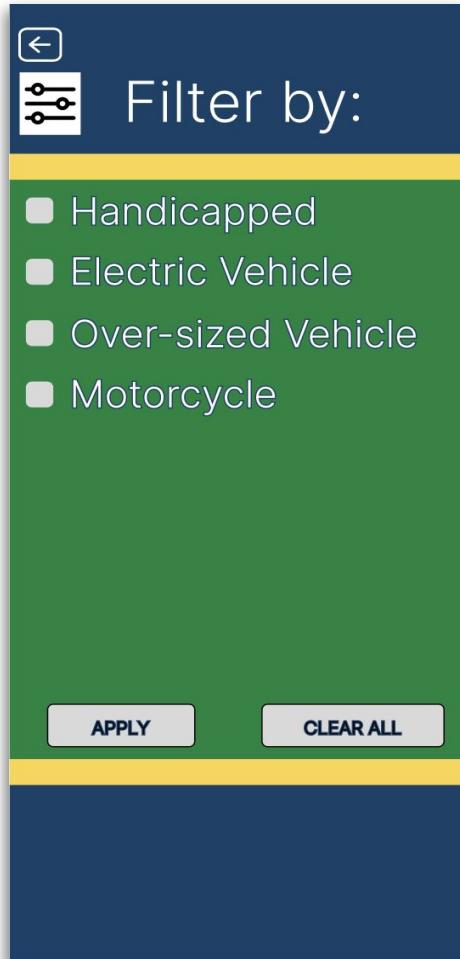
Lots/Structures

Post-changes



Deleted

Lot/Structures Filter





Pre-changes



Traffic

Post-changes



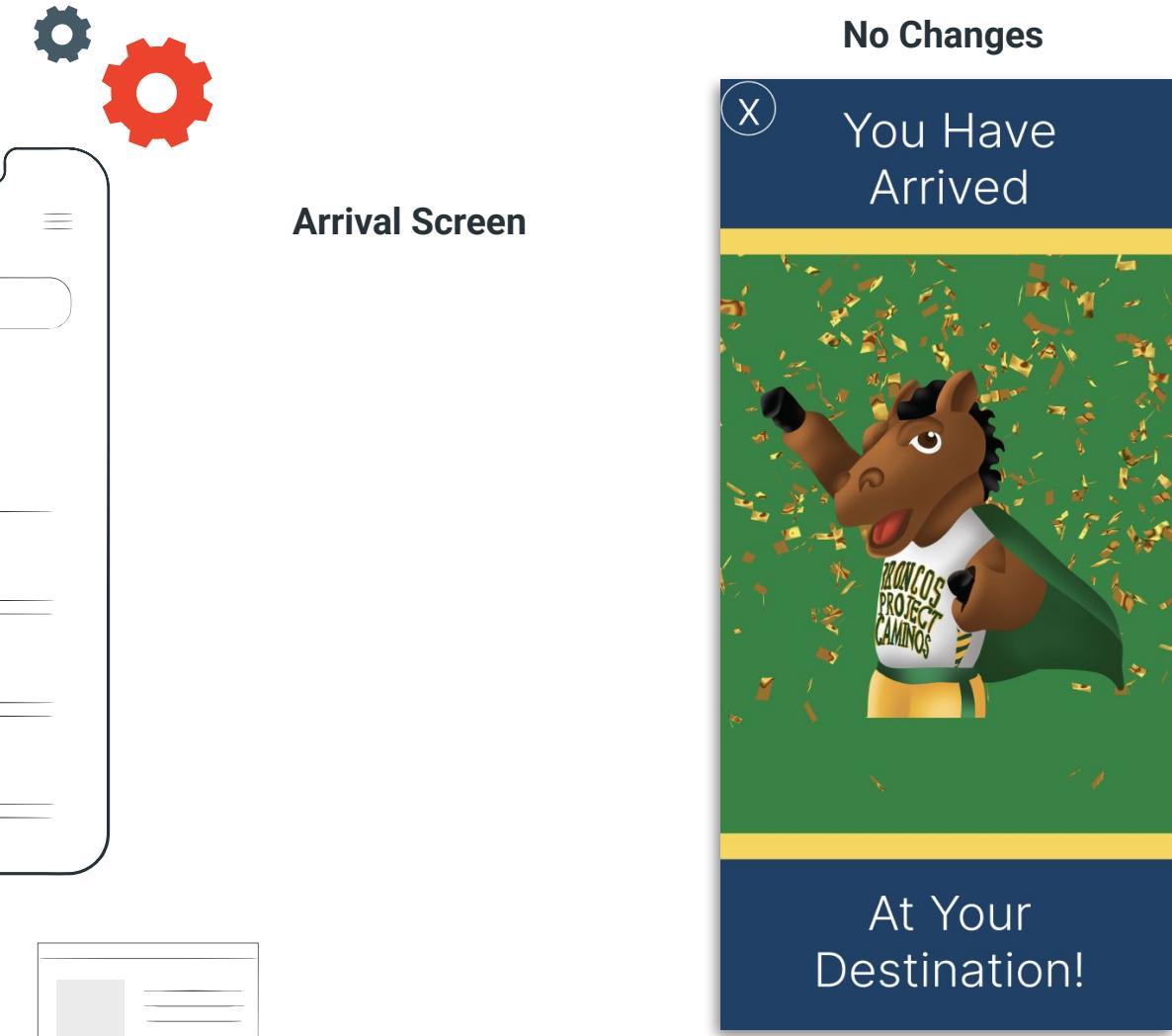
Pre-changes



Traffic Filter

Post-changes



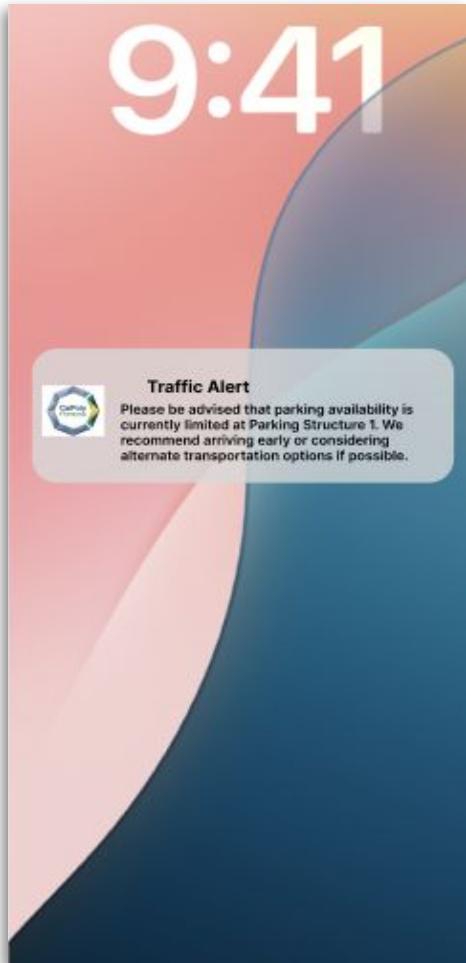


No Changes

You Have
Arrived

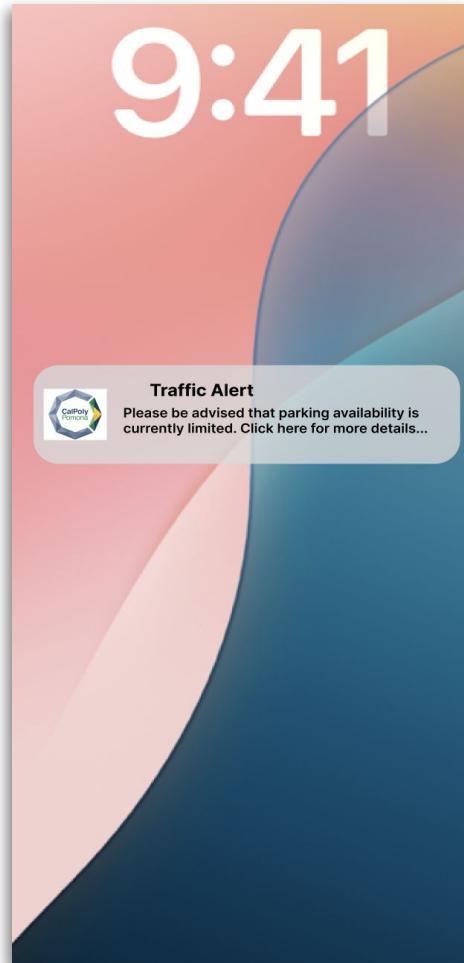
At Your
Destination!

Pre-changes



Push Notification

Post-changes



Flyer Download Campaign



Goal= 8,500 downloads

Campaign Period: Spring 2025

Assumptions (KPI Targets):

Open rate: 71%

Click through rate: 65%

QR Code Scans: 5,120

Goal= 1,500 visits

Campaign Period: Spring 2025

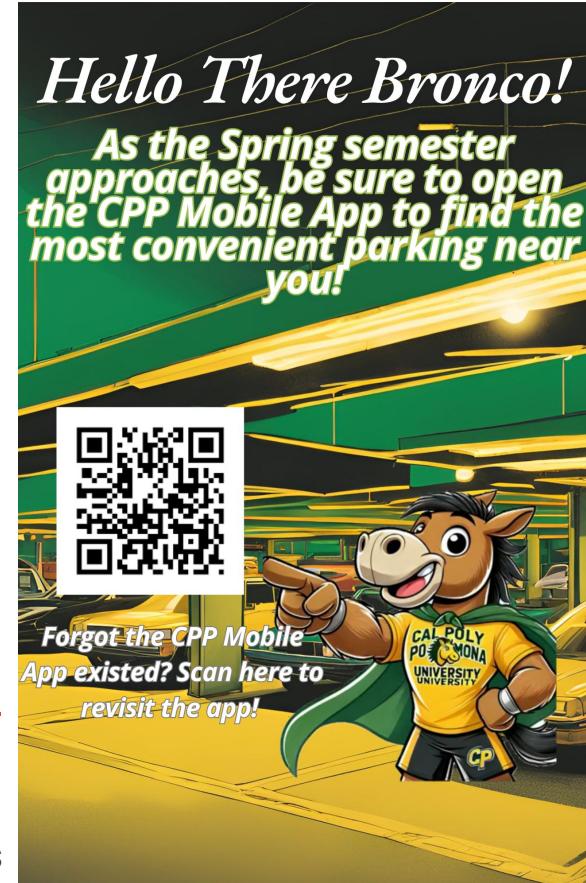
Assumptions (KPI targets):

Sent: 8,000 students

CTR: 77%

Redownloads: 240 students

Engagement Campaign



Email Download Campaign



Subject: Parking Availability Update

Dear Student,

I hope this email finds you well! I wanted to let you know that parking is currently available at "Parking Structure 2" on campus. Please note that spaces are available on a first-come, first served basis, so we recommend arriving early to secure a spot.

Additional parking spaces are available through the CPP mobile app. Click on the icon below to be redirected to the CPP mobile app.



Goal= 8,000 downloads

Campaign Period: 2025

Assumptions (KPI Targets)

Open Rate: 75%

Click Through Rate: 70%

Hyperlink Engagement: 6,100

Engagement Campaign

Subject: 🚗 Parking Update – Spot Alert!

Hi there!

Great news—parking spots are now available at Parking Structure 2! 🎉 Spaces are first-come, first-served, so swing by early to snag your spot.

Need more options? Check out the CPP Mobile App for extra parking locations—tap below to get started!

[🚀 Go to CPP Mobile App]

Drive safe,

Cal Poly Pomona

Goal= 2,000 downloads

Campaign Period: 2025

Assumptions (KPI Targets)

Sent: 10,000

CTR: 75%

Redownloads: 260 Students

Billboard Download Campaign



Goal= 6,000 Downloads

Campaign Period: 2025

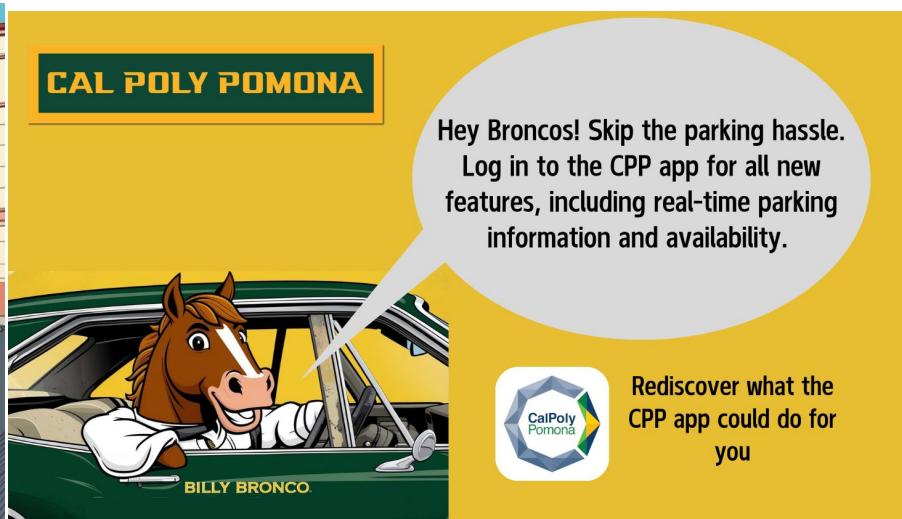
Assumptions (KPI Targets)

Assumed Views: 20,000

Engagement Rate: 35%

Estimated Downloads: ~7,000

Engagement Campaign



Goal= 4,000 re-Downloads

Campaign Period: 2025

Assumptions (KPI Targets)

Assumed Views: 15,000

Engagement Rate: 20%

Estimated Re-engagement: ~3,000

Social Media Download Campaign



Assumptions (KPI Targets)

- 45.1K followers
- 1.83% engagement rate
- 818.94 avg likes
- 8.44 avg comments
 - *Based on SOCIAL BLADE statistics

Goals

- 4,000 impressions
 - 8.87% of total followers
- 1,200 engagements
 - 2.66% of total followers
- 200 downloads
 - 5% of goal impressions
 - 16.67% of goal engagement
 - 0.44% of total followers

Engagement Campaign



Goals

- 6,000 impressions
 - 13.3% of total followers
- 1,400 engagements
 - 2.59% of total followers
- 250 downloads
 - 4.17% of goal impressions
 - 17.86% of goal engagement
 - 0.46% of total followers

Website Banner Download Campaign



Goal= 10,000

Campaign Period: Spring 2025

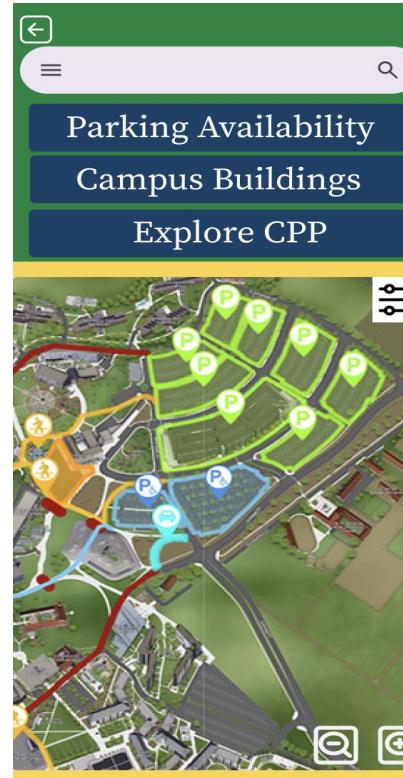
Assumptions(KPI Targets)

Assumed Views: 15,000

Click through rate: 33%

Estimated Downloads: 5,000

Engagement Campaign



Goal=2,500

Campaign Period: Spring 2025

Assumptions(KPI Targets)

Assumed Views: 5,000

Click through rate: 40%

Estimated Re-Downloads: 2,000

Text Download Campaign #1

Goal=5,000

Freshman Students



**Sign Up for:
TEXT ALERTS
on AVAILABLE
PARKING**

To sign up simply TEXT:
PARKalert



Engagement Campaign

Text: Parking Alert

Hey there!! Wanted to let you know that new available parking is open. Click here to view the new spots near you to provide you with best parking for your convenience.

[Click here](#) to view open spots!

Goal: 2,500 sign up

Campaign Period: Spring 2025

Assumptions (KPI Targets)

Open rate: 50%

Click through rate: 45%

QR Code Scans: 2,500



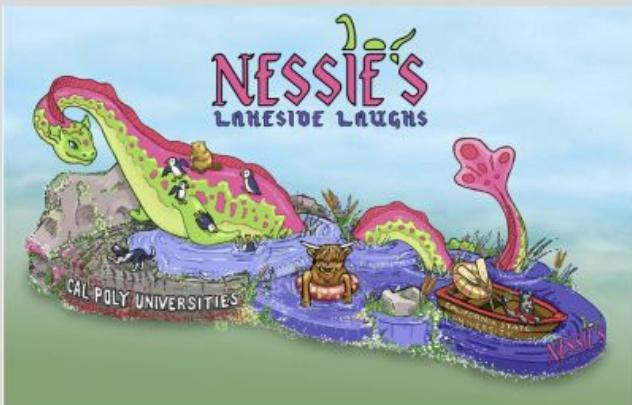
Campaign 2

Gathering volunteers for
Cal Poly Pomona's Rose Float

Text Download Campaign #2

Text: Cal Poly Rose Parade Float Volunteer

Calling out all Cal Poly volunteers to come help with this years theme float, Nessie the sea monster. Everyone is welcomed to come join and be apart of a rewarding experience which will be viewed live by millions of people at this years upcoming Rose Parade Festival.



Share



Engagement Campaign

59,000

Sent to over 24,000 students and 35,000 Alumni and Pomona residents

15-18,000

Click Through Rate

10,000

APP Download

Campaign #2: Push Notification

Goal: Send to 18,000 faculty and students

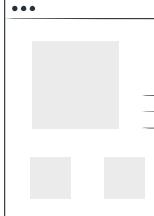
Campaign period: Spring 2025

Assumptions (KPI Targets)

Open rate: 88%

CTR: 73%

 Come & join the Cal Poly Pomona Rose Float team and help create a masterpiece for the Rose Parade!





Subject: Join the Fun: Volunteer for Cal Poly's Rose Parade Float!

You're Invited!

We're calling all Cal Poly students, staff, and community members to volunteer for this year's exciting Rose Parade float, "Nessie's Lakeside Laughs"! This is a fantastic opportunity to be part of a creative and rewarding experience, as the float will be showcased to millions of viewers during the upcoming Rose Parade Festival.

No prior experience is needed—just bring your enthusiasm and teamwork spirit! Whether you're helping with design, construction, or decoration, your contribution will help bring this year's theme to life.

Let's work together to make this year's float unforgettable!

Best regards,
Cal Poly Universities

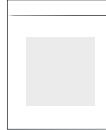
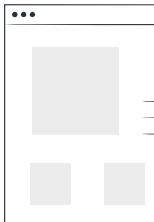
Campaign #2: Email

Goal: Send to 20,000 faculty and students

Campaign period: Spring 2025

Assumptions (KPI Targets)

Open rate: 78%
CTR: 72%





THANK YOU!

-Group “C” Se Puede

CREDITS: This presentation template was created by [Slidesgo](#), and includes icons by [Flaticon](#), and infographics & images by [Freepik](#)

