CampusSpot

Seat Smarter, Not Harder

Team 9

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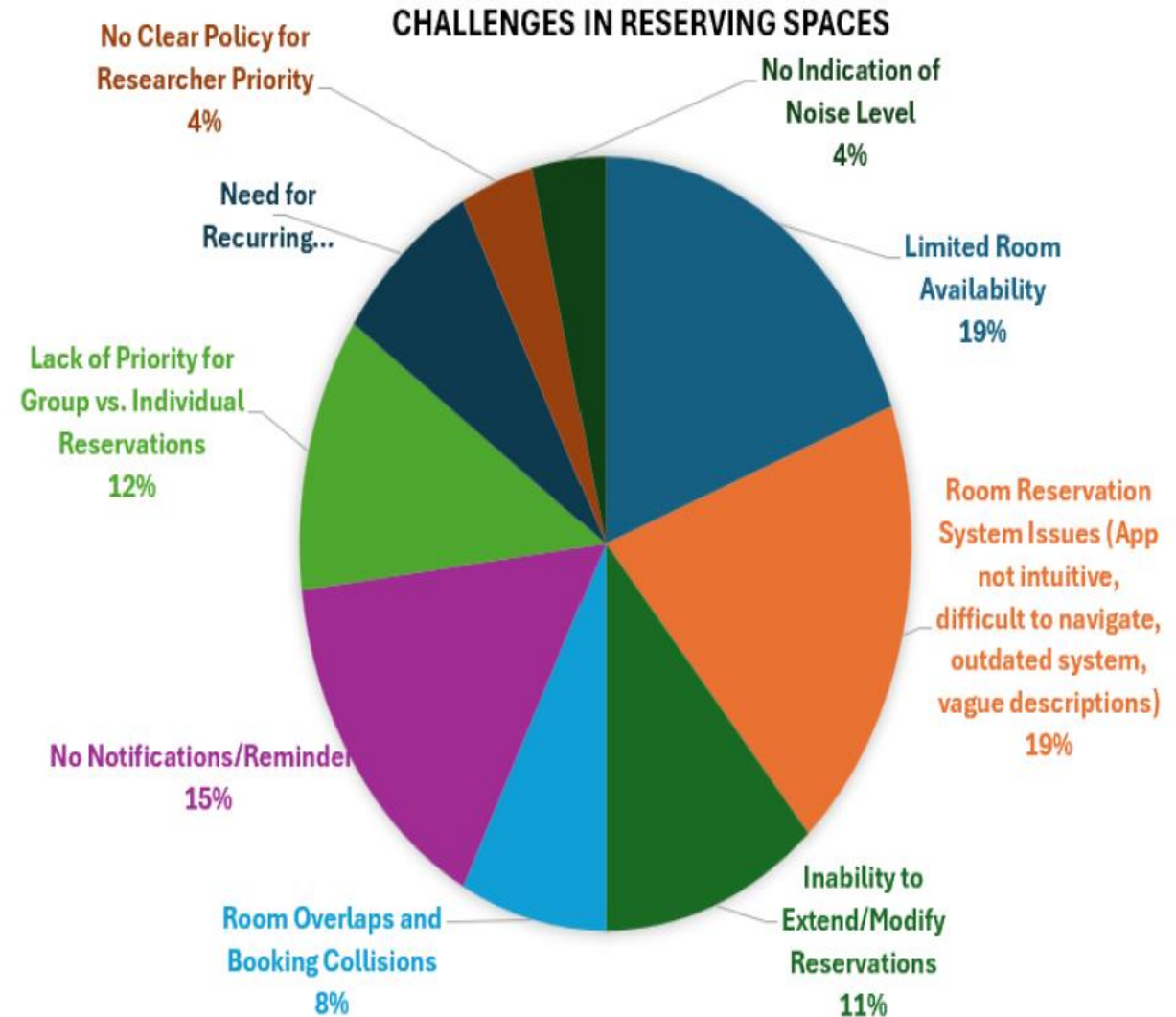
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Vision

- Students at Northeastern University struggle to find suitable study spaces.

- Peak times make finding quiet areas with necessary resources difficult.

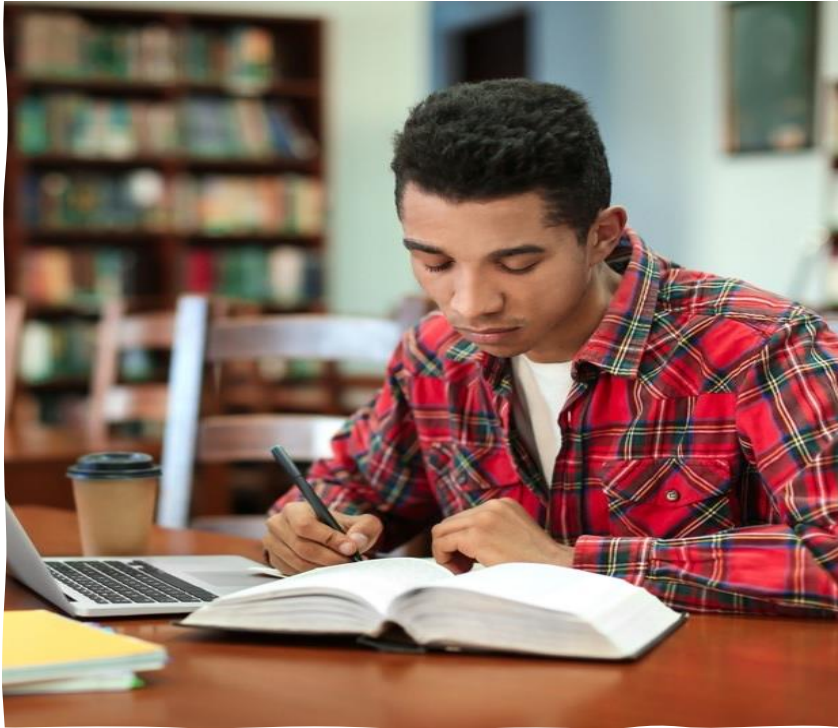- The result: time wasted, increased stress, and reduced productivity.

Unmet Needs

Primary Needs:

•Time lost searching for seats, lack of noise control, and limited access to equipment.

•Cannot contact staff or admin in case of emergency or slight alteration in plans.

•CampusSpot alleviates these frustrations, helping students focus on their studies.

CHALLENGES IN RESERVING SPACES

- No Clear Policy for Researcher Priority 4%
- No Indication of Noise Level 4%
- Need for Recurring...
- Limited Room Availability 19%
- Lack of Priority for Group vs. Individual Reservations 12%
- Room Reservation System Issues (App not intuitive, difficult to navigate, outdated system, vague descriptions) 19%
- No Notifications/Reminder 15%
- Room Overlaps and Booking Collisions 8%
- Inability to Extend/Modify Reservations 11%

Customer Segments

Students- Seeking quiet, equipped spaces to maximize productivity

Faculty and Researchers- Spots for collaboration and meetings and presentations

Staff and Administrators- Focused on optimizing spaces to reduce student complaints and improve experience

Key Insights- Interviews reveal recurring challenges: limited seating, noise, and lack of resources

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|        Open the App          |
+------------------------------+
              |
              v
+------------------------------+
|       Select Study Type      |
| [Silent Study] or [Group Study]|
+------------------------------+
              |
              v
+------------------------------------+
| View Real-Time Availability Map    |
| Green: Available, Yellow: Moderate,|
| Red: Noisy, Noise levels displayed |
+------------------------------------+
              |
              v
+------------------------------+
|     Apply Filter Options     |
| Floor, Seating Type, Proximity |
+------------------------------+
              |
              v
+------------------------------------+
| View Detailed Space Information    |
| Seats, Noise Levels, Photos, Reviews |
+------------------------------------+
              |
              v
+------------------------------+
|     Reservation Process      |
| Select Time, Duration,       |
| Receive Confirmation & Reminder |
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              |
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| Group Study Mode (if selected initially) |
| Shows available rooms, capacity, noise levels |
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              |
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|      Check-In Feature        |
| Updates noise & availability |
+------------------------------+
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|      CampusSpot Summary       |
| Enhances study experience with real-time |
| info, navigation, silent or group options |
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Use Cases

•**Scenario A**: Individual Study – Students need quiet study spaces without constant searching.

•**Scenario B**: Group Study – Reserving collaborative spaces for team meetings is complex and inefficient.

•**Scenario C**: Advanced Booking – Demand for advance booking options and cleanliness information during peak times.

Competitive Analysis

Existing Solutions:

•Apps like Robin, LibCal, and SpaceIQ offer basic booking features but lack key functions for university needs.

•Most focus on corporate environments, not the unique demands of student study spaces.

Gaps:

•Limited noise monitoring feature.

•Few options for equipment tracking and in-session adjustments.

•Cumbersome cancellation and modification processes.

Features/Apps	Noise Level Monitoring	Equipment Booking	Contact Admin for Assistance	Offering or Swapping Rooms
Robin	✘	✘	✘	✘
LibCal	✘	✅	✘	✅
SpaceIQ	✘	✅	✘	✘
Condeco	✘	✅	✅	✅
Envoy	✅	✅	✅	✅
Microsoft Bookings	✘	✘	✘	✘
Roomzilla	✘	✅	✅	✅
Skedda	✘	✅	✘	✘
Teem	✅	✅	✅	✅
OfficeRnD	✅	✅	✅	✅

Market Size

- Projected to grow from $100.65 M in 2023 to $200 M by 2030, with education as the leading industry

- North America is expected to dominate this market

- Expected CAGR is 9.6% from 2024 to 2030
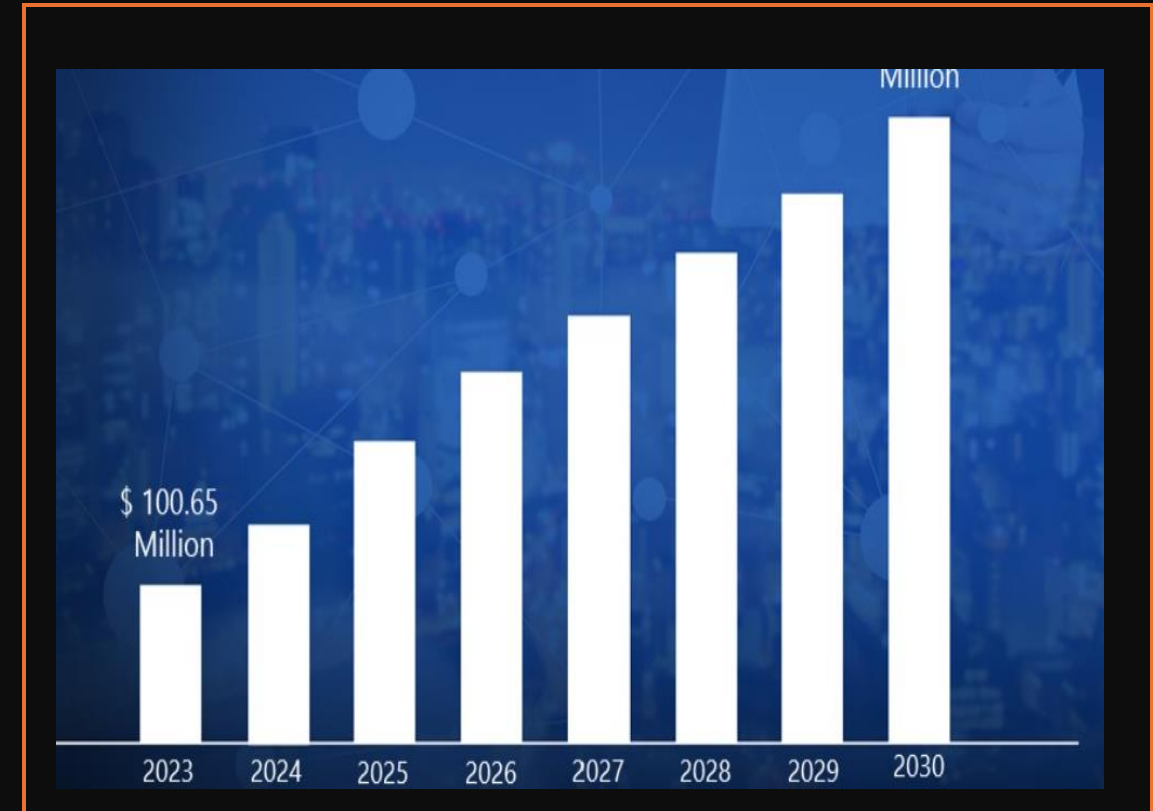
Risk/Dependencies and Mitigations

🎯 Risk	⚠️ Description	🛠️ Mitigations
🛡️ Privacy Concerns	Students worry about real-time tracking and data usage.	🔒 Anonymize data 🔒 Implement strong security 📄 Use clear privacy policies
📄 Legal / Patent Risks	Unique features may overlap with existing patents.	🔍 Conduct patent research 💁 Seek legal advice ♻️ Modify or license features to avoid legal issues
🔗 System Dependencies	App relies on campus systems like library and ID management; any issues could impact functionality.	🤝 Collaborate with university IT 🔧 Optimize integrations 💻 Plan regular troubleshooting
👥 User Adoption	Low adoption risk if app feels complex or unfamiliar to students.	🎨 Design a user-friendly interface 📚 Provide tutorials and guides 🎉 Promote through orientation events
🛠️ Operational Dependencies	Real-time updates depend on stable Wi-Fi; weak connectivity may impact app performance.	📊 Optimize for low connectivity 🌐 Develop offline features ⚙️ Coordinate with campus IT to improve network stability
🔍 Piracy Concerns	Unique features of CampusSpot might be copied or misused by tech-savvy users within the university.	🔒 Use strong encryption 🛡️ Implement IP safeguards Regularly update security measures to protect against unauthorized replication

Fall 2024