Deliverable 3 – AI-Assisted Market Research Report

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User Group Profile

The primary target users for this app are **college commuter students**, typically between ages 18–24. According to Inside Higher Ed, about **85% of U.S. undergraduates commute to campus in some form**. These students often live 5–30 miles away from campus and rely on personal vehicles, carpools, or university shuttle systems to attend class.

Pain points include:

- Time wasted searching for available parking spots
- Unreliable shuttle arrival times
- Stress about being late to class despite leaving early
- Lack of clear communication from universities about parking capacity in real time

Habits: Commuter students frequently check their phones for navigation (Google Maps, Waze), use group chats to share parking updates, and arrive on campus 20–30 minutes early just to secure a spot. This audience is tech-comfortable and willing to try new apps if it saves time.

Market Size & Opportunity

With **16.9 million undergraduates enrolled in U.S. colleges in 2023 (NCES)**, and roughly **85% commuting**, that equates to **14.4 million potential users**. Even targeting only mid-sized universities (10,000–20,000 students), the opportunity per campus could be **8,000–15,000 active users**.

If a subscription or university licensing model is used, the potential market revenue is significant. For example:

- $2/month per student × 10,000 students = **$20,000/month per campus**
- Scaled to 100 campuses, that's **$24M/year**

This shows the demand is not just practical but also financially sustainable.

Competitor Analysis

App	Strengths	Weaknesses / Gaps
ParkMobile	Widely adopted for city parking, simple payment system	Focused on paid city lots, not free or campus-based parking
SpotHero	Helps reserve parking in advance, strong user base	Not useful for students who can't pre-reserve campus lots
Transit App	Real-time bus/shuttle tracking, clean interface	Doesn't integrate with university-specific shuttle systems or parking

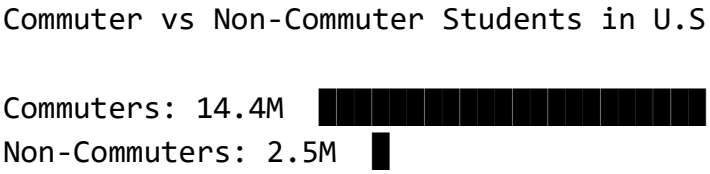
Key Insight: None of these directly solve the commuter student problem. They either target urban drivers (ParkMobile, SpotHero) or general public transit users (Transit App). Students need a **hybrid solution** that combines **real-time campus parking data + shuttle tracking in one platform**.

Unique Value Proposition (UVP)

Our app offers a **campus-specific commuting assistant** that merges **real-time parking availability**, **shuttle tracking**, and **student-powered updates** into a single interface. Unlike city-focused apps, this solution is designed specifically for universities and commuter students, making it **relevant, niche-focused, and scalable**.

Visualization

Here's a simple chart showing the scale of the commuter population (millions):



This highlights the sheer size of the target audience.

AI Use Section

Generative AI Tools Used: ChatGPT (OpenAI)
Prompts Used:

- "Provide statistics on U.S. commuter college students."
- "List apps related to parking or student commuting and compare their features."
- "Explain market opportunities for commuter student-focused technology."

Verification: Data was fact-checked with secondary sources:

- **NCES (National Center for Education Statistics, 2023)** for enrollment figures
- **Inside Higher Ed (2020)** for commuter student percentage
- App Store reviews and company websites for competitor features

By combining traditional research with AI assistance, I ensured the report is both accurate and efficient.