

Advertising and Marketing

Could market it using the commuters club

A way to increase advertisement of events

Utilize email marketing to reach students, especially at the beginning of the semester.

Fliers around campus

Features

Can use it to organize events

User interactions such as feedback and postings

Resources: Advisement information or senior information

A way to talk to other commuter students

tips for getting around campus and parking, and the bus routes

Should include a feedback page or a question page where students can ask questions or give their response to another students question.

Real-time shuttle tracking

Resources for getting involved on campus

Campus and building maps

Hurdles

Would it cost money to market and create?

How can we classify what resources would be helpful to commuters

Limited daily campus presence for commuter students

Not very many people would be interested, as most people don't commute

Target Audience

Marketed towards commuters of all years, but freshman especially to help them adjust to college

Could be broadened to all students as a platform to share and get information

Tailored towards commuter students of all grades but could also be made to help prospective commuter students learn more about being a commuter at UofSC

Design

The platform- an app or a website

Needs to have separate tabs or sections to organize information

Easy to navigate website/app

Fun design so people will be compelled to use it

Easy to use and understand

Similar to Garnet Gate, but a bit more useful

Intuitive and user-friendly interface that promotes inclusion and a sense of belonging for commuter students

Integration with other resources already on campus