

Hurdles

Pricing/monthly subscription to keep the business operational

App development for accessing transportation

Reaching to our audience

Theft issues and property damage

Finding busy points and spreading out to reach all over the campus

Ways to Access Transpotation

Having bike share stands spread around campus

In an app have a way to pay for all transportation

Subscription service to register personal bikes/scooters/etc.

All transportation services possibly included in tuition

How to View Different Available Transportaion Methods

Most likely it would be easiest to have an all encompassing app for transportation at USC

User feedback/reviews on the app

Create a new section under the Navigate app or another UOFSC related app to access transportation.

Have QR codes around the bike stands for quick sign ups

Social Media engagment and Marketing

Bike share social media page

Have posters and signs informing students about it

Create a short 30 second ad (Audio or Video)

Miscellaneous Ideas

Have certain deals like paying for a year vs paying monthly

Have a limit of 3 people registered under one personal transportation equipment

Electric bikes or regular

Bike and bike stand design and layout