Market Research Report: Campus Lost & Found System

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1. Executive Summary

The Campus Lost & Found System aims to address the recurring issue of misplaced personal belongings within university campuses. Despite the high number of lost items such as phones, ID cards, and keys, most institutions lack a centralized and digital approach to manage these incidents. Our solution proposes a mobile and web application enabling users to report, search, and recover lost or found items effectively. Through market research, user feedback, and analysis of existing alternatives, this project reveals a significant opportunity to reduce stress, improve security, and foster community trust within campus environments.

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2. Problem Definition

Currently, students and staff who lose personal items face a fragmented and inefficient recovery process. There is no structured system to report lost or found belongings, which leads to property loss, wasted time, and stress. The existing manual processes are uncoordinated, largely ineffective, and vary from one campus department to another.

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3. Market Size & Opportunity

At a typical university with over 10,000 students, hundreds of items are reported lost every semester. Informal surveys and observations reveal that at least 60% of students have lost an item on campus, with 45% of those items never recovered. Expanding this model across other institutions creates a scalable opportunity. Universities worldwide represent a significant market for deployment, licensing, and support services.

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4. Competitor Landscape

Competitor	Description	Weaknesses
Facebook Campus Pages	Informal listing of lost items	No verification, limited reach
FoundIt! App	Lost & found app for cities & events	Not tailored for campus environments

| University Help Desks | Manual logbooks or in-person reporting | Slow, not searchable, no notifications |

Our Advantage: Custom-built for campus users with filters, messaging, and integration with campus staff roles like security and cleaning crews.

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5. Target Users

User Persona 1: Aisha, a First-Year Student

- Frequently moves between dorms, classes, and cafeterias.

- Lost her student ID and had to wait a week to replace it.

- Wants quick recovery and secure contact with finders.

User Persona 2: Mark, a Cleaning Supervisor

- Often finds misplaced items during evening rounds.

- Has no efficient method to report them beyond calling security.

- Wants to upload items quickly with minimal effort.

Key Pain Points:

- Delays in finding/reporting items

- No reliable communication channel

- Lack of verification and tracking

Desired Outcomes:

- Real-time updates on found items

- Easy search and contact features

- Trust in the platform's integrity and data security

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6. Regulatory & Compliance Factors

- **Data Privacy:** All user data must comply with local privacy laws (e.g., Kenya Data Protection Act, GDPR if scaled).

- **Security:** Secure login and authentication protocols for users.

- **Ethical Concerns:** Verification to prevent misuse or false claims.

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7. Conclusion

The Campus Lost & Found System offers a valuable solution to a long-standing issue faced by students and staff. By combining user-friendly interfaces, secure communication, and stakeholder integration, the project has high potential for impact. With scalability options and monetization paths such as ads and institutional licensing, this system is both socially meaningful and commercially viable.