Product & Technology Development

Idea 1: Partner with campus dining services to access real-time swipe balance data through

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Idea 2: Add a swipe balance display on the Grubhub homepage and checkout page.

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Idea 3: Notifications when swipe balance drops below threshold

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Idea 4: Visual Graph show the student's usage patterns

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Idea 5: Suggests future meal plans based on past usage

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Funding, Pricing, Business Model

Idea 6: Apply for university grants to fund a prototupe

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Idea 7: Partner with USC Bookstore or other sponsors for financial backing

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Idea 9: Outsource user interface to USC students for credit instead of pay

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Idea 10: Request budget allocation from USC Student Government

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Challenges & Risks

Idea 11: Must comply with FERPA for student data usage

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Idea 12: Dependency on Grubhub's developmental and legal approvals

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Idea 13: Must negotiate with Carolina Food Co.

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Idea 14: Students may not use new features unless clearly promoted

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Marketing & Engagement

Idea 15: Launch a "No Swipes left Behind" ~ awareness campaign to reduce lost swipes

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Idea 16: In app tutorial that explains new swipe balance feature

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Idea 17: Include in USC 101 orientation material

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Idea 18: Students earn badges for managing swipes efficiently

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Long_Term Sustainability & Future Growth

Idea 19: After USC pilot success, scale to Clemson, UGA, UNC

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Idea 21: Offer dining services insights on student swipe behavior

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Idea 22: Offer 24/7 swipe balance help

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Idea 23: Add in parking balances, printing credits, and other credits used on campus

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