Project Proposal

Peter Jones

(add names)

# Business Problem

For our project we wanted to develop software that will change how students use transportation on college campuses. In short, our program will be the fundamentals behind a last-mile transportation service on college campuses. Our software will allow a user to find an electronic scooter in one of several docking stations on campus. The user will then be prompted to decide which other docking station they would like to travel to. Our program will be able to handle this user interaction along with analysis of data.

We have looked into businesses with a similar business model’s and noted problems that they have encountered. These problems include, but are not limited to:

* Overpopulation of docking stations
* Underpopulation of docking stations
* Limited choice of destination

To solve these problems, we plan to use several data analytic practices and incorporate these into a simulation that will provide a solution. To account for the overpopulation and underpopulation of the docking stations, we plan on providing an incentive to users to travel to a nearby docking station for a cheaper price. This will relieve stress on the overpopulated stations while providing more activity to the underused stations. Another way to help this is adding smaller docking stations nearby to the original docking stations. This way, it provides overflow but a close substitute for users.