Point System Problem Statement

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Problem Statement

- USC needs a better system for football ticketing a solution that is able to accommodate the growing student body

Who is experiencing this problem?

- All USC students are affected, this is also a problem at other colleges and athletic departments.

What is the problem?

- The problem is there are a lot of people who want to go to football games as this is an SEC school. The problem is a lot of people do not get a ticket or switch tickets with other students.

Where does the problem present itself

- Most of the problem affects freshmen/transfer students as there were not previous semesters to build up points.

Why does it matter?

- One of the marketing strategies is that USC is a no pay to go to a football game school however most freshmen have no other choice but to pay. If the university wants to keep the number 1 freshman experience while growing the student body it will have to deal with this problem eventually.