

Basic Features

Must Haves

Restraints

Social Media

Marketing

Able to order a ride and know the price of drivers around you

Needs to be easy to order/accept a ride with minimal delay

Shouldn't be on the web, app would be more practical

Create an account for the app, put resources for rideshare safety

Make ads and marketing targeted towards women

Need to know long a driver will take/ how many rides they already have

Prices and car space should be made clear when ordering a ride

Cost has to be low or free, since target market is students

Communicate with users about discounts, high-volume nights

Put it in spaces like the ladies' room, female-centered student orgs

Accepting a ride should tell you how many riders there are and their destination

Verification that the driver is a student and female-identifying

In direct competition with other, larger rideshare apps

Grow social media presence and awareness by getting student orgs involved

Promote it at student safety and wellness events

Maps feature to help the driver navigate

Easy way to pay for the ride in the app, or a link to Venmo

Target audience is narrower than other apps, so ads need to be more effective

Do story collabs with safety initiatives on campus

Hang posters around campus with QR codes to the app/socials

Active and non-active driver statuses to prevent missed rides

Minimal information sharing to protect privacy and promote safety

Student-run and driven, so there's less of an official presence

Curate the feed to reach the most amount of people while still retaining brand identity

Get in campus newsletters/reach out to the Daily Gamecock