Potential Solutions

Native Mobile App

- High cost infrastructure and logistics
- Low engagement due to infrequent nature of users needs
- Requires app download

Responsive Web App

- No app download necessary
- Could be easily opened via QR code
- Limited functionality (push notifications)
- Requires user signup
- Cross-platform

Kiosk

- High cost infrastructure and logistics
- Physical location of kiosks are limiting factor for usage
- Physical location limits planning abilities

There are many potential solutions to this problem but upon further consideration the logistics and development challenges posed are large.

Solution

Existing Platforms

- Large existing userbase

- Infrastructure and logistics expertise already in place.

- Users likely to already have app installed

Expanding the functionality of an existing product seemed like a logical starting point to solve this problem.