Guide to Game Day Business Proposal

Our project, Guide to GameDay, looked at parking and navigation on one of the most crowded and confusing days on campus. Our inspiration for this came from our parents’ own experiences at family weekend. We noticed that parking, especially on game days, can be very confusing and overall a large hassle. In addition, we observed that it was hard for people who are unfamiliar with campus, like parents and other visitors, to know where to park, what roads to avoid, and the location of important landmarks. We are addressing this issue by proposing the creation of a simple, yet useful smartphone app to make the game day and any other campus experience a little bit less stressful.

The first issue we have decided to address in our app is the parking itself. After much planning we have found that the most relevant aspect of parking to address in this situation would be the garages. Our app revolves around a map of The University of Arizona campus which is annotated to create many useful features. The first item many will notice is the garages. Each garage on campus is marked on the map so it is easy to find and has an attached information bubble along with it. This bubble displays the garage’s name, the current flat rate or
hourly price to park, and the real time number of available parking spots. This has the potential to save both time and stress that could come with searching multiple garages for an open spot.

The second part of game day we want to address is the issue of road closures. Road closures often happen because of tailgates or heavy pedestrian traffic. While this often makes game day easier for those who are walking, it can become a nightmare for anyone who is trying to navigate campus by car. Road closures can create dead ends and cause people to constantly be turning around and searching for an alternate route. Our app aims to solve this dilemma by showing real time closures that drivers can check before planning their route to the game or when already on the move. By making this information more accessible, we hope to reduce the confusion caused by this apparent problem on game days.

The third and final aspect of our app addresses the level of difficulty with which visitors navigate campus. Our idea came from the frustration seen on orientation and parents weekend from parents and guests who did not quite know where everything on campus could be found. However, we did not want to simply recreate something like Google or Apple Maps. Instead, we have strived to create a new and updated interactive map, which highlights the most significant landmarks for any visitor and is tailored to the university itself. We have included many various locations including the stadiums which is the main attraction of any game, ticket offices for those who are still in need of purchasing a ticket, restaurants for anyone who wants to eat before or after the game, and finally tailgating locations for those who are interested in partaking. Our map is equipped to give the user directions to any of these locations with one easy click as they already stand out on the app’s map.
A value proposition is defined as a business or marketing statement that summarizes why a consumer should buy a product or use a service. We believe that our product “Guide to Game Day” will be a valuable guide for visitors and even those who are familiar with the campus. During the past Family Weekend members of our group noticed a recurring problem throughout campus: lost and confused parents calling their sons or daughters in need of directions. Personally, I received at least ten calls from my parents asking where they should park, directions as to where they had to go for certain events such as tailgates, and even where to pick up their tickets for the game. At the end of the weekend they remarked that the campus was very confusing as a result of all of the blocked roads and dead ends.

As of now, the best tool that parents and visitors of campus can use is the Arizona app which provides a detailed map of campus. However, parents may download the app and find the large amount of information to be overwhelming. This is where “Guide to Game Day” comes in to play. Our guide provides a simplified view of campus that only shows what the visitor really want to see. They don’t really need to know the names of all the random buildings on campus, they need to know the major landmarks. These landmarks include restaurants, the bookstore, ticket offices, stadiums, and parking garages. All of these major landmarks are shown within the app and are highlighted to be noticeable. This information is key for visitors and for the University of Arizona alike.

Major landmarks such as those that I stated previously are big money makers for the University of Arizona. Our group noticed that during family weekend the bookstore was constantly crowded by parents wanting to buy souvenirs for themselves or their children. The bookstore is already crowded, imagine there being even more people inside with the help of the
app. This also goes for restaurants also, mainly the restaurants that are easily overlooked because of their location. For these overlooked restaurants, being identified by the app could be a huge benefit by bringing in a larger amount of customers.

Not only does our app highlight major landmarks, it guides the user to them. Our app includes directions to each location using the user’s current location. Thus, the user can simply follow the app’s directions and sooner than they know it, they’re where they needed to be. The app also shows the streets that are blocked off during the game days so that visitors aren’t hitting dead ends and becoming frustrated. By not having to worry about navigating our confusing campus, visitors may have a carefree and relaxed experience which may make them want to visit again in the near future.

If you walk down 6th street on game day you can see numerous locations to park off-campus. These off-campus parking lots are taking a large amount out a large amount of money that the University could be making from its own garages and parking lots. “Guide to Game Day” shows each parking garage on the map, the amount of available parking spot within each, and even the cost of parking in each garage. By providing visitors to campus with this information they are more likely to park in university-owned parking spots.

We believe that “Guide to Game Day” is a valuable tool for both visitors and the University of Arizona. It helps visitors have a more enjoyable experience while on campus while also bringing in more money for the university. Because of this, we believe that the university would be ready to work with us by providing the crucial information that our app is designed to provide to visitors. Guide to Game Day is only the first step in solving problems regarding
parking and navigating campus. Our app has room to grow even further by expanding to include orientations, campus tours, and move in days in the future.

There are several benefactors to this revolutionary application. Though one of the highlights of the school year, game days currently require a stoppage of all activities due to crowds, noise, and a general sense of confusion and frustration. Our goal is to keep all the fun and excitement of game day, while eliminating unnecessary, time wasting issues that plague every major university.

The first and most important group of people to benefit from this experiment is the students. Students are the heart of any university and many of them choose to live on campus. Because the football and basketball stadiums are located right next to several student housing buildings, game day can cause quite the change of pace for the average freshman at the school. Even though most attend the actual games, the majority does not go to the stadium until right before the start of an event. This is important because game days, particularly conference football games draw massive crowds for the entire day. They often require entire roads to be blocked off for an entire day. As students, we have experienced many of the hassles that come with game day. During one uber ride to Safeway for groceries, entire blocks were cut off due to the crowds. Because the riders nor the driver had any idea how to navigate through the mess, the typical five minute and five dollar ride turned into a twenty minute fifteen dollar affair. During another incident, a student had to walk around for half an hour trying to figure out a proper place for his ride to pick him up. This app revolutionizes time wasting problems such as this. Now one can merely load up a map of the neighborhood on his or her mobile device and see which roads are blocked off in order to map the quickest, most efficient route to get from point A to point B.
This is especially helpful for the students that do not attend the game. Even though most students go to the game and only have to deal with part of the day’s frustration, the student body is so large that there are still thousands not in attendance. The majority of students that do not watch the game are doing so because they have errands to run or homework to do, and this app allows them to do so much more efficiently. We have experienced how problems occur when being productive on game day and are happy to say that many of these problems do not have to persist in the future.

Attendees of the game also benefit from our application. Previously, commuters had to drive around for blocks looking for available parking, often settling for pricey neighborhood spots. This app tells users where parking is available and for how much. This saves countless consumers money and brings in money for the school itself (through the use of its parking garages) instead of to locals charging fans to park on their lawns. Our interactive maps also helps out of state fans get a feel of the landscape. We have made sure to include various locations of convenience stores, restaurants, and restrooms, in order to cut down on the levels of confusion and enhance the overall game experience.

Furthermore, the local Tucson inhabitants now have a way to get through their day with much less of a hassle. Due to the parking availability services, locals do not have to put up with thousands of cars aimlessly driving around their neighborhoods causing traffic and noise. Police and the university now have an easier job because there will be fewer inquiries as to how to get around.

Simply put, the audience for this app is everyone in the area. Students and locals have less commotion to put up with, fans can now spend less time and money getting ready for
the events, even the university can make more money. Those who do not use the app still benefit from it due to a smaller amount of chaos in the air. This app truly does revolutionize the college game day experience.

Guide to Game Day, an app that integrates Google Maps with our software, allows the user to find available and cheap parking at their fingertips. However, the logistics of the product are much more complex. Guide to Game Day would create a network between the Tucson/UA Parking Services, University of Arizona Police Department as well as users, allowing the app to promote real time parking solutions for the user.

The app would pair with the University of Arizona Police Department in order to coordinate which streets are blocked off as well as other relevant information such as car accidents and traffic flow. Due to the fact that the UAPD help guide traffic on game days, their assistance would be very beneficial. Also, they could alert the app users if certain parking areas, such as street parking, are closed for the game or open. The ability to determine which streets are available for parking would greatly benefit the users of the app because it could factor into their approach to the stadium as well as route to the campus. Next, since the UAPD has men on the ground, they can relay messages, which relate to car accidents and areas of increased traffic. The app would be beneficial for the UAPD as well as because it could help divert traffic from highly congested areas reducing the likelihood for an accident.

The second main organization responsible for the function of our app is the University of Arizona Parking and Transportation Services because they control the parking garages. The UA Parking Services would be a great asset and vital to the success of our project because they have the information regarding how many parking spots are available as well as the rates. Our app
would be able to monitor the amount of parking spots available by subtracting the total parking
tickets automated and distributed at the gate from the total available parking spots. Even though
some students have parking passes, we would be able to factor the amount of parking passes to a
certain garage into our equation for determining the available spots open. Therefore, the ability
for the Parking Services to quickly and accurately report the amount of cars entering and exiting
the garage to our database would be the crux of the app’s success or failure.

Finally, since our app attempts to alert users of open street parking, only two options
present themselves. The first being a blimp that would fly around and offer a way to locate real
time street parking. However, this method would be extremely costly and would require
someone to not only fly the blimp with the camera, but also manually enter when street parking
became available. However, if the blimp could be automated so that it could automatically find
open spots, it could become much more effective. On the other hand, the most effective way for
users to find open parking spots on the street would be through crowdsourcing. The more people
that use the app would cause more people to report open spots therefore boosting the
effectiveness of the app. This method is much more cost effective seeing as there is no cost to the
company. Also, crowdsourcing allows the users to receive the parking notification in real time
rather than waiting for a machine to process the data.

This app is a revolutionary idea that will change the entire landscape of our
college campus.