Strategic Analysis Project:

PIKMYKID

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STUDY OVERVIEW

A University of Tampa strategic management master's of business administration (MBA) team studied the impact of PikMyKid on existing clients' dismissal process. The MBA team conducted a survey that was sent to all PikMyKid clients. The survey focused on PikMyKid's value propositions of time savings, providing a safer environment for students and saving the school money. It also sought to understand what additional features would be important to the clients. The survey resulted in 33 responses and was followed by a series of in-depth client telephone interviews. This report details the quantitative and qualitative results.

In addition, the MBA team sought to understand the brand and marketing perception of PikMyKid. A survey was conducted of 60 University of Tampa strategic management students to determine brand impressions. The results of this study are detailed in this report.

Based on the detailed results of both studies, the MBA team outlines recommendations to PikMyKid leadership to increase client acquisition.

IMPACT STUDY   SUMMARY DATA

In total, 33 people participated in a survey sent via email to all of PikMyKid's current clients. Below are highlights of the survey results:

> *The majority of PikMyKid's clients found that it met the objectives of the platform.*

- 81% of participants saw a reduction in traffic congestion
- 78% of participants saw an improvement in safety at their school
- 75% of participants saw the speed of their dismissal process improve
- 73% of participants would like to see an online alert system for campus safety
- 41% of participants found it easy to implement the app
- 65% of participants did see an increase in costs

MARKETING STUDY   SUMMARY DATA

For a survey sent to the capstone strategic management classes from the Sykes College of Business at the University of Tampa, a 33% response rate was achieved. Information about PikMyKid was not initially shared with the participants of this survey, and the results reflect initial impressions only.

- Respondents were split in their perception of the app's name being indicative of school safety: 30% thought this was the purpose of the app; 30% did not think this was the purpose of the app; and 40% were unsure.
- Respondents were split in their perception of the app's name being indicative of a communication tool during school dismissal: 31% agreed it sounded like a communication app for dismissal, 26% did not and 43% were unsure.
- Of those who responded to the survey, 60% were unsure if the app's name was indicative of saving money.
- Of those who responded to the survey, 20% felt PikMyKid was an appropriate name for a school dismissal app.

IMPACT STUDY RESULTS

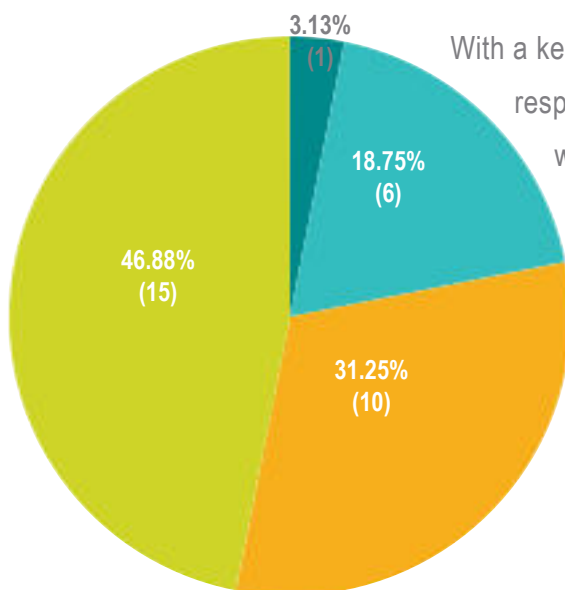*Q1* *Children's safety conditions during dismissal time are:*

- ■ Worse
- ■ Slightly worse
- ■ The same
- ■ Slightly improved
- ■ Significantly improved

3.13% (1)

18.75% (6)

46.88% (15)

31.25% (10)

With a key area of focus for PikMyKid being child safety during dismissal, survey respondents reported overall child safety improved for 78% of clients, of which 47% saw a significant improvement as a result of PikMyKid's implementation. Less than 4% of clients stated that child safety worsened. The child safety survey results support PikMyKid's claim of providing a safer dismissal process for schools. One client stated, "Now we have a way to track students being dismissed. We mark them that they got on the bus or have been picked up as a car rider; it's a lot safer."
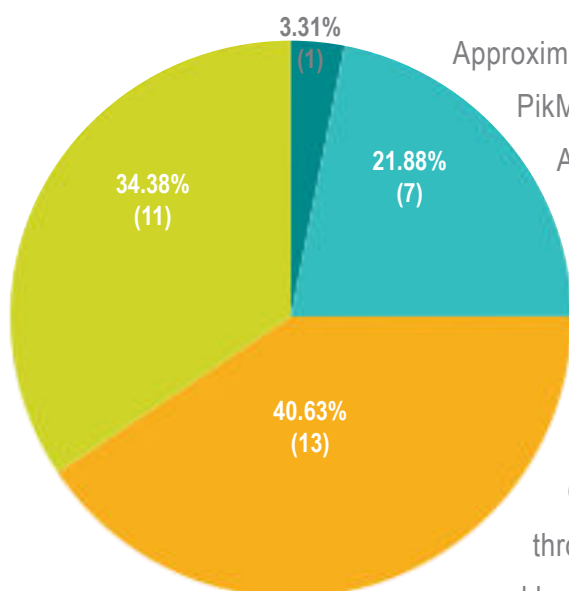
Q2 *The speed of the dismissal process is:*

Much slower   **Slightly slower**   **The same**   **Slightly faster**   **Significantly faster**

3.31%
(1)

21.88%
(7)

34.38%
(11)

40.63%
(13)

Approximately 75% of current clients reported that after the implementation of PikMyKid the speed of dismissal process is slightly to significantly faster. A current client described the dismissal process as "now that we have a way to mark students as dismissed to the bus or car, it makes it safer and easier as it only takes a couple of seconds to dismiss 10 kids, for example." Current clients reported dismissal time after implementation as "more efficient and cut down dismissal time by more than 10 minutes."

One client stated that the program "eliminates a lot of time spent through the end of day as the school has 235 children to release to cars and bus dismissal is down to 15 minutes." Another client reported, "Safety was not the main point, it was to speed up the dismissal process and make it more efficient. The dismissal process was not unsafe before, but the app helps keep things organized, which does make the process safer." Another client stated, "The whole process as a whole is the same duration. However, the time per section has decreased dramatically and is two to three times faster. The busses and carlines still arrive and depart at the same times." Overall, speeding up the overall dismissal time resonated with customers and the majority report that the process does make school dismissal time more efficient, organized and easier.

Q3 *Costs associated with the dismissal process have been:*

- **Reduced**
- **Slightly reduced**
- **The same**
- **Increased**
- **Significantly increased**

7.14% (2)

28.57% (8)

53.57% (15)

10.71% (3)
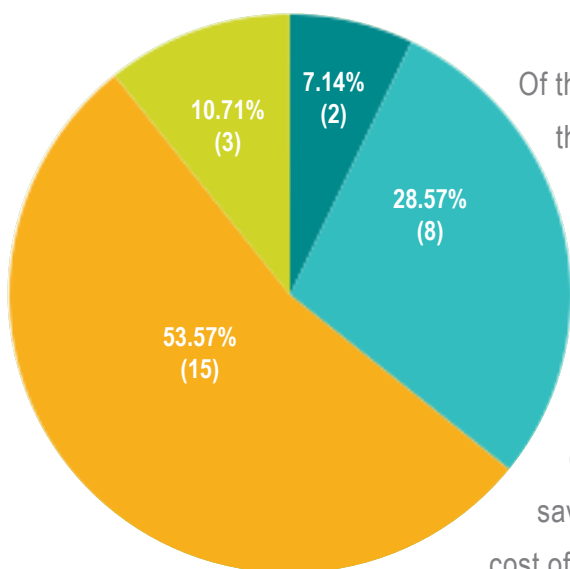
Of the clients surveyed, 93% said that costs had either stayed the same or increased since implementing PikMyKid; 64% said that costs had increased. One client explained that the app itself costs money and has not saved any money, therefore the cost of dismissal has increased.

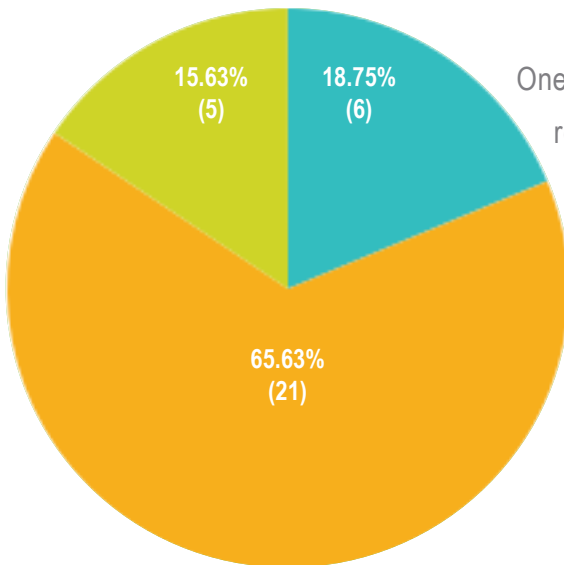# *Q4* *Traffic congestion on and around school campus is:*

Worse	Slightly worse	The same	Slightly improved	Significantly improved

**15.63%
(5)**

**18.75%
(6)**

**65.63%
(21)**

One of the value propositions for implementing PikMyKid is the system reduces traffic congestion on and around school campuses making it safer for students and saving time for staff. Of the clients surveyed, 81% responded that traffic congestion has slightly or significantly improved. One customer commented that after implementation of PikMyKid, it has "really helped ease congestion." The client explained that it helped "run a dismissal program in 10 to 15 minutes and has increased communication to get kids out faster."

Q5

How would you describe the implementation process of PikMyKid at your campus?
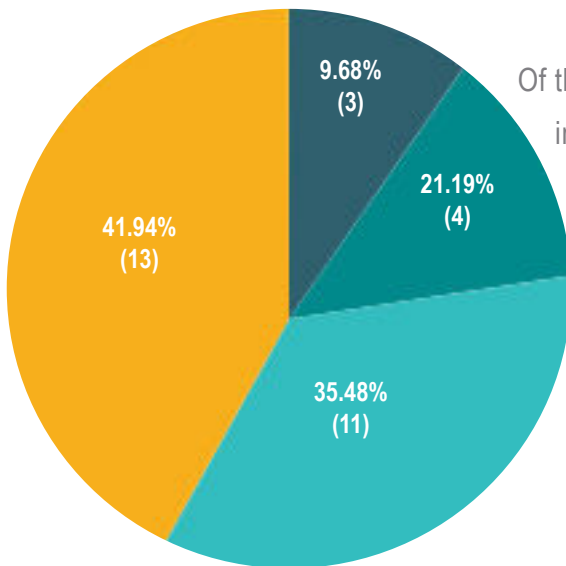
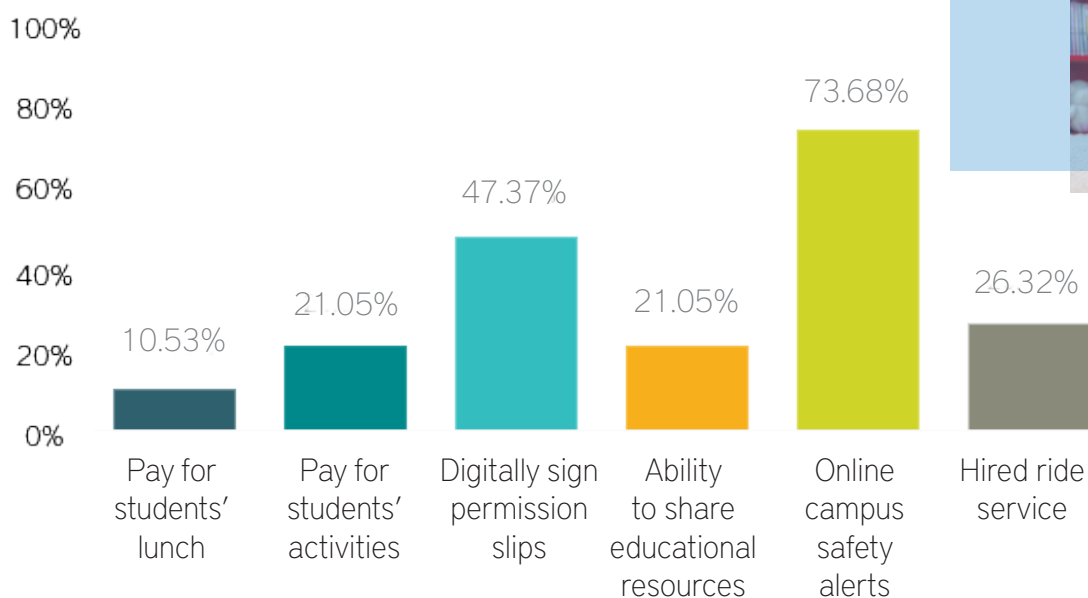|				
Very difficult	Difficult	Neutral	Easy	Very easy

9.68% (3)

21.19% (4)

41.94% (13)

35.48% (11)

Of those who responded to the survey, 42% reported that the implementation was easy. One customer reported that any problems during the implementation process was "due to the necessity of changing parent behavior" rather than with the app itself. This same issue was identified by several other clients. Only 31% of clients had difficulty implementing the app at their school.

Q6 *Which of the following features would your school use if PikMyKid offered it on the current platform?*

Chart data:

Feature	Percentage
Pay for students' lunch	10.53%
Pay for students' activities	21.05%
Digitally sign permission slips	47.37%
Ability to share educational resources	21.05%
Online campus safety alerts	73.68%
Hired ride service	26.32%

The majority of survey respondents, almost 74%, indicated they would like to see PikMyKid implement an online alert system to ensure campus safety. It is understood that PikMyKid does alert parents when there is a change to pick-up status or emergency with student transportation, but respondents would like to see a widespread automatic alert built into the app to notify parents for other potential safety issues, like a safety lockdown or even a snow day, for example. The next most important potential new feature (47%) for PikMyKid, according to survey respondents, is the ability for parents to digitally sign permission slips through the app. One respondent passionately requested the ability

to enter a note into a field in the app when a parent puts in a change in transportation on their phone. "It would be so much easier when we download the dismissal plan to have a note like 'a change of bus because the student is going to grandma's,' for example. The school right now has to keep tack if they're supposed to get off at a different stop; they have to keep track of that and manually change it." An all-in-one app sounded appealing to some respondents although the attitude generally was as follows: "An all-in-one app would be useful but not a priority."

MARKETING STUDY RESULTS

Do you associate the company named PikMyKid with any of the following statements:

Q1

PikMyKid provides safer conditions for elementary age children during school dismissal time.

Q2

PikMyKid reduces costs for schools by decreasing the amount of resources spent during elementary school dismissal time.

Q3

PikMyKid provides a platform for communication between elementary school administrators and parents around changes to child pick up.
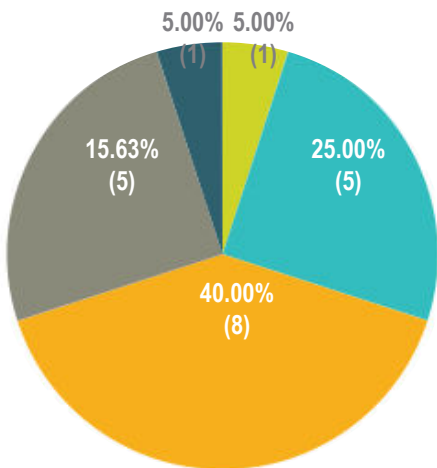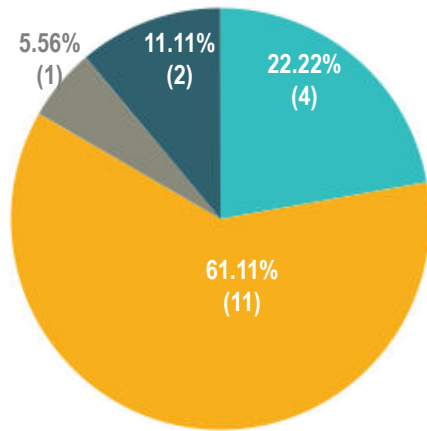
Strongly disagree   Disagree   Neutral   Agree   Strongly agree

The current name of "PikMyKid" for non-users was not indicative of providing safer conditions during dismissal time. Only 21% agreed that the current name reflects safer conditions for students.

The name PikMyKid was not indicative of having an effect on the costs a school would incur: 61% of respondents had a neutral response to this question. Only 16% agreed with the proposition that the app name suggests it saves money.
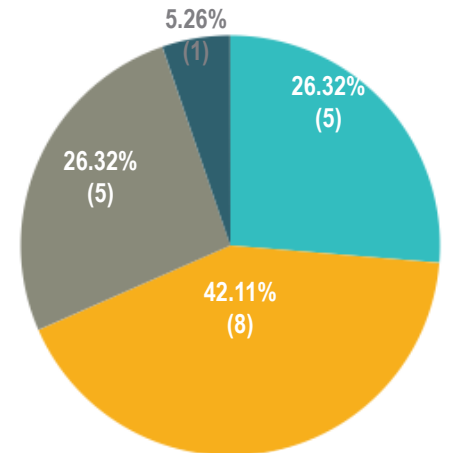
Only 32% of the survey participants responded agree or strongly agree that the name PikMyKid indicates it is a communication platform for parents and school administrators around child pick up.

Do you associate the company named PikMyKid with the following statement:

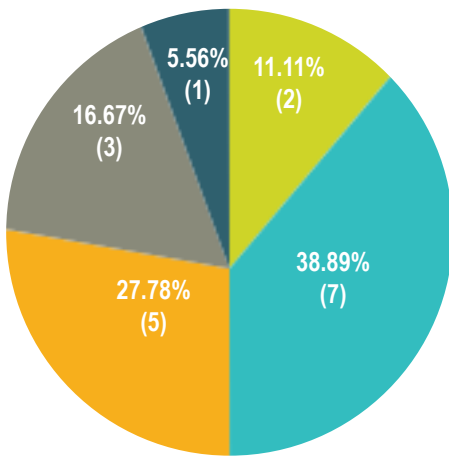## Q4 *PikMyKid is an appropriate name for a school dismissal process app.*

■ Strongly disagree **■ Disagree** **■ Neutral** **■ Agree** **■ Strongly agree**

Pie chart values: 11.11% (2), 38.89% (7), 27.78% (5), 16.67% (3), 5.56% (1)

Only 22% of the survey respondents agreed or strongly agreed that PikMyKid is an appropriate name for a school dismissal process app. While 28% were neutral, 50% disagreed or strongly disagreed that PikMyKid was an appropriate name for the app

As part of the marketing study, participants were asked "What type of company and service do you think of when you hear PikMyKid? Be as descriptive as possible." The majority of participants recommended updating the name

of the company to more closely reflect the nature of the product. Participants noted, "I do not think an app for something like this needs a clever name but the name needs to sound safe and professional." The following ideas were suggested by survey participants as better names to reflect the nature of the product:

PikMyKidUp
PickMyKidUp
PikUpMyKid
PickUpKids
SafeDismissal
SafeKid
SafePickUp
KidSafeDismissal
Safe Kid Dismissal
School Pickup
Dismissal Time
Kiddup

"What type of company and service do you think of when you hear PikMyKid?"

- Casting service
- Picking up a kid from daycare, school,
- Adoption services
- Big Brothers Big Sisters
- Ride service
- A contest where the best kid is picked
- A modeling service
- School pick-up service for children
- Babysitting kids with pick-up services
- A DNA company that lets you choose certain aspects of your child
- Dodgeball
- A coaching or tutoring service
- Photographing kids
- Best system for keeping your kids
- Tutoring/educational advancement
- Pokemon company

RECOMMENDATIONS

Recommendation 1

There should be two different sales strategies based upon the buying organization type.

The marketing focus and value proposition of PikMyKid should have a greater emphasis on improving safety, speeding up school dismissal time and decreasing traffic congestion change when presenting to individual schools. The focus should not include cost savings as this did not resonate with individual schools.

For public sector clients, such as the Florida Department of Transportation (FDOT) and Tampa Bay Area Regional Transportation Authority (TBARTA), the focus on cost savings should remain as part of the marketing focus and sales strategy. This is in addition to the primary benefit of decreasing traffic congestion, as the mission of these organizations is to aid traffic flow. Because these organizations have a limited budget and a responsibility to aid traffic flow, these are the two value propositions that would resonate best with them.

Recommendation 2

After speaking with PikMyKid clients and reviewing survey feedback, the most popular feature requested is a safety notification. With the evolution of PikMyKid to become an all-in-one communication technology, this feature should be prioritized as an add-on to the app. It will make it easier for the school system to send and parents to receive immediate notification of important information such as campus lockdowns or inclement weather notifications. The clients stated that they do have ways of currently communicating with parents; however, this feature would provide one platform with immediate and canned message capabilities.

The second most popular feature is providing a way for parents to electronically sign permission slips. This added convenience would give PikMyKid a more robust platform and add value. With both added features making it easier for parents to know their children are safe, this would be the evolution of PikMyKid to becoming a communication technology platform.

Recommendation 3

In our analysis of the impact study conducted, we found safety resonated with the majority of PikMyKid clients and was the top driver for implementing the app. But according to the marketing study of non-users, the name PikMyKid does not clearly market the feature of safe conditions during dismissal time (70% responded neutral, disagree or strongly disagree). Because of this disconnect, we recommend evolving the name to focus on the feature of safety. In addition, because of the recommendation to add the most requested feature of an online canned safety notification system, this furthers the case for adjusting the name.

An example list of names that highlight safety include:
SafeDismissal
SafeKid
SafePickUp
KidSafeDismissal
Safe Kid Dismissal