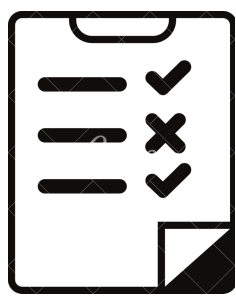


By Niamh Atkison, Jennifer O 'Dwyer & Roisin Dowling

RESEARCH



Travel Survey

Staff responses=292

Student responses=604

Digital Channels

Staff responses=30

Student responses=50

Persona 1
Ella Burke



Persona 2
Bridget O' Sullivan



- IT Carlow student
- Needs to drive for their family commitments

- I.T. Carlow employee
- Believes driving is the only option

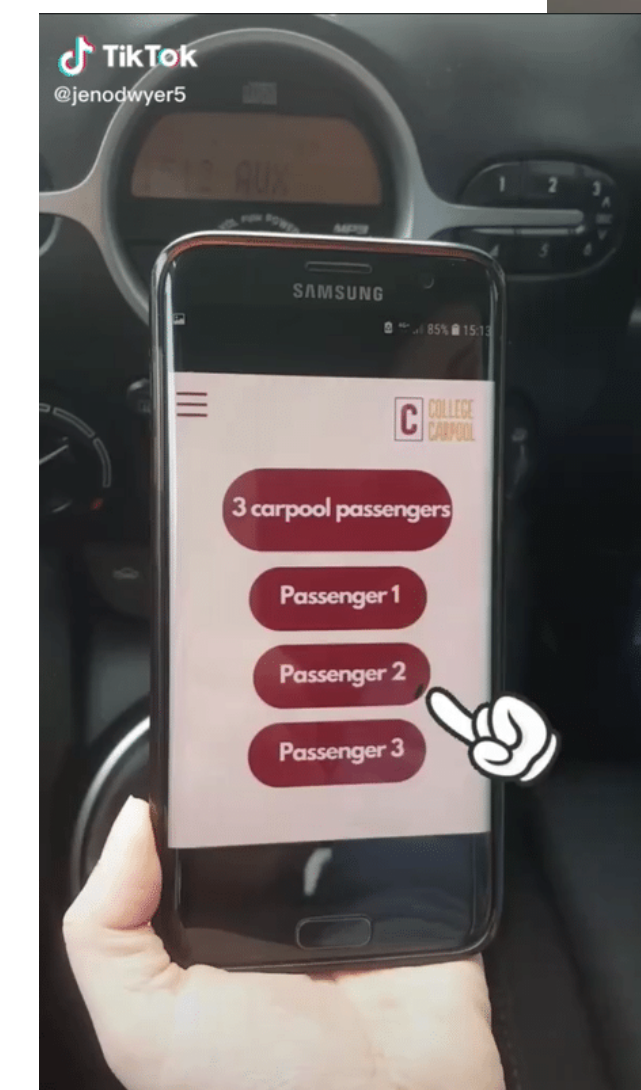
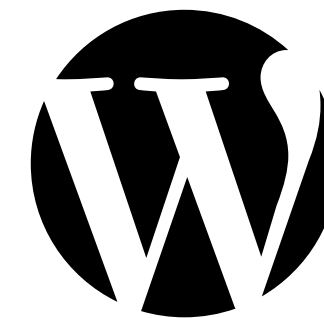
STRATEGY

- ➡ Realistic & convenient solution
- ➡ App for carpoolers to connect
- ➡ Carpool karaoke competition to get users involved

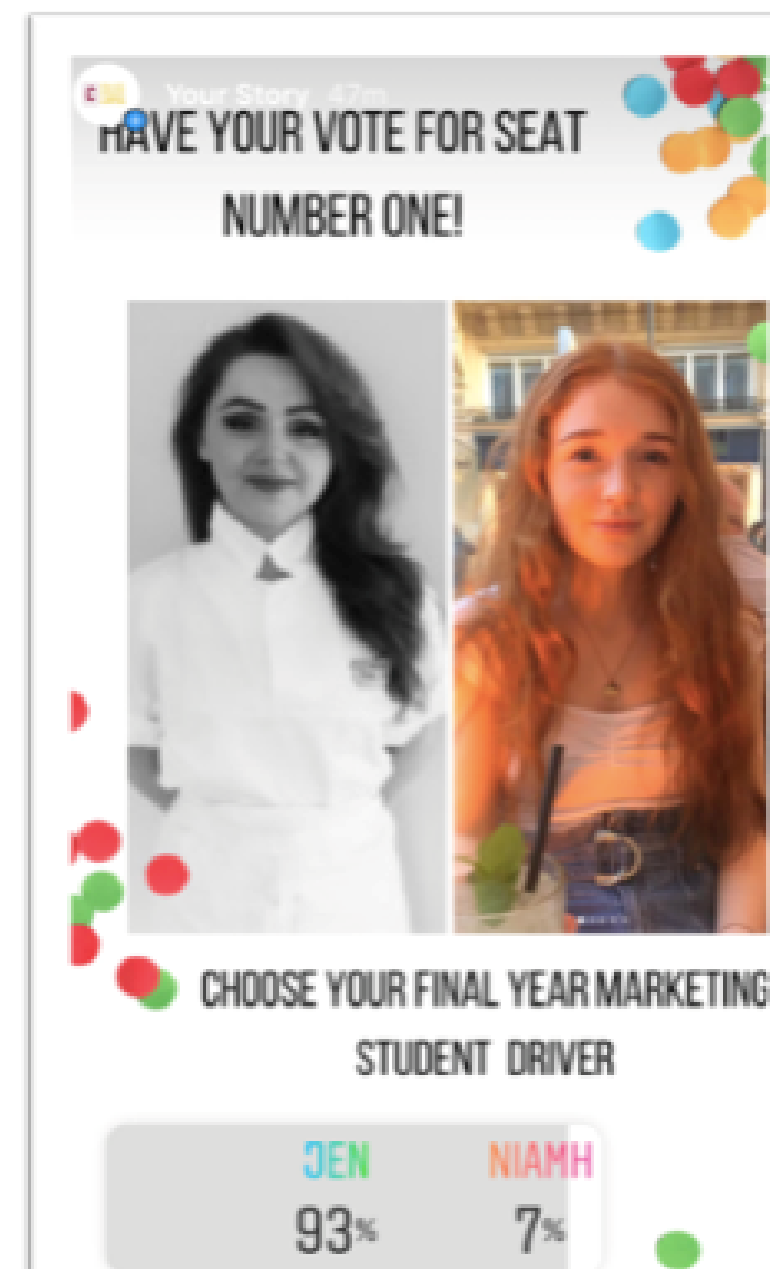
CHANNELS



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