

# Public Transport is Aces with MyCard



♠  
One more card,  
♥  
is a card too  
many ♣



We've all tried tapping on  
with our college ID



## The Problem

Students need to apply for student leapcards separately, even though their colleges already have this information. This is a time consuming and costly process, especially if you upload the wrong files. This can dissuade students from using student leapcards. Many students qualify for the Young Adult card, however Mature Students face extra barriers.

## The Solution

Streamline the process and cut out the middleman. Have colleges give out student leapcards at the start of the year as part of orientation. Have an opt-out system to increase uptake and adhere to GDPR. This also makes public transport easier for International Students

## The Product

MyCard is a leapcard and student ID in one. Have the full functionality of both cards in just one card with no extra steps. The benefits of student fares with no extra steps, and less plastic in the environment.

## Behaviour Change

Students make big changes transitioning into college life. This is a great opportunity to create new habits by making public transport cheap & easy. Nudging students into getting leapcards, & sustainable travel. Students may have driven at home and this can help them switch to public transport.

smart  
moves

Smarter Travel  
Student Awards

