

The background of the slide is a photograph showing stacks of cardboard boxes on a wooden floor. A large, light gray rectangular box is overlaid on the image, containing the title and company name. The top right and bottom right corners of the slide are solid teal.

G o z o v a

# Research and Strategy Book

ROXO GREEN TEAM

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# I.O

# Competitor Analysis

- 1.1 Chart
- 1.2 Top Competitors
- 1.3 Competitive Messaging
- 1.4 Gozova Takeaways

# Competitor Analysis

Here is an inside look at eight of Gozova's top competitors.

	COLLEGE TRUCKERS	U-HAUL	PURPLE TRUCKERS	DORM ROOM MOVERS	TWO MEN AND A TRUCK	COLLEGE HUNKS MOVING JUNK	DOLLY	GOSHARE
PRICING	Per-Item-Per-Month \$13-\$35	\$20-\$60 Plus Gas	Ship to School: \$75 School to Home: \$75 Study Abroad: \$12-75 Rentals: \$50-\$120 Free Quotes	Per-Item-Pricing Starting at \$40	Local Moving by Hour Long Distance by weight Free Quotes	Junk Removal: based on volume Free Quotes	Store Delivery: \$68 Small Moves: \$83 Labor Only: \$80 Apartment: \$179 Donation: \$72 Craigslist: \$72	Labor Only: \$80-\$100 Additional Helpers: \$25-\$50 Rental: \$30 - \$40 Local Move: \$130-\$360
EMPLOYEES	71	5,711	2	25-50	3,013	51-200	Over 10,000	8,000
YEAR EST.	2014	1945	2020	2007	1989	2005	2018	2014
FOLLOWING	Instagram: 1,622 Facebook: 133	Instagram: 6,654 Facebook: 41,234	Instagram: 315 Facebook: 838	Instagram: 390 Facebook: 3,935	Instagram: 4,863 Facebook: 91,937	Instagram: 2,643 Facebook: 21,248	Instagram: 1,257 Facebook: 9,559	Instagram: 3,236 Facebook: 6,735
	• Storage Return • Storage and Shipping • Home to School • Appliance Rentals	• Truck Rentals • Trailer and Towing • Self-storage Units • Moving Labor • Truck Leasing • Storage Containers	• Local and Abroad Storage • Ship to School • End of Semester • Rentals	• Local and Abroad Storage • Storage Return • Home To School • Rentals	• Home Moving and Rearranging • Business Moving • Junk Removal • Pickup and Delivery • Storage • Box and Supplies	• Moving • Junk Removal • Labor Only • Donation Drop Off	• Moving • Item Assembly • Labor Only • Donation Drop Off • Rentals • Shipping	• Moving • Retail Delivery • Junk Hauling • Donation • Moving Trucks
REVIEWS	"Easiest move out" "So easy" "Very smooth experience"	"Attentive" "Friendly" "Polite"	None	"Late" "Left things behind" "Overpriced"	"Damaged furniture" "Professional" "Too Long" "Caring"	"Late" "Improper loading" "Accommodating" "Damaged" "Too much for too little"	"Very accommodating" "Stressful and problematic" "Customer support gives no updates"	"Above and Beyond" "Smooth Transition" "Fast Costco delivery"
	★★★★	★★★★★		★★★★★	★★★★	★★★★	★★★★★	★★★★★

## Top Competitors

Gozova’s top three competitors are Purple Truckers, Dorm Room Movers, and College Truckers. All three of these competitors share a common advantage over Gozova: a relationship and a partnership with TCU.

This affiliation allows these competitors to enter TCU’s dorms and work directly with its students. To Gozova’s target market — TCU students — a TCU affiliation could be seen as a stamp of approval or endorsement from the university. This affiliation means that these three competitors are the most discussed moving services among TCU students, and parents. Student word-of-mouth advertising has proven to be very successful for these competitors because most students on campus need in-dorm moving options, and clearly, these services have been successful.

Purple Truckers’ (formerly TCU Truckers) tagline, “For Students, By Students” offers a sense of relatability that its competitors lack. This tagline implies that Purple Truckers knows how to provide the best services for students because it has the best understanding of what students really need.

Dorm Room Movers focuses on simplicity and positions itself as a moving company that can handle anything. Dorm Room Movers’ services appeal mostly to students who have to move out in the middle of finals week.

College Truckers is at an advantage because of the direct affiliation with college students in their name. This leaves no doubt about the demographic of the clients that they serve. The company also has a nationwide presence in college towns spanning from the East Coast to the West.

## Competitive Messaging

All of the competitors' messaging includes an emphasis on simplicity and ease of use. For some competitors, this means that they provide everything you need from start to finish. For others, it is the fact that they provide easy steps to follow throughout the process.

When handling people's possessions during a move, trust, safety, and security are important to customers as well. Positive and negative customer reviews make it clear that the security of their items is a priority. Customers also want to ensure their safety, and the safety of others during the moving process. This is especially true for parents of college students, because they can't always be there to ensure their child's safety. Therefore, it's important for companies like Gozova to build relationships with its customers, so that customers begin to feel a sense of trust toward the company.

However, it is interesting to note that these three competitors do not focus on emphasizing the safety and security standards of their services. While it isn't missing completely, it did not seem to be a main point of emphasis for any of the competitors in their consumer messages.

Another competitive advantage that all three competitors have is a clear connection to their services (i.e., moving) through their respective name and logo. Therefore, additional messaging is not required to clarify what their services entail.



## Takeaways

After observing all of the competitive information that we've collected and analyzed, there are a few important takeaways for Gozova to note. First, all of the competitors emphasize simplicity, so on one hand, it's important for Gozova to continue emphasizing its simplicity in order to remain competitive. However, if Gozova develops brand recognition and trust, it could separate itself from the over-saturation of the "simplicity" narrative that is present in other moving companies' communication by adding value through other things, such as a reliable brand experience.

Second, Gozova needs to create messaging that sets it apart from its competitors, beyond that of a "simple moving company." Many of Gozova's competitors focus on the on-campus student population. To set itself apart, Gozova should focus its messaging toward off-campus students. TCU students' recognition of some of these companies gives them an edge that Gozova does not have with the on-campus student population. Focused efforts on the off-campus student population may give Gozova an edge, especially because the students who live off-campus have more flexibility when moving. Gozova has a few opportunities to take points from its competitors' messaging, including an emphasis on safety, which competitors leave out. There are also significant opportunities to expand markets and reach a newer group of consumers.





# 2.0

## SWOT

### Analysis

- 2.1 Strengths
- 2.2 Weaknesses
- 2.3 Opportunities
- 2.4 Threats

#### Strengths

- Branding elements, such as the following:
  - Give \$15, Get \$15 when you refer a friend
  - Student plans (beginner, intermediate, advanced)
- Convenient and easy booking process through the App Sore or website
- Quick and flexible scheduling services
- Tracking on deliveries
- Ability to provide multiple services, such as:
  - Moving items
  - Storage
  - Store pick up
  - Donation drop off
  - Labor only Craigslist
  - Online Marketplaces
- Optional student prepaid payment plans
- Insurance policy for damaged goods

## Weaknesses

- Lack of name recognition within the industry (i.e., rebranding / new logo)
- Company name that does not indicate services
- Lacks university affiliations
- Negative Yelp reviews prior to rebranding harmed reputation
- Company has little history with TCU students so limited word-of-mouth

## Opportunities

- University affiliation or partnership
- Growth into new markets/services
- Ambassador or influencer programs/partnerships
- Review incentives
- Ratings on the app/accountability measures
- Utilizing TCU Parents Association to advertise Gozova services
- Door hanging ads on off-campus living/business card ads/digital flyers
- Off-campus living residences (Casa Rana, Village East, etc.)
- Realtor partners located in Fort Worth

## Threats

- Competitors in the area, such as:
  - College Hunks Hauling Junk
  - Moving U-Haul
  - Purple Truckers
  - Two Men and a Truck
  - Dorm Room Movers (currently works with TCU in dorms)
  - College Truckers (currently works with TCU in dorms)
- TCU restrictions during/due to COVID-19
- Negative online Yelp reviews

3.0

# Survey Takeaways

3.1 Survey Takeaways



## Survey Takeaways

### Top Qualities of Moving

Respondents ranked convenience, trustworthiness, and pricing as the most important qualities in a moving company. Professionalism and ease of booking were ranked the least important. Among respondents who have used Gozova, pricing and trustworthiness were ranked as the most important qualities in a moving company.

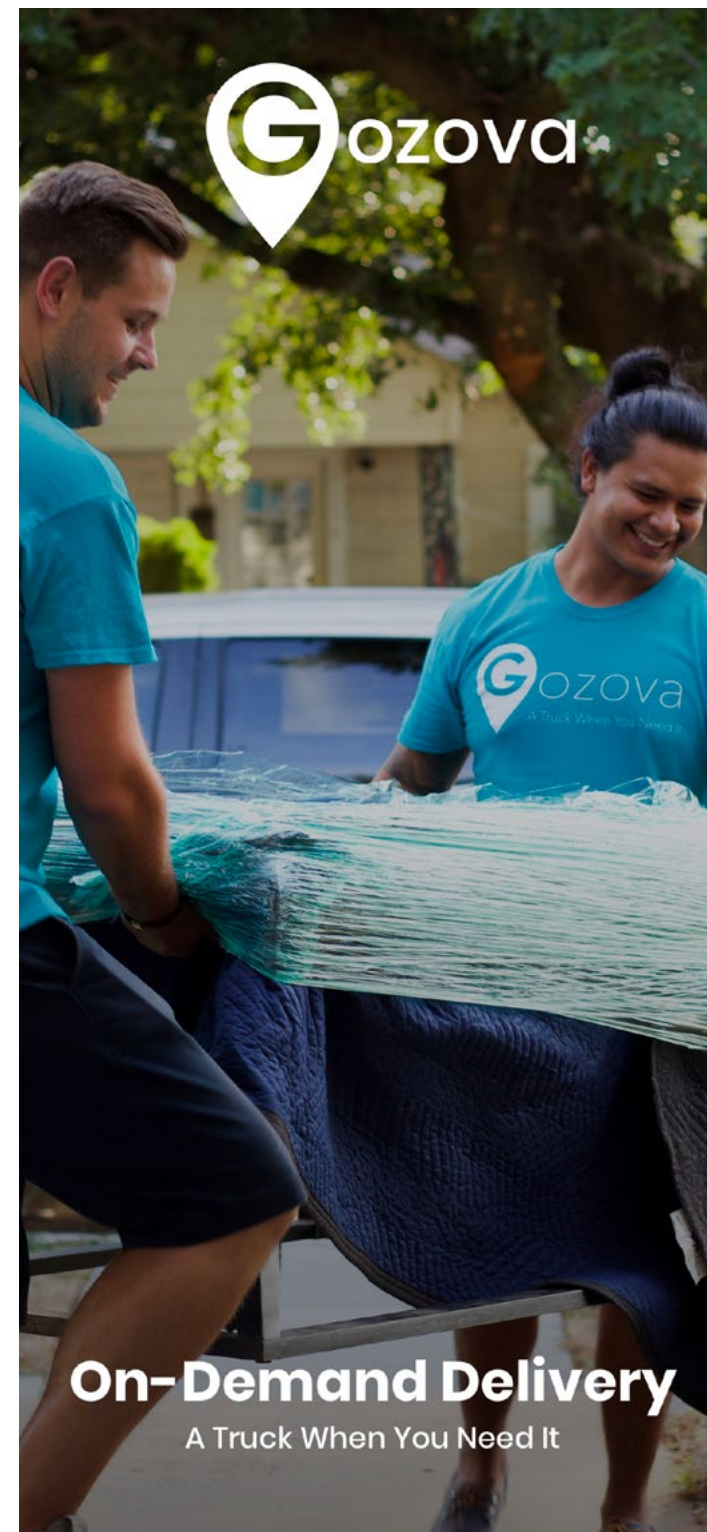
### Source of Information

Most respondents indicated that they would like to hear about new moving services through social media, through TCU, or by word-of-mouth. For those who have used a moving company, a university partnership/affiliation and recommendations from a friend were the most influential factors.

### Top Moving Services

Most survey respondents expected to have moving supplies, a moving truck, and assistance with moving large/heavy items included in their moving service. Among survey respondents who have used a moving company before, assistance with moving heavy/large items, reduced stress, and more time to focus on other things were the most appreciated services and outcomes that moving companies offered.

• • •



# 4.0

# Interview Takeaways

- 4.1 Interview Takeaways
- 4.2 Student Survey Locations



Interview Takeaways

Moving Companies are Necessary

Students who did not hire moving companies described their moving experience as chaotic, stressful, and frustrating. Students who did hire a moving company described their moving experience as easy and painless. Students who have used moving companies said that they could not imagine moving any other way after experiencing the convenience and seamlessness of moving companies.

Word-of-Mouth is Key

When trying to decide which moving company to use, students often pick the one with the best reputation and the one that their friends recommend. Students trust their peers and their experiences more than anyone or anything else.

Parent Input

Parents are typically the final decision makers when it comes to hiring a moving company. Parents receive recommendations from other parents, the university, other parents, and the TCU Parents Association Facebook Page. Parents often pass these recommendations on to their children. When trying to decide which moving company to use, parents are most concerned about price, safety, and reliability of the company.

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Survey Results: Top Places and Spaces for TCU Students

Restaurants

HG Supply Co.  
EatZi’s  
Chuy’s  
Torchy’s  
Food Hall  
Fireside Pies  
Press Cafe  
Hopdoddy  
Snooze  
Jimmy Johns  
Salsa Limon  
Woodshed

Popular Fort Worth Areas

West 7th  
University Park Village  
Main Street/Magnolia  
Bluebonnet Circle/University Drive  
Clearfork

Coffee shops

Common Grounds  
Summer Moon  
Dwell  
Avoca  
Ascension  
Craftwork  
Sons of Liberty

Involvement on Campus

Roxo Agency  
Neeley Leadership Program  
Neeley Fellows  
Neeley Navigators  
Student Foundation  
Student Government Association  
Frog Camp  
Connections  
TCU Ambassadors  
Intramural sports

Bars

TXR  
Varsity  
The Yard  
Berry Street Ice House  
University Pub  
Landmark  
America Gardens  
2909

Workout Classes

Core Power Yoga  
Orange Theory  
Zynn 22

5.0

# Key Personas

- 5.1 University Students
- 5.4 University Parents

## University Students

### Overview

Today's college students primarily consist of individuals between the ages of 17 and 25. University students are the primary target market for moving companies. This market group values a quick and simple moving process. University students are often moving in the midst of the most stressful points of the semester. The pandemic has only made the moving process more stressful for students because fewer parents are able to travel to help move their children due to COVID-19 restrictions.

### Daily Activities

College students live a life of constant movement. From class to extracurriculars to work, students are interested in "having it all." Forty-nine percent of students are involved in Greek life at TCU, and there are more than 200 student-run organizations (<https://www.tcu.edu/about/quick-facts.php>). Overall, students are drawn to involvement, especially when it comes to sporting events or social events held on campus. As a result, many college students are managing tight schedules and trying to make the best use of any free time that they have.

### Social Media Use

Based on a survey done by Pew Research, the following data represents the percentage of 18-24 year olds who use these social media platforms (<https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/>). This provides insight on how to reach this audience digitally.

Instagram : 75%	Twitter : 44%
Reddit : 21%	Facebook : 76%
LinkedIn : 17%	Snapchat : 73%
Youtube : 90%	Pinterest : 38%



## University Students

### Attitudes/Values

College students utilize organizations and other memberships to define their college experience and their own identity. When seeking opportunities, college students consider a number of things, including: professional development, leadership, friendship, and, of course, fun (<https://studentaffairscollective.org/profile-involved-student/>). Moving in and out of living arrangements each summer interrupts these interests, and is not a priority in their search for involvement. As a result, moving becomes a taxing experience when not handled efficiently. Our team conducted a survey to help us determine what a college student values when searching for a moving services.

### Personality

Moving Fast  
Exploring Involved  
Connectedness Do-It-All  
Involved Development

→  
IMAGE  
Word Cloud

## University Students

### Purchasing Habits

When college students decide to buy something, they first consider how it will be perceived by their peers ([https://www.researchgate.net/publication/318490186\\_IMPACT\\_OF\\_PEER\\_PRESSURE\\_ON\\_BUYING\\_BEHAVIOUR](https://www.researchgate.net/publication/318490186_IMPACT_OF_PEER_PRESSURE_ON_BUYING_BEHAVIOUR)). Trends and other word-of-mouth driven techniques (like friends' social media and other endorsements) influence most of their purchases.

### Benefits Sought

College students live their lives in pursuit of connectedness and Involvement, and they don't want other activities to take away from these desires. Therefore, when searching for moving services, college students seek: Flexibility, Simplicity, Timeliness, Service Mobility, Quick Service.

### Usage

College students want moving to be quick and easy. When they're busy taking finals and preparing for final presentations to conclude the semester, the last thing students want is more responsibility. The moving process should not add to their stress. Using a moving service should be simple and it should save time, especially for students.



## University Parents

### Overview

Parents of college students primarily consist of married couples and individuals between the ages of 40 and 65 who belong to Generation X. Parents are the secondary target market for moving companies and the secondary decision-making group when students move. This market group values safety and trust in their children’s moving processes. Parents of university students are worried that their students will not be working with movers who will be careful with and value the items being moved, as proven by reviews left by parents (below in the Values section). During COVID-19, many parents have not been able to visit with their students and help them through the moving process. Instead, parents are having to rely on moving companies to help their students.

### Social Status

Financial dependence also makes parents potential decision makers in their students’ lives. According to an investigation done by the New York Times on economic diversity and student outcomes, the median family income of a TCU student is \$187,000. This places TCU parents in the upper middle class. The same article states that approximately 70% of the TCU population belongs to the top 20% (<https://www.nytimes.com/interactive/projects/college-mobility/texas-christian-university>). At times, students are insulated by the support of their parents. Most students under the age of 24 are unmarried and are dependent on the financial support of their parents for their college careers (<https://www.1040.com/tax-guide/taxes-for-families/who-can-you-claim/>). Their parents’ social status enables this comfortable dependency for many students.

• • •

## University Parents

### Daily Activities

Parents of college students are often disconnected from their child in one way or another. At TCU, 43% of students are from out of state, so these parents are not with their children on a regular basis (<https://www.tcu.edu/about/quick-facts.php>). Without their child around, parents turn to new hobbies, new career paths, and ultimately new lifestyles to help them mitigate the emotional adjustment. This can be harder for some parents than others, with nearly 83% of parents reporting a difficulty in adjusting to this new lifestyle. One thing that helps parents with this transition is staying in contact with their children and helping children with tasks like moving, classes, and campus involvement (<https://homelifedigest.com/empty-nesters-digital-age/>).

### Interests

University parents are interested in many new fields as they settle into a different lifestyle, but they do not lose their concern and care-taking mindset for their children (<https://www.liveabout.com/empty-nest-syndrome-survival-guide-3570530>). They often put their students’ interests first and want to help their students transition to adulthood through university life.

• • •



## University Parents

### Social Media Use

The following data represents the percentage of Generation X that use these social media platforms (<https://www.statista.com/statistics/304856/leading-social-networks-gen-x-usa/>). This provides insight on how to reach this audience digitally.

Instagram : 47%	Twitter : 39%
Reddit : 16%	Facebook : 76%
LinkedIn : 40%	Snapchat : 11%
Youtube : 70%	Whatsapp : 17%
Pinterest : 40%	

## University Parents

### Attitudes/Values

College students' parents who belong to Generation X understand the value of customer service and efficiency (<https://www.superstaff.com/blog/generational-customer-support-preference/>). This impacts how they make decisions with and for their students, especially in regards to services like moving. After analyzing many reviews left by parents on moving company websites, we concluded that their values include: Easiest Process, Smooth, Caring [Movers], Accommodating Services, Attentive, Friendly & Polite, and Safe Service.

### Personality

**Caretakers**  
**Protective**  
**Responsible Experienced**  
**Concerned**



## University Parents

### Purchasing Habits

The purchasing role of college students' parents in their children's lives is often still greatly influential. Parents often provide grocery money, gas money, and other living expense costs (The Majority of College Students Rely on Parents for Financial ...<https://www.tradeschool.com › blog › the-majority-of-coll...>). Because the student is still dependent on his/her parents, services like moving are usually handled by the parents, at least partially. Parents spend money when their students have needs beyond the day-to-day, like with moving.

### Benefits Sought

Parents are often seeking services that are safe for their student because they cannot be there to oversee the moving process. When finding moving services for their student, parents seek: *Safety, Trustworthy Movers, Responsive Team, Timeliness, and Simple Processes.*

### Usage

College students' parents are primarily going to hire moving services on behalf of their students. Any time their students move in and out of campus living, they typically require some form of moving service to help facilitate the process, whether that's storage or full moving services. The usage for these services isn't routine, but it is regular, with need spiking at move in and move out every year.

# 6.0


# Conceptual Development

- 6.1 Concept Line
- 6.2 Mood Board
- 6.3 Rational and Concept Extensions



You make the memories. We'll make the moves.


Mood Board



gozova  
Move Anything. Simply.

# Concept Four


You make the memories.  
We'll make the moves.




PANTONE 000 PC


PANTONE 1235 PC








gozova





## Rationale and Concept Extensions

### Rationale

The college experience is all about making memories while making a future. In this concept, we create a relationship between giving students more time to make the memories that matter and trusting Gozova to do the work involved in the moving process. The word “memory” can be replaced with other words that exemplify the college experience. Here, we are giving students and their families back time. We are reducing stress. We are carrying (moving) students into their next phase of life.

### Concept Extensions

You ace your finals. We'll ace your moves.  
You take care of yourself. We'll take care of your move.  
You make Dean's List. We'll make the moves.

7.0

# Campaign Execution

- 7.1 Gozova Campus Rep Program
- 7.8 Gozova Pub Night
- 8.2 Gozova Sticker Competition
- 8.6 Important Dates for TCU 2021 - 2022



## Gozova Campus Rep Program

### Description

TCU students will apply to be chosen as a campus rep for Gozova. These students will receive 40% off of one Gozova service, and then will continue to promote Gozova to friends and followers. Reps will have a unique promotion code that their friends can use at checkout, so that the referred friends will get 20% off their move, and the rep will get \$20 per referral. The reps will also have a set of requirements for social media that will continue to grow Gozova's brand awareness. We recommend 5 reps for full ROI on this campaign execution.

## Gozova Campus Rep Program

### Copy

You make a post, we'll make your move.

To all social media lovers, student organization leaders, and TCU enthusiasts, Gozova wants you to join its Campus Rep Program. With huge discounts and a referral code, help yourself save money, and help Gozova make connections with students like you!

### Rep Requirements

Students who do everything

- Involved students (leadership, organizations, athletics, etc.)

### Key Qualities

- Leaders, Innovators, Authenticity, Creative

## Gozova Campus Rep Program

### Rep Roles

- Social Media
  - Each post includes: Tagging Gozova, Personal Referral Code, #GozovaReps #Ad, Share 1 Gozova Post to, Story Per Week, Post 1 Feed Post upon Acceptance, Additional Posts to Earn Points, Points = \$\$\$ (10 points = \$5)
- Proposed:
  - Point System
    - Feed Post = 15
    - Story Post = 5
    - Tik Tok = 10
    - App Installs = 25
    - Referrals = 40
    - Campus Promo Event = 30
    - Cross-Promotions for Gozova = 15
    - Present Gozova to Org = 20
    - Referred Rep Application = 30
  - 2 Points = \$1
- Each challenge include: #AD or #GozovaRep, Referral Code, Tag @GozovaApp, requirements, etc.
- Post for Finals Week (10 points)
- Post for Move-In / Move-Out (10 points)
- Additional Posts
  - Feeds = 20 points
  - Stories = 5-20 points (depending on creative content or generic graphics)
    - Examples
      - Promote Other Services
      - Generic Graphics

## Gozova Campus Rep Program

### Rep Program

- Reps Announced in June
- One Meet and Greet Event for New Reps
- Gift Basket
  - T-Shirt
  - Hat
  - Congratulations Mini-Poster
  - Handwritten Thank You
- Reps Events
  - Tablings / Other Promotion Events on Campus
    - Worth Points
- Speaking at Organization Meetings
  - Worth Points

### Rep Benefits

- 40% First Move
- Referral Code
  - Personalized
  - Referred gets 20%, Rep gets \$20 (Give 20, Get 20)
    - Word-of-Mouth
- Resume Building
- Meeting New People





## Gozova Campus Rep Program

### Application Requirements

- Name
- Email
- Phone number
- Address
- Instagram handle
- Graduation date
- Extracurricular activities involved in
- Have you used Gozova?
- Tell us a little about you
- Why do you want to be a Gozova campus rep?
- How did you hear about the Gozova campus rep program (feel free to name drop)?
- What makes Gozova stand out?

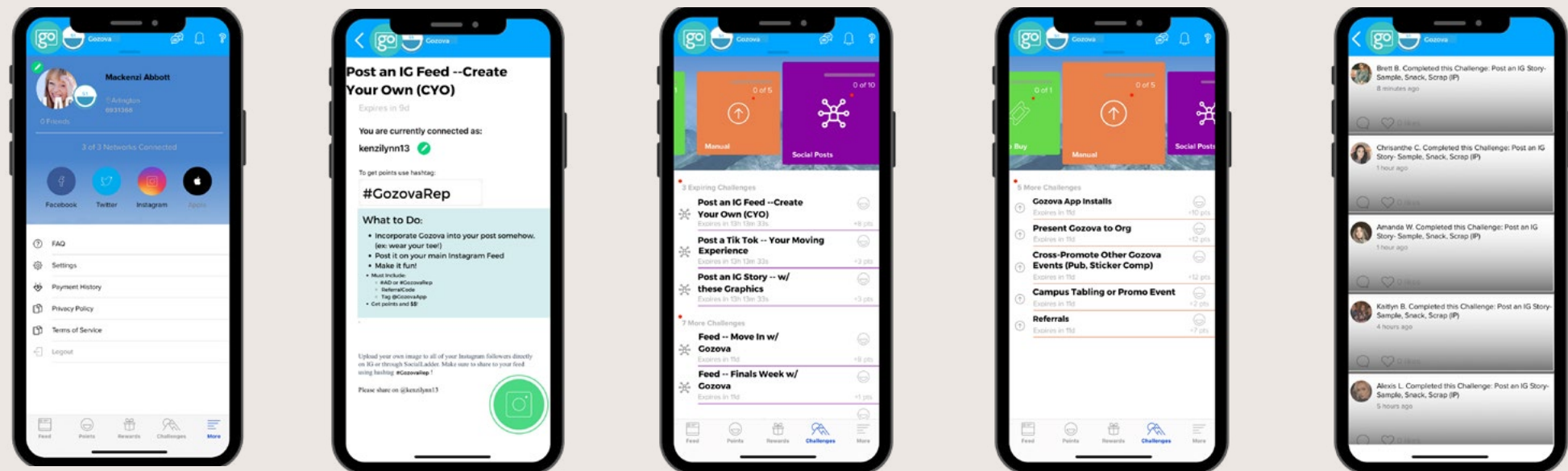
## Gozova Campus Rep Program

### Gozova's Next Steps

1. Create and release application
  - 1.2 Via Blast on social media (recommended: geographically promoted post)
  - 1.3 Via Reach out to organization leaders using databases like Engage
2. Set up point system (recommended: Social Ladder)
3. Select Reps (recommended: 5)
4. Host Rep kickoff event
5. Continue monitoring Reps

Gozova Campus Rep Program

Social Ladder Example



Gozova Campus Rep Program

TEXAS CHRISTIAN UNIVERSITY

MEET OUR  
CAMPUS REPS

MEET  
RACHEL CHAPMAN

HOMETOWN:  
Orange County, CA

MAJOR:  
Strategic Communication

FAVORITE SPOT IN FORT WORTH:  
The Stockyards!

WHY OUR REP LOVES GOZOVA:  
It's simplicity and reliability!

FUN FACT:  
I have traveled to all 7 continents!

ARE YOU INTERESTED IN  
JOINING THE TEAM?

LINK IN BIO TO BECOME  
TCU CAMPUS REP

BECOME A  
GOZOVA  
CAMPUS REP!

You make the memories.  
We'll make the moves.

To all social media lovers, student organization leaders, and TCU enthusiasts, Gozova wants you to join its Campus Rep program. With huge discounts and a referral code, help Gozova make connections with students like you!

If this sounds like you, apply to become a Gozova Campus Rep for the 2021 - 2022 school year @ <https://gozova.com/>



## Gozova Pub Night Event

### Description

Gozova and The Pub team up for an amazing Pint Night! Gozova will sponsor the first round all night, bringing many TCU student regulars in. The Pub will utilize coasters and plastic cups with Gozova designs, increasing brand awareness and recognition with students.

### Copy

- You Finish Your Drink. We'll Finish Your Move.
- First round on us!

### More Information

- Past Pint Nights
  - Typically Wednesdays at 9:00 p.m.
- Contacting The Pub
  - <https://thepub.bigcartel.com>
  - [https://www.instagram.com/university\\_pub/](https://www.instagram.com/university_pub/)
- Creating the designs that can be reused for other bars, restaurants and schools

## Gozova Pub Night Event

### Cost

- Coasters - \$700 (approximation based on customcoastersnow.com for 2000 4" paper coasters)
- Plastic cups - \$500 (approximation based on totallypromotional.com for 2500 14 oz plastic cups)
- Koozies - \$350 (approximation based on 24hourwristbands.com for 1000 custom koozies)
- Drink costs - \$800 (for first round of drinks)

**Total - \$2,150**

## Gozova Pub Night Event

### Gozova's Next Steps

- 1) Schedule event with The Pub (ask how many cups they use on an average Wednesday night)
- 2) Order promotional materials (coasters/cups)
- 3) Begin countdown on Gozova social media
- 4) Have campus ambassadors promote event starting 3 weeks before
- 5) Deliver materials to The Pub

You Finish Your Drink.  
We'll Finish Your Move.

First drink on us!

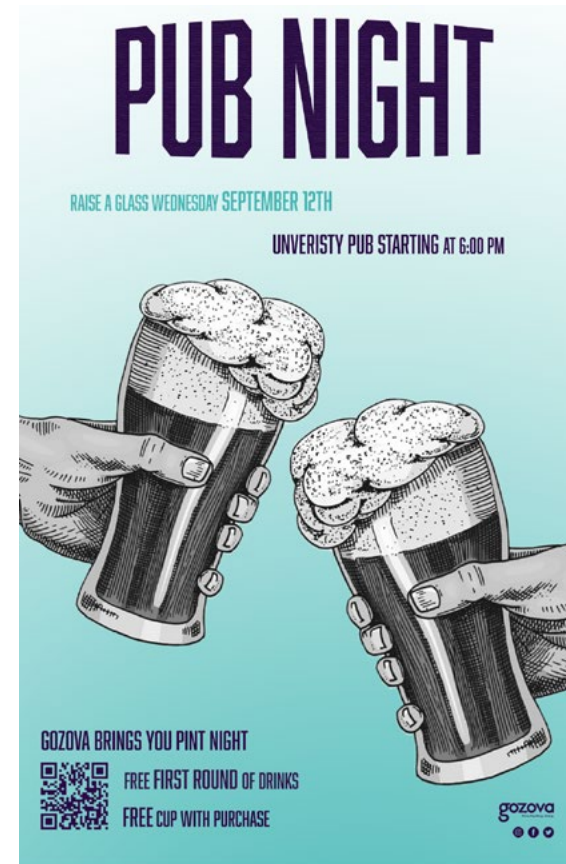
### Gozova X The Pub



Wednesday  
September 22  
<https://gozova.com/>

Join us at The Pub on  
Wednesday for our Gozova X  
The Pub night! Gozova: The  
most convenient way for  
college students to move.

You Make the Memories.  
We'll Make the Moves.



## Gozova Pub Night Event

### Deliverables

- Coaster Design
- Plastic Cup Design
- Koozie Design
- Announcement Post
- Q&A Story
- Introducing Cups/Koozie/Coaster Templates



# Annual Gozova Student Sticker Competition

## Description

TCU students will have the ability to enter this contest by submitting sticker designs that promote and combine TCU and Gozova. The winner will be selected by Gozova, and will win \$150. Then, the winning design will be used as stickers that are passed out with each student move at TCU.

Gozova will also post about the winner on its social media and its website.

We've created an example of an entry submission form. It includes a place for students to officially consent to the use of their design for distribution, should their design win.

We have confirmation that multiple TCU faculty and staff will promote this competition to their students. There's also potential for a partnership with two STCO design professors to include the contest in their course in future semesters.

## Campaign Goal

Generate brand awareness and increase recognition through the competition. Encourage students to use the stickers on laptops, water bottles, notebooks, and more.

( <https://docs.google.com/forms/d/1mDXfwEQFN4znbIK8UZdGyKSne-31j0FM9meggx1D0IN4/edit> )

# gozova

Move Anything. *Simply*

## Gozova x TCU Sticker Design Competition

Hi and welcome to the Gozova x TCU sticker design competition! Winners will be chosen by the company and their sticker will be distributed, with credit to the artist! You'll also win a cash prize and promotion on the company's website/social media!

Requirements for Sticker Design:

- Design must incorporate TCU and Gozova in some way.
- Design must be submitted as a high-quality PNG or JPEG.
- Design must be 3" x 3", but can be a circle or square.

We are so excited to see your creative designs and great ideas!

Name

Short answer text

Email

Short answer text

Phone Number

Short answer text

Instagram Handle (for winner credit)

Short answer text

Upload your design here.

📎 Add file

[View folder](#)

By entering this competition, I agree to my design's use for printing and distribution by Gozova, if I win.

☐ Yes

☐ No

# Annual Gozova Student Sticker Competition

**Copy**

- You design a sticker. We design your move.
- You stick to designing. We'll stick to moving.
- Calling all creatives and designers! Check out this competition to create a sticker for a real DFW brand: Gozova. Win a cash prize and your sticker will be gifted with all Gozova student moves!

## Rules

- Designs must incorporate Gozova and TCU in some way. (Designs will probably do better if they show a bit of research and thought put into Gozova).
- Designs must be submitted as high-quality PNGs or JPEGs.
- Designs must be 3" by 3", but can be a circle or a square.

## Cost

- Prize - \$150
- Cost of printing stickers - \$300 (Approximation based on [uptime.com](https://www.uptime.com/) for 5000 3"x3" stickers)

**TOTAL - \$650**



## Annual Gozova Student Sticker Competition

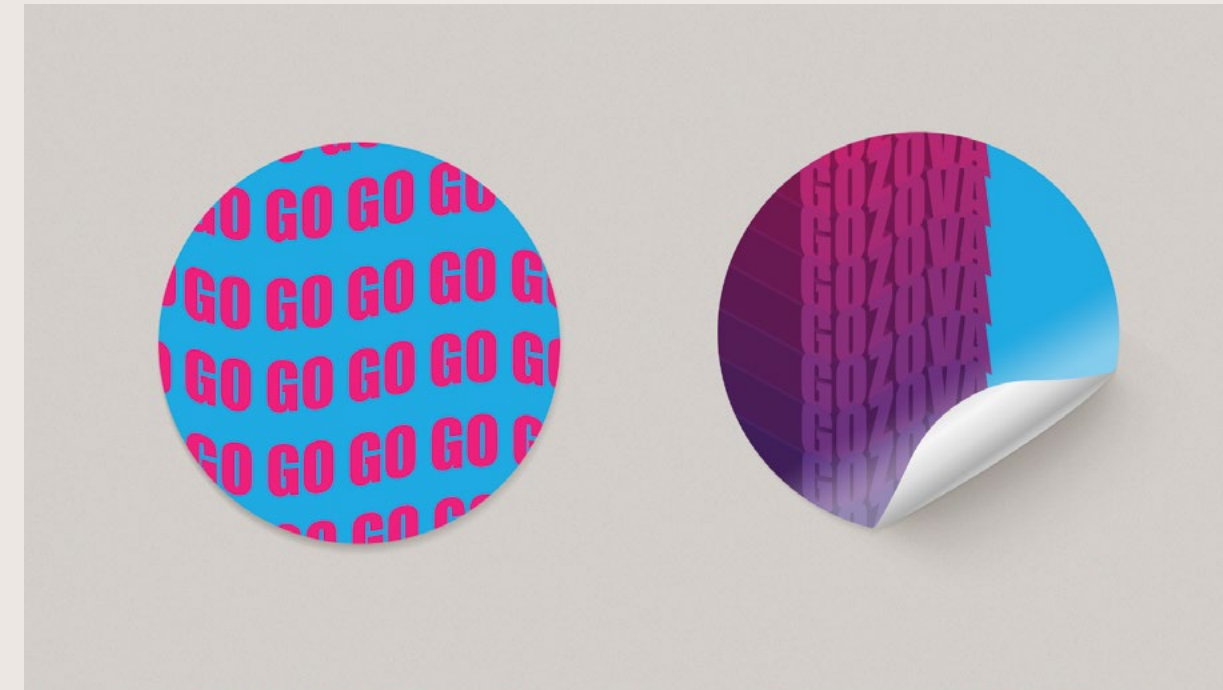
### Gozova's Next Steps

- 1) Create and release entry form
- 2) Contact TCU faculty willing to promote
- 3) Have campus ambassadors promote event starting 3 weeks before
- 4) Select and announce winning design on social media/website
- 5) Print and distribute winning design sticker

## Annual Gozova Student Sticker Competition

### Deliverables

- Social Media
- Announcement Graphic
- Q&A Story
- Announcing Winner Template
- Sample Sticker Designs



## Important Dates for TCU 2021 - 2022 School Year

### First Day of Classes for Fall Semester

- August 23, 2021
- Copy: You get back on campus. We'll get on your move.
  - You get back to college life. We'll get on your move.

### First Football Game

- September 4, 2021
- Copy: You focus on the big game. We'll focus on your big move.
  - You cheer on the frogs at the big game! We'll get on your move.

### Family Weekend

- September 24 - 26, 2021
- Copy: Happy family weekend! You spend time with your family. We'll spend time on your move.

### Thanksgiving Break

- November 19 - 29, 2021
- Copy: You finish the turkey. We'll finish your move.

### Finals Week for Fall Semester

- December 13 - 17, 2021
- Copy: You ace your finals. We'll ace your move.
  - You make it through finals week. We'll make your move.

### Winter Break Start

- December 13 - 17, 2021
- Copy: You have that snowball fight. We'll get on your move.
  - You build that snowman. We'll build your move.

## Important Dates for TCU 2021 - 2022 School Year

### First Day of Classes for Spring Semester

- January 10, 2022
- Copy: You make the Dean's List. We'll make the moves.

### Spring Break

- March 4 - 14, 2022
- Copy: You take care of yourself during break. We'll take care of your move.

### In between Spring Break and Finals

- Between March 15 and May 2 (most people looking for jobs/interviews at this point)
- Copy: You nail that job interview. We'll nail your move.

### Finals Week for Spring Semester / Move Out Week

- May 2 - 6, 2022
- Copy: You ace your finals. We'll ace your move.

### First Day of Summer Break

- May 7, 2022
- Copy: You get back to the beach. We'll get on your move.
  - You enjoy summer. We'll get on your move.

These dates are specific to TCU, and running our campaigns/social posts during this time will reach our target market of TCU students. The campaign copy is very specific to TCU students and they will be able to relate to it. We recommend posting a social media post with the campaign copy during the day/week of the important date.  
( [http://www.reg.tcu.edu/Five\\_Year\\_Cal.pdf](http://www.reg.tcu.edu/Five_Year_Cal.pdf) )

9.0

# Key Messaging

- 9.1 Value Proposition Statement
- 9.2 Brand Story
- 9.3 Brand Manifesto
- 9.4 Boilerplate
- 9.6 Elevator and Escalator Pitch
- 9.8 Concept Line
- 9.9 Concept Story

## Value Proposition Statement

**“The most convenient way for  
college students to move.”**





## Brand Story

For college students, August is marked by the excitement of moving in and May is marked by the stress of moving out. College moves are milestones, but they're stressful and hard to navigate alone. Gozova is here to help. We give you back time and reduce stress by making the moving experience easy, quick, and convenient.

Our process is simple: You box up your items. We pick them up. We store them over the summer. And we bring them back to you in August. We know accountability and transparency are keys to a successful move. That's why we've reinvented the process, with traceable moving, storage, and shipping — all from the palm of your hand. Students will always know where their stuff is being stored and can trust the people behind the process.

You make the memories. We'll make the moves. Go Gozova..

• • •



## Brand Manifesto

College is made up of moments that become memories. Memories like joining your first club. Memories like cheering on your football team at the first home game. Memories like meeting your friends from across the hall to go to the cafeteria for a late night snack. These are the moments in college that matter. Moving isn't one of them.

Make your special moments count by making your move-in and move-out as easy as possible.

Go become the president of your club. Go lead the student section. Go graduate alongside the friends you made along the way. Go enjoy moments like those — and let us handle the hassle of moving. Go Gozova.

• • •



## Boilerplate

Gozova is a national moving and storage company based in Fort Worth, Texas with branches in Denver, Tampa, and Austin. Gozova focuses on a convenient and trouble-free customer experience, especially for college students. Gozova emphasizes simplicity and reliability across all of its services, from storage, to moving, to pickup and delivery — all streamlined through its app. With the push of a button, customers control when, where, and how their items are handled and delivered throughout the entire process. Learn more by visiting [Gozova.com](https://Gozova.com) or visit us on social [@gozovaapp](https://twitter.com/gozovaapp).





## Escalator Pitch

Gozova is simply the best moving resource available to college students.

## Elevator Pitch

Gozova brings an innovative approach to the college moving experience, combining the resources of a traditional moving company with a unique understanding of how to serve the special needs of college students. College students have several alternatives available to them, and Gozova is the best one.





## Concept Line

You Make the Memories. We'll Make the Moves.

• • •



## Concept Story

College is one of life's most memorable experiences, and Gozova understands college students. The hassle of moving takes away from the college experience, and by giving students and families back their time, Gozova takes the burden of moving off of your hands and allows you to start making great college memories now — not after move-in.

• • •

10.0

Appendix

- 10.1 Survey Data
- 11.1 Transcript One
- 11.6 Transcript Two

Survey Data

Data

Gozova Survey  
March 29th 2021, 1:22 pm MDT

Q1.1 - I understand that this survey involves research regarding the use of moving services for college students. I will be provided with information regarding moving services and will be asked to respond to questions regarding my experiences and preferences. On average, this task will take me 5-10 minutes to complete. I understand that my answers will be held strictly confidential. This client research is under the supervision of Roxo Agency. I hereby consent to participate in this research and understand the procedure listed above. For the purpose of this survey, all moving experiences refer to student moves occurring at the beginning or end of the academic year. For example, moving in or out of an on-campus dorm, or moving in/out of an off-campus house or apartment. This survey does not refer to experiences of moving permanent addresses.

#	Field	Minimu m	Maximu m	Mea n	Std Deviation	Varianc e	Coun t
1	I understand that this survey involves research regarding the use of moving services for college students. I will be provided with information regarding moving services and will be asked to respond to questions regarding my experiences and preferences. On average, this task will take me 5-10 minutes to complete. I understand that my answers will be held strictly confidential. This client research is under the supervision of Roxo Agency. I hereby consent to partdipate in this research and understand the procedure listed above. For the purpose of this survey, all moving experiences refer to student moves occurring at the beginning or end of the academic year. For example, moving in or out of an on-campus dorm, or moving in/out of an off-campus house or apartment. This survey does not refer to experiences of moving permanent addresses.	1	1	1	0	0	153

#	Answer	%	Count
1	I accept	100%	153
2	I do not accept	0%	0
	Total	100%	153

Q2.1 - Are you a TCU undergraduate student?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you a TCU undergraduate student?	1	2	1	0	0	149

#	Answer	%	Count
1	Yes	95%	141
2	No	5%	8
	Total	100%	149

Q3.1 - What is your current year?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your current year?	1	5	3	1	1	138

#	Answer	%	Count
1	1st year	5%	7
2	2nd year	17%	24
3	3rd year	48%	66
4	4th year	29%	40
5	5th year	1%	1
	Total	100%	138

Q3.2 - How do you identify?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How do you identify? - Selected Choice	1	2	2	0	0	138

#	Answer	%	Count
1	Male	14%	20
2	Female	86%	118
3	Non-binary	0%	0
4	Prefer not to answer	0%	0
5	Prefer to self describe:	0%	0
	Total	100%	138

Q3.2\_5\_TEXT - Prefer to self describe:

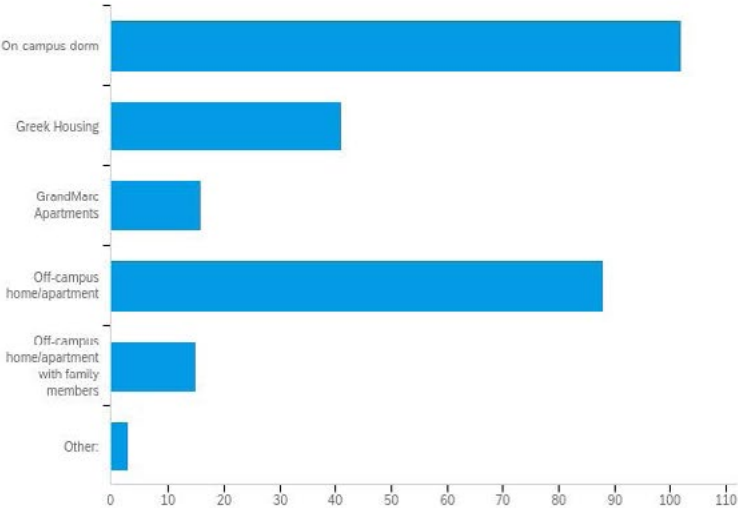
Prefer to self describe: - Text

Q3.3 - Does your immediate family currently live in Texas?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Does your immediate family currently live in Texas?	1	2	2	0	0	138

#	Answer	%	Count
1	Yes	36%	49
2	No	64%	89
	Total	100%	138

Q3.4 - Select all of the following locations that you have lived in during the academic school year, excluding summer/winter breaks and unusual circumstances, i.e., COVID-19 lockdown:



#	Answer	%	Count
1	On-campus dorm	38%	102
2	Greek Housing	15%	41
3	GrandMarr Apartments	6%	16
4	Off-campus home/apartment	33%	88
5	Off-campus home/apartment with family members	6%	15
6	Other:	1%	3
	Total	100%	255

Q3.4\_6\_TEXT Other:



Other: - Text
Village East (not sure if this was considered off campus)
On campus apartments
Dallas

Q3.5 - What is your current living situation?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your current living situation? - Selected Choice	1	6	3	1	2	138

#	Answer	%	Count
1	On-campus dorm	22%	30
2	Greek Housing	7%	9
3	GrandMarc Apartments	7%	10
4	Off-campus home/apartment	62%	86
5	Off-campus home/apartment with family members	1%	1
6	Other:	1%	2
	Total	100%	138

Q3.5\_6\_TEXT - Other:

Other: - Text
Village East (not sure if this was considered off campus)
On campus apartments

Q4.1 - When moving at the beginning and end of each academic year, which of the following statements apply to you? Select all that apply.

#	Answer	%	Count
1	My parents have helped me move	61%	108
2	I have moved by myself	27%	47
3	I have hired a moving company	11%	19
4	Other:	1%	2
	Total	100%	176

Q4.1\_4\_TEXT - Other:

Other: - Text
Roomates brother helps me and friends with trucks
TCU moving people helped me

Q4.1 - When moving at the beginning and end of each academic year, which of the following statements apply to you? Select all that apply.

#	Answer	%	Count
1	My parents have helped me move	61%	108
2	I have moved by myself	27%	47
3	I have hired a moving company	11%	19
4	Other:	1%	2
	Total	100%	176

Q4.1\_4\_TEXT - Other:

Other: - Text
Roomates brother helps me and friends with trucks
TCU moving people helped me

Q50 - When using a moving company, which of the following would you need to be included in your move? Select all that apply.

#	Answer	%	Count
1	Moving supplies (i.e., dollies, blankets, bubble wrap, etc.)	17%	92
2	Moving truck	20%	104
3	Assembly and reassembly of furniture	9%	49
4	Assistance moving large/heavy items	21%	112
5	Packing services	10%	53
6	Packing supplies (boxes, tape, bubble wrap, etc.)	12%	63
8	Storage	10%	55
	Total	100%	528

Q4.3 - How would you like to hear about new moving services? Select all that apply.

#	Answer	%	Count
1	Social media	22%	85
2	Flyer	3%	11
3	Email	14%	53
4	Through TCU	19%	74
5	Student ambassador program	6%	22
6	Word of mouth	20%	75
7	From a parent	16%	60
	Total	100%	380

Q4.4 - Have you ever hired a moving company to assist in college moves?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you ever hired a moving company to assist in college moves?	1	2	2	0	0	123

#	Answer	%	Count
1	Yes	24%	30
2	No	76%	93
	Total	100%	123

Q5.1 - Which of the following moving companies have you heard of? Select all that apply.

#	Answer	%	Count
1	College Hunks Hauling Junk and Moving	5%	10
2	College Truckers	13%	25
3	Dorm Room Movers	12%	23
4	Gozova	5%	10
5	TCU Trucking	7%	14
6	Two Men and a Truck	20%	40
7	U-Haul	36%	71
8	Other:	0%	0
9	I have not heard of any of these	2%	4
	Total	100%	197

Q5.1\_8\_TEXT - Other:  
Other: - Text

Q5.2 - Rank the following qualities in order of importance if you were to hire a moving service, with 1 being most important and 5 being least important:

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Convenience	1	5	3	1	2	82
2	Pricing	1	5	2	1	2	82
3	Trustworthiness	1	5	2	1	1	82
4	Professionalism	1	5	4	1	1	82
5	Easy to book	1	5	4	1	1	82

#	Question	1		2		3		4		5		Total
1	Convenience	15%	12	28%	23	17%	14	23%	19	17%	14	82
2	Pricing	41%	34	20%	16	24%	20	7%	6	7%	6	82
3	Trustworthiness	38%	31	26%	21	20%	16	12%	10	5%	4	82
4	Professionalism	4%	3	11%	9	22%	18	29%	24	34%	28	82
5	Easy to book	2%	2	16%	13	17%	14	28%	23	37%	30	82

Q5.3 - What would be your preferred way to schedule a moving service/storage unit?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What would be your preferred way to schedule a moving service/storage unit? - Selected Choice	1	3	2	1	0	82

#	Answer	%	Count
1	Mobile app	32%	26
2	Website	57%	47
3	Phone schedule	11%	9
4	Other:	0%	0
	Total	100%	82

Q5.3\_4\_TEXT - Other:  
Other: - Text

Q5.4 - How likely would you be to hire a moving company that offers a mobile app that allows you to schedule and track your move?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Extremely Unlikely:Extremely Likely	1	5	4	1	1	82

#	Answer	%	Count
1	1	4%	3
2	2	6%	5
3	3	18%	15
4	4	39%	32
5	5	33%	27
	Total	100%	82

Q6.1 - Prior to taking this survey, had you heard of Gozova?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Prior to taking this survey, had you heard of Gozova?	1	2	2	0	0	108

#	Answer	%	Count
1	Yes	14%	15
2	No	86%	93
	Total	100%	108



Q7.2 - How likely would you be to use Gozova for future moves while in college?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Extremely Unlikely:Extremely Likely	1	5	3	1	1	88

#	Answer	%	Count
1	1	8%	7
2	2	16%	14
3	3	41%	36
4	4	18%	16
5	5	17%	15
	Total	100%	88

Q7.3 - How likely would you be to use Gozova for moves after graduating college?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Extremely Unlikely:Extremely Likely	1	5	3	1	1	88

#	Answer	%	Count
1	1	6%	5
2	2	15%	13
3	3	32%	28
4	4	31%	27
5	5	17%	15
	Total	100%	88

Q8.1 - Have you ever used a storage unit to store your belongings during a semester break (i.e., summer, winter break, semester abroad, etc.)?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you ever used a storage unit to store your belongings during a semester break (i.e., summer, winter break, semester abroad, etc.)?	1	2	1	0	0	103

#	Answer	%	Count
1	Yes	62%	64
2	No	38%	39
	Total	100%	103

Q51 - Would you like to enter a raffle for the chance to win a \$25 gift card?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Would you like to enter a raffle for the chance to win a \$25 gift card?	1	2	1	0	0	103

#	Answer	%	Count
1	Yes	82%	84
2	No	18%	19
	Total	100%	103

Q9.1 - Select which statement applies to you:

#	Answer	%	Count
1	I had professional movers move my belongings into the storage unit	16%	14
2	I moved my belongings into the storage unit myself	44%	38
3	My family members helped me move my belongings into the storage unit	40%	35
5	Other:	0%	0
	Total	100%	87

Q9.1\_5\_TEXT - Other:  
Other: - Text

Q10.2 - How did you hear about Gozova?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How did you hear about Gozova? - Selected Choice	1	5	3	2	3	13

#	Answer	%	Count
1	Word of mouth	38%	5
2	Gozova website	0%	0
3	Social media	31%	4
4	Online (i.e., Google Business, Yelp, etc.)	0%	0
5	Other:	31%	4
	Total	100%	13

Q10.2\_5\_TEXT - Other:

Other: - Text

Through Roxo -- initial client meeting

Roxo

Ana :)

Roxo

Q10.3 - Have you heard positive or negative reviews about Gozova?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you heard positive or negative reviews about Gozova?	1	4	2	1	2	13

#	Answer	%	Count
1	Positive	46%	6
2	Neutral	23%	3
3	Negative	0%	0
4	I have not heard any reviews about Gozova	31%	4
	Total	100%	13

Q11.1 - Who hired the moving company?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Who hired the moving company? - Selected Choice	1	2	2	0	0	29

#	Answer	%	Count
1	Myself	28%	8
2	My parent(s)/guardian	72%	21
3	Other:	0%	0
	Total	100%	29

Q11.1\_3\_TEXT - Other:  
Other: - Text

Q11.2 - What did you see as the biggest benefit of hiring a moving company for your college move?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What did you see as the biggest benefit of hiring a moving company for your college move? - Selected Choice	1	8	5	2	5	29

#	Answer	%	Count
1	Moving supplies (i.e., boxes, bubble wrap, tape, etc.)	10%	3
2	Moving truck	7%	2
3	Assistance assembling furniture	0%	0
4	Assistance moving large/heavy pieces of furniture	41%	12
5	Storage unit	17%	5
6	Assistance packing	0%	0
8	Less stress, more time to focus on other things	24%	7
9	Other:	0%	0
	Total	100%	29

Q11.2\_9\_TEXT - Other:  
Other: - Text

Q11.3 - When did you hire the moving company?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	When did you hire the moving company? - Selected Choice	1	3	2	1	1	29

#	Answer	%	Count
1	Moving in at the beginning of the school year	17%	5
2	Moving out at the end of the school year	38%	11
3	Both moving in at the beginning of the school year and moving out at the end of the school year	45%	13
4	Other:	0%	0
	Total	100%	29

Q11.3\_4\_TEXT - Other:  
Other: - Text

Q11.4 - Which of the following moving companies have you heard of? Select all that apply.

#	Answer	%	Count
1	College Hunks Hauling Junk and Moving	11%	8
2	College Truckers	27%	20
3	Dorm Room Movers	16%	12
4	Gozova	8%	6
5	TCU Trucking	8%	6
6	Two Men and a Truck	5%	4
7	U-Haul	24%	18
8	Other:	0%	0
9	I have not heard of any of these	1%	1
	Total	100%	75

Q11.4\_8\_TEXT - Other:  
Other: - Text

Q11.5 - Which of the following moving companies have you used? Select all that apply.

#	Answer	%	Count
1	College Hunks Hauling Junk and Moving	7%	2
2	College Truckers	27%	8
3	Dorm Room Movers	23%	7
4	Gozova	10%	3
5	TCU Trucking	7%	2
6	Two Men and a Truck	7%	2
7	U-Haul	0%	0
8	Other:	20%	6
	Total	100%	30

Q11.5\_8\_TEXT - Other:

Other: - Text
Dont remember
Bell air storage



Q11.6 - How would you rate your experience with the moving company/companies you chose?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Extremely Unsatisfied:Extremely Satisfied	1	5	4	1	1	29

#	Answer	%	Count
1	1	3%	1
2	2	14%	4
3	3	17%	5
4	4	24%	7
5	5	41%	12
	Total	100%	29

Q11.7 - Rank the following qualities in order of importance when selecting a moving service, with 1 being most important and 5 being least important:

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Convenience	1	5	2	1	1	29
2	Pricing	1	5	3	1	1	29
3	Trustworthiness	1	5	2	1	2	29
4	Professionalism	2	5	4	1	1	29
5	Easy to book	1	5	4	1	2	29

#	Question	1		2		3		4		5		Total
1	Convenience	38%	11	28%	8	21%	6	10%	3	3%	1	29
2	Pricing	21%	6	24%	7	34%	10	10%	3	10%	3	29
3	Trustworthiness	34%	10	31%	9	17%	5	3%	1	14%	4	29
4	Professionalism	0%	0	7%	2	21%	6	52%	15	21%	6	29
5	Easy to book	7%	2	10%	3	7%	2	24%	7	52%	15	29

Q11.8 - Which of the following factors had the greatest influence when choosing a moving company?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Which of the following factors had the greatest influence when choosing a moving company? - Selected Choice	1	5	2	1	1	29

#	Answer	%	Count
1	University affiliation/partnership	34%	10
2	Positive reviews online	14%	4
3	Recommendation from a friend	34%	10
4	Recommendation from a parent	14%	4
5	Other:	3%	1
	Total	100%	29

Q11.8\_5\_TEXT - Other:

Other: - Text

Everyone else was using them, just seemed like the thing to do that year

Q12.1 - Have you ever used Gozova to help with a move, delivery, or storage service?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you ever used Gozova to help with a move, delivery, or storage service?	1	2	2	0	0	29

#	Answer	%	Count
1	Yes	7%	2
2	No	93%	27
	Total	100%	29

Q13.1 - How would you rate your experience with Gozova?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Extremely Unsatisfied:Extremely Satisfied	5	5	5	0	0	2

#	Answer	%	Count
1	1	0%	0
2	2	0%	0
3	3	0%	0
4	4	0%	0
5	5	100%	2
	Total	100%	2

Q13.2 - How did you hear about Gozova?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How did you hear about Gozova? - Selected Choice	1	1	1	0	0	2

#	Answer	%	Count
1	Word of mouth	100%	2
2	Gozova website	0%	0
3	Online reviews (i.e., Google Business, Yelp, etc.)	0%	0
4	Social media	0%	0
5	Other:	0%	0
	Total	100%	2

Q13.2\_5\_TEXT - Other:  
Other: - Text

Q13.3 - Which of the following qualities had the greatest influence on your decision to use Gozova?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Which of the following qualities had the greatest influence on your decision to use Gozova? - Selected Choice	2	3	3	1	0	2

#	Answer	%	Count
1	Convenience	0%	0
2	Pricing	50%	1
3	Trustworthiness	50%	1
4	Professionalism	0%	0
5	Easy to book	0%	0
6	Other:	0%	0
	Total	100%	2

Q13.3\_6\_TEXT - Other:  
Other: - Text



# Transcript One

Interviewer: Maggie Jennison  
Interviewee: Natalie S.  
Location of interview: Texas Christian University, Fort Worth, TX

*Interview began with an explanation of the purpose of the interview and confirmation that the interviewee consents to being interviewed.*

Interviewer: To start off, can you please tell me about yourself - age, grade level, home town, and where you live?

Interviewee: Yes, my name is Natalie. I am 22 years old and a senior Marketing major at TCU. I currently live off campus.

Interviewer: Does your family currently live in Texas?

Interviewee: No, my family lives in California.

Interviewer: How often does your family visit you?

Interviewee: I would say probably two to three times a year.

Interviewer: Do you have a car on campus?

Interviewee: Yes I do.

Interviewer: When did you first bring your car to campus?

Interviewee: I brought my car the second semester of my sophomore year.

Interviewer: Why did you feel you needed a car on campus?

Interviewee: I remember feeling somewhat trapped on campus and I wanted the opportunity to go off campus to study, run errands and go places with my friends without having to borrow other people's cars or Uber everywhere.

Interviewer: How would you say having a car on campus impacted your college experience?

Interviewee: I would say it definitely positively impacted my college experience because I am able to go wherever I want at any time. Especially since Fort Worth is spread out and I am able to

get to places more easily. It is definitely better than having to Uber around like I did freshman year.

Interviewer: When it came to moving in or out at the beginning and end of the semester, did having a car help you?

Interviewee: In some cases yes but I used a moving company so I didn't really need my car to move my things since the company did it for me. I really only had my valuable things with me because I wanted to make sure they were safe.

Interviewer: Can you explain a little bit about how your moving experiences have been at TCU?

Interviewee: I would say when you are in the dorms doing it yourself it is a little bit more difficult. It makes it harder when you are doing it with a parent because things are heavy and you are trying to go up and down the elevator while everyone else is moving in too. Off-campus it was pretty difficult to do myself even with my parents' help because it takes a longer time and I'm obviously not skilled at it. When I used a moving company I was able to sit back and they would do it all for me. It was much more of a relaxing experience.

Interviewer: Can you tell me where you lived each year?

Interviewee: Freshman year I lived in a dorm on campus (Shirley), sophomore year I lived on campus in my sorority house, junior year I lived off-campus in a house, and senior year I moved to another house off-campus.

Interviewer: Did you notice a difference in moving in and out freshman year versus sophomore year versus junior year versus senior year?

Interviewee: Yes. Freshman year I moved in with my parents and it was just chaotic. All the freshmen were moving in at the same time so it was just chaotic and really busy because there were people everywhere. It was also hard because I moved in at the same time as my roommate so we had both of us plus both of our parents in the room at the same time so it was super crowded. It was definitely a difficult process, especially moving out because you just want to move out and go home and be done. And then you have to move everything into a storage unit which makes it harder because you feel like you are moving twice. Sophomore year moving my things from the storage unit to the sorority house was more difficult. I also think it depends on which parent was helping me move. When it was my mom it was a lot more work because my dad could just move all the heavy things and just move things in. Move out sophomore year wasn't too bad because my dad flew out to help me. Moving in junior year both my parents flew out to help me so move in was pretty easy. I lived in a one story house so we didn't have to move

things up and down the stairs. Junior year move out was when I used a moving company. That was definitely the easiest year because one, all I had to do was pack up the house and then they moved everything for me. They also put my bed together for me in the new house and they were overall just super nice to me about everything which made my experience easier because I didn't have to do anything. The only thing I had to move was my purse which was lovely.

Interviewer: Can you explain the process with the storage unit you used in between your sophomore and junior year?

Interviewee: So my dad helped me move out of the sorority house at the end of the semester and into the storage unit right away. I left everything there over the summer and then both my parents came out in the fall to help me move out of the storage unit and into the new house.

Interviewer: When you were moving to the storage unit did you rent a truck or just make trips in your car?

Interviewee: No I made all the trips in my car. I think it took like three or four trips to get all my stuff into the storage unit. One year, I think after my freshman year, my dad rented a car one year and it was a pickup truck so it took one or two trips. But I think each year you accumulate more stuff so it gets harder and harder to do it yourself.

Interviewer: Was there ever a time you moved out by yourself or did you always have a parent helping you?

Interviewee: The one time I was by myself was when I had the moving company moving out after junior year. And that was the reason I got the moving company because I didn't want my parents to come out during Covid so it was much easier to have someone else come in and do it so my parents didn't have to risk flying out from California to Texas. Also they just made it super easy because they just came to my door and started putting everything in the truck. They also did extra stuff like going with my roommates and I to pick up our couch from a house a few streets down.

Interviewer: When you were looking at different moving companies, did you consider companies who were affiliated with TCU versus those that are not?

Interviewee: Not really, the only thing that mattered to me was reputation so I based it off of word of mouth. One of my roommates had a great experience with the company I used and she had been using them since freshman year. So for me, I obviously trusted what my friend said and her experience instead of doing my own research. She said they were well priced and easy so I went with that and trusted her especially since I was going to be moving alone. But I really didn't

do any research on my own so I didn't really pay attention to if they were officially affiliated with TCU or not.

Interviewer: How would you describe your ideal moving experience?

Interviewee: In a dream world they would pack up everything for me, but also I like to pack everything on my own so I know where everything is. But in an ideal world they would come to my room, take my boxes and take it to where I am moving to. I would want them to unpack the major things like setting up my bed and putting together anything else that I had to disassemble while moving. Just really like the big things that I could not put together or carry myself or things that take more than one person is what I would want them to take care of. Overall I would just want them to be nice and willing to help. Also in an ideal world it would not cost alot.

Interviewer: What qualities would you look for in a moving company?

Interviewee: The qualities I would look for in a moving company would first definitely be the reputation. Like what reputation they have and if people had good experiences with the company. Like did they trust them moving their things, did they dent anything - obviously you don't want to have to deal with anything after the move, were they nice - I think that is a big part too. The time I used a moving company they were super nice and talkative and went above and beyond. I think price also matters and the ability to do it in a day and have it not take the entire day.

Interviewer: Do you remember how early you started to plan and book the moving company?

Interviewee: I think it was at least a few weeks out or maybe a month before.

Interviewer: Would you agree that most students at TCU also value word of mouth and reputation or do you think other students might have a different way of deciding on a moving company?

Interviewee: I would say for sure word of mouth but also for sure the TCU Parents Facebook Page. That's a main source because a lot of parents are super involved and students will most likely listen to what their parents say especially about things like moving. Also the parents are probably the ones paying for the service so I would say like if I didn't have my roommate who knew of the moving company I would have gone to my mom and had her do some research about who was the most trustworthy company and that combined with price, see which companies people at TCU have used and who had the best experience. I think it is easier to know about the personal experiences rather than just calling a random company and not knowing what their reputation is.



Interviewer: Do you think your parents were mainly interested in or concerned with other factors other than what you were looking for?

Interviewee: I think their biggest thing was price. But also since they couldn't be here they wanted everything to be done for me. They just wanted to ease the moving process for me since they knew it would be more difficult since this was the first time they didn't come. I also think they valued safety and trust and they wanted to make sure that the movers were nice and professional since it was just me and my roommates.

Interviewer: So looking back on your experiences moving, what words would you use to describe the process when you did not use a moving company?

Interviewee: I would say it was stressful, chaotic, time-consuming, frustrating, it caused a lot of disagreements with me and my parents because we were tired and moving the whole day, it was draining and just overall stressful.

Interviewer: What words would you use to describe the time you did use a moving company?

Interviewee: With a company was definitely easy, carefree, seamless - like I didn't have to touch anything, so just ease would be the biggest word I would use.

Interviewer: Can you think about some of your friends and their moving experiences and tell me about how they compared to yours?

Interviewee: The only thing that comes to mind as far as differences go would be freshman year when some people had moving companies come in and bring boxes and all you would do is box up your things and the company would take it to storage for you. I think that is something I maybe would have looked into. I think in a dorm it is harder to move in and out so something like that may have been helpful, especially for people whose parents did not come to help. But overall I think the biggest thing that stands out to me for this is how they would drop off the boxes to you so all the supplies were given and the students didn't have to go out and buy all the boxes and packing supplies.

Interviewer: How was it moving out during finals week?

Interviewee: Moving during finals week any other year was way more stressful because it was hard to find time to fit in packing up the entire room and moving to a storage unit. That was really difficult because I felt like I only had one day to move based on my move out date and final exam schedule. Moving out was the last of my priorities because I was more concerned about my grades and I knew that my parents would be there to help me rush through packing. It

was definitely more difficult during finals because there is more preparation that goes into moving that I didn't expect and it was just hard to find the time to get it all done.

Interviewer: So did you not move out during finals week after junior year?

Interviewee: No because of Covid. I went back home to California in March and did school and finals there. Then I flew back to Texas before my lease was up and had to move out and that is when I used the moving company.

Interviewer: What was the name of the moving company you used?

Interviewee: Gozova.

Interviewer: What services did they offer you?

Interviewee: They provided the moving truck and moved everything from one house to the other and put everything in each person's room. They also assembled our beds and picked up our couch from a house a few streets away and brought that back to our house. We also had a two story house so it was nice to have people carry everything up the stairs.

Interviewer: Just to clarify, did all of your roommates use Gozova too?

Interviewee: Yes there were four of us moving from the old house to the new house. We designated different things to different rooms so we basically just pointed the movers to whichever room depending on whose things they were moving.

Interviewer: Did they provide boxes, tape, or any moving supplies?

Interviewee: No they did not.

Interviewer: How did you hear about Gozova?

Interviewee: I heard about them through my roommate who had used them previously.

Interviewer: Can you tell me a little bit about your experience with Gozova?

Interviewee: Yes I remember there were two gentlemen who were particularly helpful and super nice. They just were super friendly and funny and handled everything with care. I felt like I could trust them when they were moving things. They also were very clear with what they were doing and communicated everything to us. Overall they were amazing and I was not stressed at

all because I could trust them. I could tell they were handling everything with care. I also thought it was super nice that they put all our beds together and went above and beyond to make sure all the bigger and heavy items like our beds, dressers, and couch were set up and in the right place. So I think my overall experience was very pleasant and super easy. I would definitely use them again in the future.

Interviewer: Looking back, do you wish you used a moving company in your freshman, sophomore and junior year?

Interviewee: Yes, definitely. It definitely would have saved arguments with my parents and would have made my life a whole lot easier.

Interviewer: Did you use the Gozova app to track your move?

Interviewee: I personally did not, but I think my roommate did.

Interviewer: You mentioned that you would be likely to use Gozova in the future, can you elaborate on that?

Interviewee: Yes I definitely would. It made the move so easy and I can't imagine moving by myself again. My only concern would be if Gozova is able to move me to whichever city I end up in. It would also depend on pricing as I'm sure that would change depending on how far away I move.

Interviewer: What would you expect to pay to move from on-campus to off-campus?

Interviewee: I don't remember what we paid for the move, but I would expect a move in the TCU area to cost somewhere around \$800 for all my roommates to move everything in our house including bedrooms, kitchen and living room. But after I graduate and move to a new city I would expect to pay a lot more because of driving time.

Interviewer: In general, when you hear the words "moving company," what comes to mind?

Interviewee: I think of U-Haul, I'm not sure why. But I also think of ease and pricey comes to mind too. It's kind of a trade off there.

Interviewer: How do you think moving companies are perceived in the TCU community?

Interviewee: Highly. I think people depend on them especially since it is a lot of work to move a whole dorm room. And especially it is usually a time crunch so you need a moving company

especially for kids who are out of state. You just don't have a large enough time frame to move out because of your move out date.

Interviewer: How do you think moving differs between students who are from the area and those from out of state?

Interviewee: Out of state people definitely need a storage unit over summer. I think moving in general is easier if you are from the DFW area because you can keep your things at home and maybe just take a few trips back and forth to move everything out. So I don't necessarily think they need a moving company because they can usually just get help from their parents, at least that's what it seems like from my friends who live around here. But out of state students definitely need moving companies more especially when some people's parents can't fly out to help, like mine last year.

Interviewer: What do you think moving companies could do to attract more students?

Interviewee: I've seen some companies do discount codes or things similar to that where if you share a code with a friend you get X amount of dollars off. I think that would be helpful for attracting more students especially at the end of the semester. This would also help with word of mouth and getting people talking about the company. I would also say getting into the TCU Parents Facebook page because everyone listens to their parents and parents are often more likely to handle and schedule the move than the student is, especially from a money standpoint.

Interviewer: Do you remember if your parents mentioned or looked into any other moving companies from the parents Facebook page?

Interviewee: Yes, I remember them sending me some names but they wanted me to confirm if I actually had heard good things about the company. But that's when I decided to go with what my roommate said because I trusted her opinion and experience.

Interviewer: Do you think a student ambassador or campus rep program with a moving company would be perceived well at TCU?

Interviewee: Yes I think if you had a few representatives from sororities or fraternities or other organizations on campus and they went and spread the word to their organizations that would be beneficial. But I think the timing would have to be right and they would probably only want to promote the company towards the end of the year when people are actually thinking about move out plans. But I think the most impactful way to get to students right now is through the parents, especially since parents talk and word spreads so quickly amongst them too.



Interviewer: What would you tell an underclassmen or someone who has not used a moving company to help convince them that hiring a moving company is worthwhile?

Interviewee: I think the biggest thing I would say is to use a moving company because you will avoid fighting with your parents before you go home and you won't have to find time to pack and move out while in the middle of finals week and saying bye to friends who are leaving. It's definitely easier to use a moving company because that week is hard enough with school and there is no need to complicate it more. Also one of the biggest things for me too was that I didn't want my parents or myself to get hurt while moving so having a moving company do it all just eases everything so much.

Interviewer: Do you follow any moving companies on social media?

Interviewee: No I do not and I probably would never.

Interviewer: Have you heard of any stories from friends who have used moving companies of times where something bad happened and they wish they hadn't used a moving company?

Interviewee: I've heard stories of times when movers broke their things and dropping things. I even remember one time we were walking by and we saw a moving company and they were moving a dresser and dropped it and it completely broke and the drawers all fell out and it was a mess. There was also a time where I was at a friends house when one of her roommates was moving out and she used one of the moving pods and the driver just didn't seem to know what he was doing and he went down their driveway to drop off the Pod and he snapped the power line and their wifi was cut out for like a week and it was really bad. So yeah that was definitely a horror story, that and breaking things.

Interviewer: Is there anything you want to touch on about your moving experiences that I didn't ask about?

Interviewee: No I don't think so.

Interviewer: Thank you for your time!

Interviewer: Hannah Boss  
Interviewee: Alice M.  
Location of interview: Texas Christian University, Fort Worth, TX

*Interview began with an explanation of the purpose of the interview and confirmation that the interviewee consents to being interviewed.*

Interviewer: I'm Hannah Boss. I'm interviewing Alice for our Gozova client. Will you verbally consent to being recorded?

Interviewee: I consent

Interviewer: Okay so for starters, can you just tell me a little bit about yourself, like your name home state, what year you're in, and what you're studying?

Interviewee: My name is Alice. I'm a sophomore and I'm a double major in Strategic Communication and graphic design and I'm from Los Angeles, CA.

Interviewer: So since you're from out of state, do your parents still live there?

Interviewee: Yes.

Interviewer: Do you have a car on campus?

Interviewee: I do now. I just got it this semester.

Interviewer: Oh beautiful. How has having a car versus not having a car impacted your college experience?

Interviewee: It's definitely given me more freedom like last year and last semester, whenever I wanted to go to a target or get something that was off campus and not really walking distance, I had to rely on friends and driving me. And so it got to the point where I would just time my groceries so that I would go whenever my friends needed to go. But now I just have more freedom and I can just go and do something if I want to do it. Like if I want just one thing from the grocery store I can go get it, yeah.

Interviewer: Yeah, that's really nice. Do your parents visit very often?

Interviewee: Not really, no.

Interviewer: What's an estimate of how many times in like when they come and see you?

Interviewee: Normally I would say it's like once a semester. Like last year before Covid they just came for Family Weekend and then my dad came for dads weekend for my sorority. And then the next semester, they didn't come to visit me that semester, 'cause there was moms weekend, but my mom didn't come. But then this year because of Covid there weren't any like TCU planned things. My parents came once last semester.

# Transcript Two

Interviewer: That's really nice. How many different places on campus have you lived? Are you still living on campus?

Interviewee: Yes I am.

Interviewer: Okay, and how many different places on campus have you left?

Interviewee: 2

Interviewer: Okay, and, what was your move in and out experience like? If you could detail that?

Interviewee: Uhm, It was a little bit different last year. Like my freshman year versus this year, because freshman year I was bringing in everything that I had. We had to put it in the car and then bring it and bring it into my room. But sophomore year we used a moving company, like a storage company to store it over the summer. And they actually delivered to the dorm, so I had that which made it a lot easier. This year I pretty much just needed my clothes and then everything else was stored in a unit that got delivered to my dorm.

Interviewer: That's really nice. When you moved in, you said you had everything in the car. So did you guys drive out here?

Interviewee: No no no. For my freshman year we flew, but we have friends that live in Dallas and they said that we could ship stuff to them and like they'll keep it in their garage until we come and pick it up. So we just picked it up and we drove it to TCU.

Interviewer: And did your parents help you move in?

Interviewee: Yes, yeah.

Interviewer: Okay, beautiful, so your moving out experience with the company, could you tell me what company used?

Interviewee: Yes, we used the Dorm Room Movers

Interviewer: Yeah, how did you hear about them?

Interviewee: Um TCU sent an email because this was all during Covid. So they sent out emails about three companies that could have. Well, and it was probably different than how moving out would normally be just because it was like we were already sent home. My dad and I had to fly back out and it was just the two of us and we had like 3 hours to move completely out of my dorm. So it was really rushed.

Interviewer: Yeah, so did they give you the materials that you needed to pack the things? And, is that what you were looking for? Is that something that you wanted, like a service that provides the materials and the storage. Is that something that you enjoyed from them?

Interviewee: Yes, that was definitely really helpful, like they provided the boxes and some tape which was definitely useful. We didn't know that that was actually going to happen and we arrived at my dorm and there were boxes outside of my door waiting for me, which is really nice and helpful. We thought we were going to have to go and like get some and I think what attracted



us to it was just that instead of us having to put everything into a car, taking it to a storage unit that we rented and having that also be a whole other ordeal of the of the moving out we just had to box everything up and then they they would come to the dorm, pick it up for us, put it in the storage unit for us and then deliver it at my new dorm the next year so it just kind of took away more stress that my dad and I would have because we're not here like we don't live in Texas. We don't have a car here. We have to use the rental car and then just take it.

Interviewer: Whose decision ultimately was it to use Dorm Room Movers over like the other companies you had emailed?

Interviewee: I think it was not really like a decision. It was more like convenience because one of them like Dorm Room Movers basically was like we're going to be open every day that TCU is doing move out, but the other company we looked into we're just doing their normal days and they weren't open the day I was assigned to move it out even though they were like we're moving out TCU students, they weren't available every day that TCU students were moving.

Interviewer: Yeah, do you remember what company that was?

Interviewee: I have no idea.

Interviewer: Okay, that's fine. Okay, so whenever you were moving into your sophomore living, what was the process like for requesting your items back? Like did you have to go pick them up? Did they drop them off and did they bring them up to your room like that kind of process?

Interviewee: Yeah, it was. Towards the end of the summer they sent me an email and you just had to fill out a survey with your name or email and where you were moving to and like what your new dorm was. And it was specific for TCU students. And then they arrived at my dorm and they actually came and brought it up to my dorm.

Interviewer: Oh, that's really nice.

Interviewee: Yeah, so like we helped a bit, like I took some of the lighter stuff, but like they actually had a dolly so that they were able to bring up multiple boxes and drop it off at my dorm.

Interviewer: It's really convenient. So now I'm gonna kind of move into your thoughts and feelings towards different moving options. So when you were originally moving, from your freshman year to your sophomore year, and you had to go through this like finding a company for storage and whatnot. How secure did you feel leaving your stuff here with the company you hadn't used before?

Interviewee: I thought pretty secure, partially because like I wasn't really leaving anything that was super valuable for me. Like anything that was semi-important I had just brought home so I was just kind of leaving this stuff that I felt like was easily replaced.

Interviewer: OK. That's really convenient then, so would you say that you are more likely to use them again? And do you know of other people who used Dorm room Movers as well?

Interviewee: Yeah, my freshman roommate -- she used them as well.

Interviewer: That's really convenient. So what would be a perfect moving experience? Because are you looking for off campus housing for next year?

Interviewee: I already have off campus housing for next year.

Interviewer: Perfect, so what would be the ideal moving experience? Because you said you live in California, So what would the ideal moving experience look like from sophomore to junior year?

Interviewee: Well next year I'm actually living with girls that are already in the house that I'm going to be moving into, so my ideal situation would be that I'm able to just at the end of the year drive some stuff over to the house and just leave it there. Because we already have access to the house and then I'm able to just like leave stuff out there. I'll bring my clothes home with me, but that way like nothing needs to be put into a storage unit. It's just already in the house.

Interviewer: It's actually really nice, so would you recruit friends to help you? Would your parents fly down, or would you just kind of do it yourself?

Interviewee: It probably will result in either I'm doing it myself or I'll recruit friends. My dad was talking about possibly coming to help me, but I don't know if that would happen.

Interviewer: Oh okay, interesting. Have you ever heard of Gozova?

Interviewee: No, I have not.

Interviewer: All right well it is another moving, delivery and storage company that understands that consumer lives, desires, and schedules are always changing. They give you control of every aspect of the process with a personalized approach. Place a same-day or pre-scheduled order easily online or through their app. The accompanying app creates a seamless experience by letting you track your items, the crew, pay, rate, and tip all from one place. They aim to make moving simple. Essentially, think of Uber, but for moving. Essentially day-of, I'd be like hey I need help moving, put in an order and people will be there within hours to help you move whatever it is. So sometimes they do store pickups like if you bought from throughout the store needed to be brought to your house because it doesn't fit in your car they'll do that and then kind of like you're saying you're looking to move from like a dorm to off campus and, you're probably just going to do it yourself. You can essentially just be like hey I need extra help, need some hands, the truck and you can order them on their app and they'll show up, move your stuff and it's really simple. They have a fixed rate and everything you do. Any chance to remember how much you paid for?

Interviewee: I couldn't tell you

Interviewer: That's fine, so moving into some other questions, when you hear the words moving company what comes to mind?

Interviewee: Um like a big truck and people like, I just like picture them wearing like the black like back brace thing to help them lift stuff

Interviewer: Yeah.Are you more likely to choose a company that has a TCU endorsement or endorsement by a friend?

Interviewee: I don't know, it probably depends like I feel like my parents would probably choose TCU endorsement over a friend. It honestly depends on the friend and how reliable I think they are. But more or less probably the TCU endorsement.

Interviewer: Yeah, and how much do you think your parents' opinion weighs in that decision?

Interviewee: Oh, it's the entire opinion because it's the entire opinion. It's not really something that I'm gonna argue them on, yeah

Interviewer: That's definitely fair. And so do you think a majority of on campus TCU students are using moving companies?

Interviewee: I'm honestly not sure I have like seen a few, but I haven't seen a lot. I also think it's just like there are a lot of people that live in Texas and so I do know a lot of friends that like to just stack their cars with everything and just drive home with everything. So I'm not really sure on that.

Interviewer: That's definitely how I operate. So when it came to choosing Dorm Room Movers for your move last year, what were some of the important things that you were looking for? Like the values or just like the amenities that they offered? What were the things that were important?

Interviewee: The most important was probably the availability, because we didn't really get a choice on when we were moving out, just because it's like Covid in the way that TCU did it, like I didn't really get to choose what date and so I was and because of Covid and because I'm not in state it had to be done pretty quickly. So just the fact that like Dorm Room Movers was pretty like they were available on that day. I didn't have to drive it anywhere. They were going to come pick it up. I could give him a set time to come pick it up. And it just worked for me. They worked with our schedule.

Interviewer: This is true. Would you be open to moving companies that didn't have a TCU affiliation?

Interviewee: Yeah

Interviewer: If a moving company had an app that allowed you to book and track your service, would you be more inclined towards it?

Interviewee: Probably if I was able to, if there was more information about it, like I don't know if I would do it if I just knew that there was an app, right? If there was like if there was just like a website that had or like reviews other, but the app is definitely like an advantage to choosing it.

Interviewer: Yes. I 100% agree because that app has an Instagram and doing great with it, so if you ever wanted to look at it and if you're interested because the rates are cheaper from when you'll like, eventually be moving. There are a few people around campus who do like it who used Gozova before their moves just because it's easy. And you can literally order it the day of, and they'll be like, okay, we're on our way. So that's one thing if in your future move you're interested

in looking into. I would definitely recommend it. Did you have any contact with your movers at all?

Interviewee: Yeah, like we, I mean like because they had to call us when they were here and they got up and we were helping them like everything in the truck and then my dad also talked like one of the head people. Just because there was all of a sudden TCU like made us wait longer so we called to ask if they could like wait an hour to come get stuff and they were super easy with it.

Interviewer: Yeah, okay, what words would you use to describe moving without the moving company?

Interviewee: I feel like it, I don't know how to describe it, but I feel like it would just like, it'll be more stressful, but at the same time not as stressful because I'm doing it. I know where everything is. I know where everything's going, but at the same time I'm the one doing it. Yeah, that's more stressful. And I'm also very clumsy as we know me with my box is like something is bound to break. Yeah, but then with the company definitely less stressful because someone will be able to like help me.

Interviewer: yeah.

Interviewee: But also, it's like I'm relying on other people that I don't know that well, so that can also add a bit of stress, just like the unknowing.

Interviewer: Okay, so you had all the things, okay perfect well thank you so much.

Interviewee: No problem, I appreciate it.



Gozova

Thank You

ROXO GREEN TEAM

