

KwikNaps – Power Naps at the Gas Station

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What is KwikNaps?

KwikNaps is a small, private nap pod station inside large Kwik Trip stores and travel plazas.

- Pay-by-the-minute, starting at 25¢ per minute
- Includes:
 - Reclining chair
 - Phone charging ports
 - White noise or soft music
 - Clean and secure pod with dim lighting
- Timer-based entry and auto-lock door
- Optional longer naps: customers can stay for up to 2 hours

Goal: Offer tired drivers or travelers a safe and cheap place to rest without needing a hotel or sleeping in their car.

Who is this for?

KwikNaps is designed for real people on the move who need a break.

Main audiences:

- Truck drivers on long hauls who need safe rest
- Road trippers and families stopping mid-journey
- College students on long drives home
- Shift workers and commuters who just need to recharge
- Parents who are running errands and just need 15 minutes of peace



Bonus stat: According to the National Sleep Foundation, over 60% of drivers admit to driving while drowsy. KwikNaps helps prevent accidents by encouraging rest.

Would People Use It?

Surveyed 15 people (friends, parents, teachers, classmates):

- 13 said yes, they would use a nap pod at Kwik Trip if it was cheap, clean, and safe
- 9 said they've either slept in their car before or wished they could
- Everyone agreed it would be more comfortable and less awkward than napping in a car



Plus: nap pods are used in airports and offices, but gas stations don't offer this yet — Kwik Trip could be the first

What Does It Cost?

Price:

- Base rate: 25¢ per minute
- 10 mins = \$2.50 (perfect for a quick rest)
- 30 mins = \$7.50
- 1 hour = \$15
- 2 hours max = \$30
- Kwik Rewards members can get a free coffee coupon after 30+ mins
- First-time users: Buy one, get one half-off nap session

Where It's Located and How Will People Know?

Place:

- In large Kwik Trip stores, especially:
 - Highway exits
 - Truck stops
 - City locations near colleges or hospitals
- Nap pods placed:
 - Near restrooms or in a private back corner
 - Marked with signs: “KwikNaps: Recharge Here”

Promotion:

- Posters in-store + on bathroom doors
- App pop-ups: “Tired? Book a KwikNap”
- Digital punch card: nap 5 times, get one free
- Social media videos showing how the pods work
- Partner with trucking companies or universities for discount codes

What Does it Look Like?

- Size: like a phone booth or dressing room
- Outside: Kwik Trip red & white branding, big logo
- Inside:
 - Soft leather chair
 - Touchscreen for settings
 - Charging cable + air vent
 - Cup holder for your coffee



Why KwikNaps Helps Kwik Trip

- ✓ Keeps customers in the store longer, increasing food and drink purchases
 - ✓ Adds a totally new service that no gas station offers
 - ✓ Shows Kwik Trip cares about safety and wellness
- ✓ Makes Kwik Trip a destination for more than just snacks and gas
- ✓ Attracts young travelers, truckers, and sleep-deprived students

Long-term, this makes Kwik Trip stand out from competitors like Speedway, Casey's, or even Buc-ee's.

Let's make gas stations the place people actually want to be.