**SWOT analysis:**

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| **Strengths** | - The project provides a medical system that sets up the channel between doctors, pharmacists and patients. Also, it represents the care point that links all medical organizations (e.g. pharmacy, hospital, clinic, ...etc.) together to serve patients. Thus, the project adds a new value as there is no such integrated systems in Egypt  - The development team has the following experience that will be useful in the development process and in the future work for the project:   * Two members are certified as front-end developers and other two members are great ASP.Net developers * Two members are certified as android developers * One member is an IOS developer |
| **Weaknesses** | - The system is very large, while we are only 4 members and we have to be done within about 9 months. Consequently, we will have to temporarily stop working on some features and document them as a future work  - While the system may contain user’s personal information and his private medical history, we do not have enough experience to ***fully*** protect our system against spamming activities and attackers. So, we may need some help from other experts to be able to launch a safe system |
| **Opportunities** | - We have good relationships with many pharmacists and doctors from different specialties. This will make the process of requirement elicitation much easier |
| **Threats** | - The quality of many services in the system depends on the behavior of users. For example, SOS usefulness depends on the responsiveness of the SOS receivers and the rating of medical services will depend on the user willingness to give his feedback |

**PEST analysis:**

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| **Political factors** | - Every Egyptian citizen has a national ID. This will help us guarantee that every citizen has ***no more than*** one account on the system, which is desired to make sure that the medical history of every citizen is ***not*** distributed over different accounts  - Each specialist, doctor or pharmacist, has a profession license. Without that license, it is ***illegal*** to do his work. This will help us distinguish between specialists and regular users  - Each medical organization has a license. This will help us allow ***only*** trusted medical organizations to create accounts on the system |
| **Economic factors** | - There is almost no deployment cost. As students, we have academic emails, so we will be able deploy our system ***for free*** on different platforms (e.g. MS Azure)  - There is almost no development cost. All the needed tools are available for free on the internet |
| **Social factors** | - Some citizens won’t be able to have an internet access. However, the percentage of internet users in Egypt has increased from 13.7% to 33% in the last decade and is still increasing. So, a web platform wouldn’t be a bad choice and the number of reachable users is expected to increase in the future  - There is a lot of online communities for doctors and pharmacists (especially on facebook). This will allow us ask experts when we need to get information about some medical concern  - In case we successfully develop our system, social media will make it much easier to market for our product |
| **Technological factors** | - There are great ASP.Net online forums available for ASP.Net developers. They can be very helpful for us to get support when we face technical issues  - There are many JavaScript libraries that support responsive web design. Thus, we can postpone developing a separate mobile app because a responsive website can be accessed from any device without UI issues |