**Project Proposal**

Business As Usual

Daily Driver

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**OVERVIEW**

# Initial Market Analysis

We have found that there is a niche in the market for a web application that allows the user to record/improve their daily lifestyle. According to statistics 58% of all smartphones contain health/fitness apps (See references). The difference of ours would be combining functionalities of these and congregating into one universal web application. From Our research we have found that some competitive apps in the market are:

* Fitbit
* Google Fit
* Google calendars
* S-Health
* Nike+
* My Fitness Pal
* Dublin Bus
* Quiz up

By our web app performing all of the above tasks this eliminates the hassle of switching between apps which creates a more fluid user interface.

This will also reduce the demand for the hardware (Memory, battery, data usage) being used. With our web application being completely web based as opposed to a mobile application this eliminates the user for having up to date smart phones and can be accessed on any device with a usable internet connection. The need for focusing on a healthier lifestyle is needed as of September 2016 it was found that 60% of Irish adults and one in four children are overweight or obese. (See References)

**[60% marks]**

# Product Proposal

The web application aims to enhance/improve the user's experience throughout the day delivering them a healthier lifestyle also improving on the user's financial day to day needs. This could fill in the potential gap in the market by combining ideas from other applications. The combination of ideas which we would like to offer the user are as follows:

Potential functionalities

* Healthy eating suggestions
* Weather updates
* Daily tasks list
* Daily costs
* Efficient commute (mock or real transport times)
* Sleep pattern
* Breathing exercises
* General Knowledge quizzes
* Calorie count
* Water intake
* Hobbies/sports

**[40% marks]**

**References**

1. <http://www.mobihealthnews.com/48273/survey-58-percent-of-smartphone-users-have-downloaded-a-fitness-or-health-app>
2. http://www.irishcentral.com/news/ireland-on-way-to-be-world-s-fattest-nation-says-health-minister