

<b>BUSINESS CASE</b>	
<b>Proposed Project</b>	FurScan
<b>Date Produced</b>	Started 20 <sup>th</sup> October 2023
<b>Background</b>	There are many common visually detectable diseases between both cats and dogs and identifying these conditions early can be challenging, given that pets have limited means of expressing discomfort, underscoring the importance of timely treatment for their well-being. This project aims to address social and economic issues related to pet healthcare, particularly the high cost of vet visits that can result in unnecessary expenses for pet owners. By providing a cost-effective and accessible solution, we aim to reduce healthcare costs for cat and dog owners while promoting animal welfare.
<b>Business Need/ Opportunity</b>	The business need and opportunity for this project stem from the prevalence of visually detectable diseases in both cats and dogs, such as Conjunctivitis and others. Early detection is often challenging due to pets' limited means of expressing discomfort. This project seeks to address social and economic issues in pet healthcare by offering a cost-effective and accessible solution. It aims to reduce the financial burden on pet owners and make healthcare more affordable while promoting the well-being of cats and dogs. This not only taps into a growing pet care industry but also improves the quality of life for pet owners, ultimately enhancing the welfare of both pets and their human caregivers.
<b>Options</b>	<ol style="list-style-type: none"> <li>1. Make an app that only focuses on one animal, cats, or dogs and it getting Conjunctivitis.</li> <li>2. Make an app that focuses on Conjunctivitis for both cats and dogs.</li> <li>3. Make an app that focuses on 3 common diseases between cats and dogs.</li> </ol>
<b>Cost-Benefit Analysis</b>	
<b>Option 1: Make an app that only focuses on one animal, cats, or dogs and it getting Conjunctivitis.</b>	
<b>Costs:</b> <ul style="list-style-type: none"> <li>• Market research to understand the specific needs and preferences of cat or dog owners.</li> <li>• Potential risks of limited user base due to niche focus.</li> </ul>	
<b>Benefits:</b> <ul style="list-style-type: none"> <li>• Opportunity for in-depth customization and content tailored to one specific pet type.</li> <li>• Potential for building a dedicated user base.</li> </ul>	

- Increased brand recognition among a specific group of pet owners.

**Option 2: Make an app that focuses on Conjunctivitis for both cats and dogs.**

**Costs:**

- Research and content creation related to Conjunctivitis in both cats and dogs.
- Potential risks associated with limited content diversity, as the app focuses on a specific disease.

**Benefits:**

- Broader audience, targeting both cat and dog owners facing Conjunctivitis.
- Comprehensive resource for users dealing with pet eye issues.

**Option 3: Make an app that focuses on 3 common diseases between cats and dogs.**

**Costs:**

- Extensive research and content creation for three common diseases affecting both cats and dogs.
- Potential risks associated with managing diverse content and user needs.

**Benefits:**

- Broader appeal, targeting both cat and dog owners dealing with multiple common diseases.
- Comprehensive resource for a wide range of pet health issues.
- Potential to attract a larger user base and increased brand recognition.

**Recommendation**

We have decided to proceed with Option 3, which involves creating an app focusing on three common diseases in both cats and dogs. This choice offers a holistic approach to addressing the economic and social aspects of pet healthcare. By catering to a broader audience, the app can become a comprehensive resource for pet owners, providing information and guidance on various health issues their animals may face. This approach is not only cost-effective in terms of development and maintenance but also enhances brand recognition within the pet healthcare industry. Most importantly, it aligns with our social objective of promoting animal welfare by empowering pet owners to better care for their cats and dogs, ultimately leading to healthier and happier pets.