



Business case

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Community (UN SD goal):	10 reduced inequalities
Date:	October 5, 2021

Proposed Project	The <u>Shared</u> mobile application is a collection of interactive stories focused on the lived narratives of gay men.
Date Produced	October 5, 2021
Background	The trials and tribulations of the gay community is apparent from the start. Majority of homosexual men come to terms with their sexuality near the end of their adolescence with little to no guidance on how to navigate life as a gay man. This thrusts individuals to relearn social and dating conventions. Confusions arise to how a healthy homosexual relationship is formed and what is looked like. What is readily available is the toxic hypersexual fantasy that is sold to homosexual men. All of these confusions are partly due to lack of representation: in media, in society, and in a form of a mentor/role model.
Business Need/ Opportunity	All of the avenues for advice for homosexual men are currently unengaging and lacks a varied background. By providing a platform for homosexual men to share their stories in an engaging matter, users can seek advice based on wisdom shared.
Options	Option A: Desktop Web app experience Option B: Mobile app/game using unity

Cost-Benefit Analysis

Option A - Web app experience

Cost:

- Gather main resources (stories) from local community members
- Remote server costs
- Development of creative assets

Benefits:

- Easier to develop
- Users can access content with a pc and an internet access
- More awareness is spread

Option B – Mobile app/game using unity

Cost:

- Unfamiliar development environment
- Remote server costs
- Gather main resources (stories) from local community members
- Development of creative assets

Benefits:

- Access to content without internet access
- Higher reach out to audience as there is more preference to the mobile experience
- More awareness is spread



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Recommendation

Based on the research conducted it is best to go to with Option B as the NorthStar customer are more attracted to the familiar user experience that mobile apps offer.