

BUSINESS CASE	
Proposed Project	The purpose of this project is to create a rideshare app for university students and staff to provide a safe, convenient, and affordable transportation option. The app will allow users to book rides, track their vehicles in real-time, and rate their drivers quickly and easily. The web app will be user-friendly and accessible on both iOS and Android platforms. The goal is to make transportation within the university community more efficient and cost-effective while also promoting sustainability. The app will be designed with security and privacy in mind, ensuring that all user data is protected and kept confidential. The development team will work closely with the university to ensure that the app meets all relevant regulations and standards.
Date Produced	September 20, 2022
Background	The ride-share app is a transportation service that connects drivers and passengers through a progressive web app. It offers an affordable, convenient, and eco-friendly alternative to traditional taxi services. The app allows riders to request rides, track the location of their driver, and pay for their rides using a credit card or digital wallet. On the other hand, drivers can accept ride requests, navigate to the rider's pick-up location, and provide safe and reliable transportation services. The app is designed to improve the traditional taxi service by making it more accessible, affordable, and user-friendly. With the rise of smartphones and internet connectivity, the demand for ride-share apps has increased significantly.
Business Need/ Opportunity	A rideshare app can address the need for efficient and affordable transportation options, especially in densely populated areas where traditional modes of transportation such as personal cars and taxis are not always practical or feasible. The business opportunity lies in filling this gap by providing a platform that connects riders with drivers in real-time, offering a convenient and cost-effective alternative to traditional transportation methods. In addition, a rideshare app can also offer various other features such as route optimization, real-time tracking, and in-app payment options, making the transportation experience smoother and more enjoyable for both riders and drivers. By solving these transportation-related pain points, a rideshare app can not only generate revenue, but also improve the overall quality of life for its users.
Options	Reducing scope Re-Prioritizing tasks
Cost-Benefit Analysis	
<p>Development cost: This would include the cost of hiring developers to build the ride-sharing app. For this project Yash Patel and Krupal will be developing the app which would cut the cost.</p> <p>Hosting cost: The app would need to be hosted on a server. AWS is a popular choice for cloud which offers a free tier that could be utilized for hosting. If the app exceeds the free tier limits, the cost will depend on the usage.</p> <p>Domain cost: A domain name would need to be purchased for the app. Name.com is a popular domain registrar which offers a 1-year free domain name used in this project Unigo.live. After the first year a fee of \$40.18 is in place.</p>	

Google Maps Platform cost: The app would use the Google Maps API to display maps and provide navigation. Google Maps Platform offers a monthly credit of \$200 and any usage beyond that would be charged at standard rates.

Benefits:

Increased convenience for users: The ride-sharing app would provide users with an easy and convenient way to get from one place to another.

Cost savings for users: Ridesharing is often cheaper than other forms of transportation, which could result in cost savings for users.

Additional income for drivers: Drivers who sign up for the ride-sharing app could earn additional income by providing rides.

Potential for growth and profitability: If the ride-sharing app is successful, it has the potential to grow and become profitable.

Based on this analysis, the ride-sharing app could provide significant benefits for users and drivers, while also having the potential for profitability.

Recommendation

[This section contains the recommended option from the previous section.]