BUSINESS CASE	
Proposed Project	Let's Get Physical
Date Produced	February 8, 2021
Background	A mobile application where people in a community can share their physical activity stories to other people. This application hopes to inspire people by seeing other people achieve their physical activity in a day. The application itself will be a tool that will help community to promote good health and healthy lifestyle.
Business Need/ Opportunity	A mobile application where members of the community can share their physical activity stories. This concept is similar to existing social media platforms like Twitter and Facebook; however, this application will focus solely on physical activities. There are people that want to share their physical activity (e.g., Weight loss journey) but too afraid to do so because of possible criticism/judgement from the general community. The scenario described above opened a new opportunity for this application.
Options	[This section documents the potential approaches to complete the project There is always a minimum of two options: perform the project or do nothing.] The goal of this project is to produce an application where all its functionality works. To achieve this goal, a well-planned time management is needed.

Cost-Benefit Analysis

The only cost that can affect the quality of the application I can create is time cost. As of now, I do have main projects that require my attention. As mentioned in the previous column, my goal is to at least produce an application where the main functionality works. The potential risk of this approach is sacrificing the look and feel of the application

As of now I don't see myself having problem with finance cost. This is because most tools to create application is free.

Recommendation

The recommended approach to tackle the issue is to create a well manage timeline.