Southern Skin Cancer Treatment Center of America

UV Index Chart Website Development
SWOT Analysis

Strengths

- <u>Personalized Patient Care</u>: The UV tracking tool supports individualized guidance plans for patients, strengthening the center's reputation.

- <u>Simple Technology</u>: The website will be developed using HTML, CSS, and JavaScript making it quick to build and maintain.

- <u>Data Availability</u>: Open-Meteo will provide a reliable and free UV forecast API, reducing the need for cost on data.

- <u>National Reach</u>: The tool will work for any location across the United States, making it very useful for patients traveling.

Weaknesses

- <u>No Authentication</u>: Without user accounts, personalized tracking will rely on patients manually logging their exposure elsewhere, which could reduce the patient using the website.

- <u>Dependency on External API</u>: Relies only on Open-Meteo's API, which could create vulnerabilities if the service changes or becomes unavailable.

- <u>Limited to Web Browsers</u>: Patients without web access or technical familiarity may struggle to use the website.

Opportunities

- <u>Expansion into Mobile Applications</u>: Future development could include mobile app versions for even easier patient access and daily notifications.

- <u>Integration with Wearables</u>: Opportunity to integrate with devices like Apple Watch for automatic UV tracking.

- <u>Future Feature Enhancements</u>: Adding features like personalized alerts and suggested protection measures based on forecasted UV.

Threats

- <u>API Instability</u>: Any service disruption to Open-Meteo API could significantly impact the website's functionality.

- <u>Data Accuracy Risks</u>: Inaccurate UV data could affect the treatment plan's effectiveness for each patient.

- <u>User Adaptation</u>: Patients may not use the website if it is not integrated with their daily routine.