

<b>BUSINESS CASE</b>	
<b>Proposed Project</b>	TeaStir
<b>Date Produced</b>	October 13, 2021
<b>Background</b>	<p>Why are we creating Teaster? When we were deciding what to do for the ENSE 374 Project, we as a team had spent a lot of time brainstorming different project ideas. Eventually, Nicolas came up with an idea that is unique and amazing: as someone who loves their morning cup of tea, Nicolas had spent his fair share of time browsing through tea websites trying to find something he enjoy, Nicolas was interested in a simple way to go about finding a few teas that he knew he wouldn't be disappointed with, this spawned the idea of TeaStir. In this project, we will use the knowledge we have accumulated throughout our academic life. We will imply what we have learned from CS 100 to CS340. We want to take that information and apply it to create a recommendation algorithm that can accurately take our users' preferences as input, and within minutes this algorithm will prove a list of delicious teas that the user is excited to try out.</p>
<b>Business Need/ Opportunity</b>	<p>Social Needs:</p> <ul style="list-style-type: none"> <li>● People want to socialize with like-minded people.</li> <li>● People want to get recommendations when they do not know how to choose.</li> <li>● People want to have a hobby.</li> </ul> <p>Psychological Needs:</p> <ul style="list-style-type: none"> <li>● People always want to destress.</li> <li>● People do not want depression.</li> </ul> <p>Health Needs:</p> <ul style="list-style-type: none"> <li>● People want to live a healthy lifestyle.</li> </ul> <p>Business Needs:</p> <ul style="list-style-type: none"> <li>● Companies, especially e-commerce, have the need to advertise their business.</li> </ul>
<b>Options</b>	Recommendation website:

	<p>This project will help people to find their favorite tea and help retailers to advertise their product. There will also be many other benefits such as promoting a healthy lifestyle; helping people to socialize with like-minded people by letting them share our website.</p> <p>Shopping website: A web that can directly sell products to the customers, but the workload for our team will become intensive, and we will need knowledge beyond software development to build such a web.</p> <p>Do nothing: Nothing will happen, the world will remain unchanged</p>
<b>Constraints &amp; Assumptions</b>	
<ol style="list-style-type: none"> <li>1. The recommendation algorithm of TeaStir might be difficult to do <ol style="list-style-type: none"> <li>a. we will start with a simple prototype, <ol style="list-style-type: none"> <li>i. Nicolas has got some ideas about what the algorithm should look like</li> <li>ii. We will keep working on the algorithm and do some researches</li> </ol> </li> </ol> </li> <li>2. Difficult to get any users <ol style="list-style-type: none"> <li>a. we will introduce this web to our friends/classmates</li> <li>b. we might consider using google ads to advertise our web (unlikely to happen)</li> </ol> </li> </ol>	
<b>Recommendation</b>	
<p>Options - Recommendation website: building a recommendation web is a more reasonable and achievable project for a semester-long small team. Also, implementing an algorithm provides us a great chance of applying what we have learned in CS 210 &amp; CS 340 into practice.</p>	