

BUSINESS CASE	
Proposed Project	<p>Project name: Curre</p> <p>Create a shoe recommendation software for novice to experienced runners that will allow them to find the appropriate shoes based on their individual physical requirements and the environments they will be running in.</p>
Date Produced	05/10/2022
Background	<p>There are a wide variety of running shoes that either serve the varying needs of an olympic athlete or a budding enthusiast in running. As such, it can be overwhelmingly difficult to decide on the appropriate type of shoes based on the user's need. The purpose of our project is to develop a service that will provide assistance in finding appropriate footwear for strenuous running activities. With the ultimate goal being--increasing health and safety information accessibility for new and veteran runners.</p>
Business Need/ Opportunity	<p>Providing a running shoe recommendation application for easier selection of the appropriate type of running shoes for individuals who are experienced or novice runners.</p>
Options	<ol style="list-style-type: none"> 1. Completing minimum viable product 1 which entails parameters aimed at novice runners, their goals, and what terrain they will be running on. Chosen parameters and resulting shoes can be printed out as a local copy. 2. Completing minimum viable product 2 which entails the functionality of the first but with wider accommodations for more experienced runners, goals and extra functionality provided for users to save their chosen parameters and shoes onto an account. 3. Proposing our high fidelity prototype as a means of illustrating proposed functionalities unable to be completed during the development process.
Cost-Benefit Analysis	

[This section contains the detailed costs and benefits of each option listed in the previous section. The costs may include considerations such as financial expenditures, the amount of time required, possible risks, and the potential for reduced quality. The benefits may include the potential of increased sales, market share, and brand recognition, and the reduction of errors and ongoing costs. Each option should be clearly identified and listed separately.]

Completing minimum viable product 1

- Costs
 - Might not be adequate enough in solving the customer's problem
- Benefits
 - Easier Scalability
 - Can easily assess user's interaction with product and adapt
 - Minimized risk

Completing minimum viable product 2

- Costs
 - Added implementations may have conflicts with previously implemented core functionalities
- Benefits
 - Better encapsulates the envisioned problem's scope
 - Minimized risk

High fidelity prototype

- Costs
 - Limited interactable functionality
 - Illusion of a perfected prototype that may never be fully implemented
- Benefits
 - Better representation of the project's potential

Recommendation

Minimum viable product 1 is recommended because it is not only cost effective, but will provide the necessary functionalities to display the project's potential.