

BUSINESS CASE	
Proposed Project	SecureMe
Date Produced	14-10- 2023
Background	<p>Personal safety is a fundamental human right that should be universally upheld. Regrettably, over half of the global population, including women from various backgrounds and age groups, grapple with daily threats to their personal security. These threats can manifest in various scenarios such as walking alone, using transportation services, or merely being in public spaces. Every woman should at least have one personalized safety app on their smartphone.</p>
Business Need/ Opportunity	<p>The business need for SecureMe arises from the urgent necessity to combat and reduce gender based violence incidents. Gender-based violence is a pervasive and deeply concerning issue worldwide. This includes various forms of violence and harassment against women, such as physical assault, sexual harassment, domestic violence, stalking, and online harassment.</p> <p>Women deserve to feel safe and empowered in their daily lives. SecureMe's business need lies in empowering women and others to proactively take control of their safety, feel confident in their surroundings, and have access to resources that can help them in emergencies.</p> <p>SecureMe aims to build a supportive community of users who can share safety tips, resources, and experiences. This community-building aspect is essential for fostering awareness about the prevalence of gender-based violence and the importance of safety measures.</p>
Options	<p>When considering alternatives and options for the project, we have determined that a critical factor is the choice of technology. Initially, we contemplated developing both a mobile app and a smartwatch app. However, due to time constraints, we decided to prioritize the mobile app as our primary option. Nonetheless, if time allows, we plan to sync our mobile app for use on a smartwatch. This would provide a more accessible and user-friendly option, particularly in emergency situations.</p> <ul style="list-style-type: none"> • Option #1: Implementing a mobile app (Android and IOS). • Option #2: Smart watch app.
Cost-Benefit Analysis	
<p>Option #1: Mobile apps have a broader user base, making them accessible to a larger audience. Mobile apps can provide a rich user experience with a variety of features. It provides a potential for a higher number of downloads and greater visibility on app stores. Users may find mobile apps more familiar and user-friendly. There are opportunities for promotion and visibility on app stores.</p>	
<p>Option #2: Smartwatches cater to a niche audience with potential for a more engaged user base. Smartwatches offer unique features that could enhance user safety. Apps designed for smartwatches may have a simplified and accessible user interface. Development and</p>	

maintenance efforts may be reduced compared to two mobile platforms. However, we will potentially have fewer users compared to mobile apps.

Recommendation

In the simplified analysis we have conducted, it appears that the mobile app option offers a larger user base, more extensive user engagement, and greater market reach. However, it also comes with higher development time, but we are going to go with the mobile. As mentioned earlier, if time permits we will try to sync our mobile app to be used as a smart watch app.