

BUSINESS CASE	
Proposed Project	The purpose of this project is to create a rideshare app for university students and staff to provide a safe, convenient, and affordable transportation option. The app will allow users to quickly and easily book rides, track their vehicles in real-time, and rate their drivers. The web app will be user-friendly and accessible on both iOS and Android platforms. The goal is to make transportation within the university community more efficient and cost-effective while also promoting sustainability. The app will be designed with security and privacy in mind, ensuring that all user data is protected and kept confidential. The development team will work closely with the university to ensure that the app meets all relevant regulations and standards.
Date Produced	September 20, 2022
Background	The ride-share app is a transportation service that connects drivers and passengers through a progressive web app. It offers an affordable, convenient, and eco-friendly alternative to traditional taxi services. The app allows riders to request rides, track the location of their driver, and pay for their rides using a credit card or digital wallet. On the other hand, drivers can accept ride requests, navigate to the rider's pick-up location, and provide safe and reliable transportation services. The app is designed to improve the traditional taxi service by making it more accessible, affordable, and user-friendly. With the rise of smartphones and internet connectivity, the demand for ride-share apps has increased significantly.
Business Need/ Opportunity	A rideshare app can address the need for efficient and affordable transportation options, especially in densely populated areas where traditional modes of transportation such as personal cars and taxis are not always practical or feasible. The business opportunity lies in filling this gap by providing a platform that connects riders with drivers in real-time, offering a convenient and cost-effective alternative to traditional transportation methods. In addition, a rideshare app can also offer various other features such as route optimization, real-time tracking, and in-app payment options, making the transportation experience smoother and more enjoyable for both riders and drivers. By solving these transportation-related pain points, a rideshare app can not only generate revenue, but also improve the overall quality of life for its users.
Options	Reducing scope Re-Prioritizing tasks
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.]

Recommendation

[This section contains the recommended option from the previous section.]