| Economic Feasibility: Should We Build it? | | |
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|  | The app should be built because of how simple and novel the user experience will be. | Economic: Should be built because of how minimal the resources will cost to meet a highly novel user experience. |
| The many people who live paycheck to paycheck would find even the free version extremely helpful. | Technical: The app being cost effective primarily in the early stages will allow a risk free beta launch to assess user interest. |

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| Organizational Feasibility: If We Build it, Will they Come? | | |
| --- | --- | --- |
|  | Money being a very relatable and common interest among all demographics, the likelihood of many using the app especially for premium ease of use would be high. | The free version would still use the API but wouldn’t automatically categorize transactions. Putting most of the manage and upkeep of the project on premium \*paid\* for features, thus achieving cost efficiency. |
| The free version is already a step up on a simple spreadsheet. Almost being that it is a spreadsheet linked to your bank and importing all transactions. Removing the need to type anything. | Simple drag and drop, tap and scroll features would be all that is required to plan a budget and (free version) and categorize transactions. |

| Feasibility Analysis Assessment Factors | | |
| --- | --- | --- |
| Technical Feasibility: Can We Build it? | | |
|  | Operational: Discusses how easy will it be to learn and use. The user app will be very intuitive and simple in design and functionality making it a very feasible project to build. | Economic: Discusses the question, will the benefits exceed costs? The project rests on the data received from the API. Once that is established the rest will be simple and inexpensive. |
| Schedule: discusses the resources. The preliminary task will require minimal staff developers, once in beta there will be more requests to manage. A schedule to get into beta is very achievable | Technical: discuses the resources needed. Early stages will not require very much time, or costs. |

**Factors:**

**Consider:**

**Consider:**