

<b>BUSINESS CASE</b>	
<b>Proposed Project</b>	P.A.T
<b>Date Produced</b>	October 10, 2021
<b>Background</b>	We want to solve a modern problem where more and more people do not get the exercise they need, as well as fix struggles that some current tracking methods have. Our platform will allow users to store their activities and routines, as well as create their own future activities, and be able to schedule it on their own. Users can also view and try existing workouts built-in to our database from other user's activities.
<b>Business Need/ Opportunity</b>	Our goal is to promote and create a program that will motivate users to be physically active, but also to create a user-friendly interactive social environment. The current available methods are tedious and complex. Our project will solve that problem by being comprehensive and interactive. Then, this will allow us to be able to save the data into our own database and/or even a third-party program option that users can share. Furthermore, this will allow us to expand our range of influence and even promote a social aspect between users within our platform.
<b>Options</b>	<p>Full Functionality:</p> <ol style="list-style-type: none"> <li>1. Enter current status of users.</li> <li>2. Enter goals and achievements.</li> <li>3. Enter workouts and activities.</li> <li>4. Be able to view and try other users' workouts.</li> </ol> <p>Options considered included:</p> <ol style="list-style-type: none"> <li>1. Social Interactions.</li> <li>2. Activities being able to share to 3<sup>rd</sup> party platforms.</li> </ol>
<b>Cost-Benefit Analysis</b>	
<p>Full Functionality:</p> <p>Costs:</p> <ol style="list-style-type: none"> <li>1. Data has to be entered/Maintained</li> <li>2. Building/buying a database of activities to start off with</li> <li>3. Building the tool from the ground up will take development time</li> </ol> <p>Benefits:</p> <ol style="list-style-type: none"> <li>1. Views Status, Goals, Progress etc.</li> <li>2. Increased group experience in web development</li> <li>3. Implementations of features and deliveries are very achievable in the time frame given.</li> </ol> <p>Options considered:</p> <p>Cost:</p>	

1. More time is needed for us to code and develop if we add built-in social interactions.
2. Full functionality may not be completed as wanted and may not choose the best features.

Benefits:

1. Expand our audience group and keep the users engaged.
2. Users are able to share and promote their workout to a different platform.
3. Bigger audience and allow our users to grow bigger.

## **Recommendations**

Design the code over time to include and expand other audience groups. Social aspects would be nice to have and might be worth thinking about.