Business case

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Community & UN SDG(s):	TOPS, SDGs 3,12 and potential leak into 4
Date:	October 13th, 2023

Proposed Project	Project Eating and Physical Activity Habit Analyzer, or EPHA for short
Date Produced	October 13th, 2023
Background	Current calorie tracking apps cost money for all the features and do what they are for well. Something that is missing is a broader analysis of what your habits look like. For example, they will tell you when you have hit your calorie goals, macronutrient goals and when you have done the exercise you want to do. Something that is missing is that reminder than eating within your goals 6/7 days a week, and then doubling or more your intake on the weekend is also not a healthy lifestyle.
Business Need/ Opportunity	Increasing the analysis of habits allows users to see if they are doing more than just hitting their numbers and are doing something that is both going to hit their goal and sustain their goal.
Options	1. Create a one stop shop application for diet and exercise tracking. 2. Create an application that will extend an already existing solution. 3. Allow users to continue with the current solutions

Cost-Benefit Analysis

Option One:
Costs: Long development time, server hosting, competing with larger applications
Benefits: More custom to the solution, users need to only rely on a single tool for all their tracking, increased knowledge of habits

Option Two:
Costs: Less development time than option one, reliance on 3rd party tools / API
Benefits: Less chance for error caused by internal code, increased knowledge of personal habits

Option Three:
Costs: 0 increased market share
Benefits: No money spent on implementation

Recommendation

Option one