



## Business case

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Community & UN SDG(s):	Eye Vision Care Community, focusing on UN SDG #3: Good Health and Well-Being, SDG #4: Quality Education, and SDG #8: Decent Work and Economic Growth
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<b>Proposed Project</b>	BlinkBoost is an application that provides a digital eye exercise platform for students and office workers. It also includes a community forum for users to share and post about eye health tips, foods, and supplementary aids.
<b>Date Produced</b>	October 12, 2023
<b>Background</b>	In the modern digital age, a significant number of individuals, including students and office workers, experience prolonged screen time. This extended exposure to screens has been linked to various eye problems, leading to an increased reliance on corrective eyewear. There's a growing need for solutions that can alleviate this strain and promote better eye health.
<b>Business Need/ Opportunity</b>	The primary need is to offer a remedy to the increasing eye problems stemming from extended screen times. With an increasing number of people, especially the younger generation and working professionals, spending hours in front of screens, there's a significant market demand for solutions that not only offer relief but also educate on proactive eye care. Integrating a community forum further fosters a sense of community, promoting knowledge-sharing and holistic well-being.
<b>Options</b>	<p>Option 1: Web Application</p> <ul style="list-style-type: none"><li>Developed using contemporary web technologies including HTML, PHP, JavaScript, and MySQL.</li><li>For the server side, the plan is to leverage the UofR CS web server.</li></ul> <p>Option 2: MERN Stack Application</p> <ul style="list-style-type: none"><li>Employs the MERN Stack: MongoDB for the database, Express.js as the web application framework, React for building the user interface, and Node.js for the server environment.</li></ul> <p>Option 3: Mobile Application</p> <ul style="list-style-type: none"><li>Plans to utilize the Flutter framework which allows for the simultaneous creation of applications for both IOS and Android platforms.</li></ul>

## Cost-Benefit Analysis

### Option 1: Web Application

- Quicker development due to the usage of known technologies.
- Emphasis can be given to refining the idea and functionality, leading to a more polished product.
- Limited to web access and may not be as portable as a mobile app.

### Option 2: MERN Stack Application

- As I am not familiar with the entire stack, there is a slightly steeper learning curve, potentially leading to longer development time.
- Requires more effort in initial setup and configuration.
- Provides a modern, scalable application structure.



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#### Option 3: Mobile Application

- Longer development time, especially given the relative unfamiliarity with the Flutter framework.
- Need to consider app store guidelines, review processes, and periodic updates for both IOS and Android platforms.
- Reaches a wide audience since many people use mobile devices frequently.

#### Recommendation

Dive into extensive research to learn about various eye workouts and determine which eye motions are most effective for relieving eye strain and improving visual health.

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