**Business case**

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| Name: | David Kim |
| 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 |
| Date: | October 12, 2023 |

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| **Proposed Project** | 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. |
| **Date Produced** | October 12, 2023 |
| **Background** | 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. |
| **Business Need/ Opportunity** | 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. |
| **Options** | Option 1: Web Application   * …   Option 2: Mobile Application   * … |
| **Cost-Benefit Analysis** | |
| Option 1:   * Less time   Option 2:   * More time on developing on mobile application which is not familiar | |
| **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. | |