

BUSINESS CASE	
Proposed Project	Study Sense
Date Produced	October 13, 2022
Background	Students make up a large portion of the population. Education is something almost everyone deals with to some degree. Approximately 60% of the world's population has completed a secondary education with around 40% completing some form of post-secondary education. Students have a lot on their plate. With 4, 5, or even 6 concurrent classes it can be easy to forget an upcoming assignment or exam. People in general struggle with time management, organizing, and scheduling.
Business Need/ Opportunity	What students need in order to be successful in their studies is a system to organize and keep track of their classes and assignments. It would also be helpful to them if this system could remind them of upcoming classes and due dates. Our product will provide students (as well as others who need to schedule things) a way to schedule and keep track of their academic lives all in one place. Students are incredibly busy, and our product will help to mitigate their stress and increase the effectiveness of academia.
Options	<p>Option 1: Develop a website which can be used by students to organize all aspects of their academic lives.</p> <p>Option 2: Develop a website which can be used by both students (in academia) and the general public to organize their lives.</p> <p>Option 3: Do not develop the project.</p>
Cost-Benefit Analysis	
<p><u>Option 1:</u> Develop a website which can be used by students to organize all aspects of their academic lives.</p> <p>Costs: Time (planning, developing), Hosting fees, Academia specific makes it harder for non-students to find a use for the app, short time frame for project could result in a low-quality application.</p> <p>Benefits: Less stress for students, Academia specific allows for more student specific features, All the students class/assignment/exam schedules are in one place, Project team can develop their project management and programming skills, May allow professors to better plan around student schedules.</p>	
<p><u>Option 2:</u> Develop a website which can be used by both students (in academia) and the general public to organize their lives.</p>	

Costs: Time (planning, developing), Hosting fees, Being non-specific to academia could result in a lower quality experience for students.

Benefits: Less stress for everyone, Being non-academia specific allows us to reach a wider userbase, All the users schedules are in one place, Project team can develop their project management and programming skills, May allow professors/colleagues/friends/family to better plan around the users schedule.

Option 3:

Do not develop the project.

Costs: Students continue to struggle with time management and planning, the project team does not develop their project management or programming skills. Users would have their schedules spread across multiple locations.

Benefits: Time is freed to do other projects, No hosting costs.

Recommendation

We recommend a focus on **Option 1** as this option sticks to our north star customers (students) and gives them specific features which they can use to excel in academia. This can still leave the door open to adding non-student features in the future, but they are not the priority.