Business Case - BeBetter

1. Introduction/Background

BeBetter’s core business goal is to help individuals reach their full potential by offering a **web-based platform** for personalized guidance and tools for self-improvement. By creating an in-depth profile that captures users' interests, strengths, and areas of improvement, BeBetter provides insights into where users are excelling and where they can improve. Through recommendations for products, services, and communities, the platform curates a guide for individuals toward self-betterment, giving them access to the right tools and networks that align with their individual goals.

2. Business Objective

The primary business objective of BeBetter is to empower individuals to achieve their personal and professional goals by providing a personalized self-improvement website. BeBetter aims to drive user engagement and retention by offering tailored insights into areas of success and improvement, alongside recommendations for relevant products, services, tools, and communities. This would in turn create a profitable business model by partnering with specific companies and organizations that provide services needed by the consumers, such as financial tools or fitness programs. Fees would be generated for the company when registrations for partnered services are used.

3. Current Situation and Problem/Opportunity Statement

BeBetter is entering a crowded market of self-improvement platforms but has a unique opportunity. Many existing websites offer generic advice without personalizing it for users. BeBetter can stand out by using data and AI to provide tailored insights that help users achieve their personal and professional goals.

Switching from a mobile application to a web-based platform allows BeBetter to be more accessible across different devices without requiring downloads or platform-specific compatibility. This transition also simplifies updates, reduces development complexity, and allows for a broader reach.

4. Critical Assumptions and Constraints

Critical Assumptions:

* Users will share personal information if they see value in getting personalized advice.
* Partnerships with relevant companies (like fitness or finance apps) can be established and maintained.
* The necessary technology for data analysis and AI is available and within budget.
* Users will regularly interact with the app and give feedback to improve recommendations.

Constraints:

* The project must comply with data protection laws to ensure user privacy.
* The budget is capped at $250,000 for development and marketing efforts.
* The project timeline is set for two semesters, requiring effective planning and execution.
* There may be technical challenges when integrating with third-party services to ensure smooth functionality.

5. Preliminary Project Requirements

1. User Profile Creation: A way for users to build profiles that reflect their interests and goals.
2. Recommendation Engine: An AI tool that analyzes user data to offer personalized suggestions for products and services.
3. Data Security: Strong security measures to protect user information and comply with privacy regulations.
4. User Feedback: A feature that allows users to share their thoughts on recommendations to improve the system.
5. Partnership Management: Tools to manage collaborations with other services, including tracking user registrations.
6. Engagement Features: Elements that encourage users to engage with the app regularly, like progress tracking and goal setting.
7. Scalability: A system design that can grow to support more users and features over time.
8. Testing Plan: A strategy for thorough testing to ensure everything works well and users are satisfied before the app goes live.

6. Potential Risks

* Handling personal sensitive user data can lead to compliance issues if data protection regulations are not handled properly.
* Difficulties in integrating with other apps and services could hinder the effectiveness of the application.
* The possibility of project costs exceeding the initial budget estimates.
* Emerging competitors may offer similar or superior services, capturing potential users and market share.
* The platform may face challenges in scaling to accommodate a growing user base and increased demand for services.
* Failure to incorporate user feedback into platform updates may lead to disengagement.
* The business model may not generate expected revenue from partnerships, affecting overall profitability and sustainability.
* Potential for minimal interest from both consultants and clients, which could affect the platform’s growth.
* May face technical issues during development or after launch, affecting functionality and slowing development.

7. Why is this a substantial project that warrants to be a 2-semester project.

Provide a substantiated argument.

BeBetter warrants being a two-semester project due to the detailed features and planning required for its success. Developing detailed user profiles, personalized recommendations using AI, and providing both accurate and actionable insights and recommendations involves complex data collection, analysis, and customization.

Switching to a web-based platform requires careful design for cross-device compatibility, secure data management, and high availability. Most importantly, the integration of a recommendation engine for products, services, and communities, along with real-time feedback and adaptive learning, requires significant development time.

BeBetter also requires a significant amount of planning and understanding of multiple areas of project management and web development. These combined functionalities and security measures make the project substantial enough to justify a two-semester timeline.