

SIMPLE BUSINESS CASE TEMPLATE

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REASON FOR THE PROJECT

Describe why the project is needed, problems with the current situation, and why a change to the status quo is required. List the features, technology, equipment, benefits, and competitive advantages of this project.

- Problem: Weather apps nowadays are very basic and unappealing, we want to create a feature-rich, comprehensive and fun-to-use weather app that users would enjoy incorporating in their daily lives.
- Features:
 - Basic features of a weather app: check current weather condition, future forecast, add cities to their favorites list, create a personal profile.
 - Advantages: Recommendation/Warning based on current condition, tailored advertisement to users, filtered conditions, the ability to integrate with other apps (such as Reminders, News apps).

OPTIONS

Describe briefly the different options for completing the solution. For example, to design a brochure, you could use templates from a word processing package, hire a designer, or design it yourself using clip art.

- Raise funds via campaigns and attracting investors.
- Hire UI/UX designers to design UI elements and user experience.
- Use HTML/CSS, JavaScript, PHP for frontend and backend development.
- Hire developers to implement the app.
- Hire QA testers to ensure the app is in good quality.

BENEFITS

Describe anticipated improvements from the project. How can this project help the organization? For example, if we buy a license to a desktop publishing program, do we save on outsourcing our newsletter design?

The app can save our users' time by helping them plan a part of their day (activities they could do, the outfit they could wear, recommendations based on their profile, ex: their reminders list).

COSTS

How much will the project cost? Include contingency costs to cover overruns for risk events. Include ongoing maintenance and operational costs for the project.

- The project would take approximately 6 months to launch the Minimum Viable Product.
- An UI/UX designer would cost on average \$60k a year, and we are planning to hire 2 of them full-time, so that would cost us \$60k in total.
- A full-stack developer would cost on average \$70k a year, and we are planning to hire 3 of them full-time, so that would cost us \$105k in total.
- A QA tester would cost on average \$40k a year, and we are planning to hire 2 of them full-time, so that would cost us \$40k in total.

In total, we are rasing about \$205k for this project, maintenance and operational cost would be about \$85k a year.

RISKS

Describe the risks to the project, such as extra costs and more work than anticipated.

- We could run into overtime work, third-party APIs could be out of service (we need backup APIs sets), the development tools and technologies could be outdated or changed.

SCHEDULE

Indicate how long the project will take, milestones, and how long before the benefits become apparent. Also, note if the time buffer is included in this estimate.

- The project would take approximately 6 months to launch the Minimum Viable Product.
- Milestones:
 - Scope/Requirements stage.
 - Implementation stage: user profile page, favorites list page, add-a-new-city page, details page, filtering page.
 - QA/Testing stage.
 - Lauching.

ASSESSMENT

What are the costs of not doing the project? For example, will the newsletter be suspended indefinitely? What happens if the project isn't undertaken? Can the organization afford the project?

We could lose investors and stakeholders, not being able to launch to project.

RECOMMENDATION

Sum up and recommend why the project is a good idea.

The app can save our users' time by helping them plan a part of their day (activities they could do, the outfit they could wear, recommendations based on their profile, ex: their reminders list).

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