Business case

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Community (UN SD goal):	Affordable and Clean Energy
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Proposed Project	SOLAR SHARE
Date Produced	October 2, 2021
Background	This project will be an app that allows users to search a database of solar energy information from consumers or add in their own data from their own solar experience, and sort through the data to find consumers that match their similar habits and lifestyles. This database could hold information about the product and installation costs, average utility costs before solar energy, a comparison of long-term costs, location information regarding sunlight (for power production estimates), average power consumption, panel quantity, property value increases, tax breaks, and other notes or information. There would also be a multi-discussion forum for various conversations regarding solar energy where users can ask other users questions about their experience and can get advice from non-experts. Users could make their own profile to track their searches, store data from in app calculators, and eventually add their own data into the database. There can also be tools, such as various types of solar calculators that already exist, from which users can then store that information in their profile for later reference and to use to compare to other users in the database.
Business Need/ Opportunity	Solar is a relatively old technology that is becoming more efficient and affordable which many individuals don't realize. Consumers may be reluctant to incorporate solar energy into their home or business because of the more expensive start-up costs compared to just being hooked up to the power grid. This app would help users have a better understanding of low-scale solar power from other user's experiences without having to reach out to suppliers for beginner information. With having all the tools in the same place, users can easily see whether solar is right for them and for them to understand the true benefits of solar energy.
Options	1) Create, and fully implement the functionality of the app as talked about in the background section above 2) Create the template for the app to demonstrate context 3) Create a similar app that meets community needs but not in the approach mentioned above 4) Determine that the app is not feasible and don't go through with it

Cost-Benefit Analysis

[This section contains the detailed costs and benefits of each option listed in the previous section. The costs may include considerations such as financial expenditures, the amount of time required, possible risks, and the potential for reduced quality. The benefits may include the potential of increased sales, market share, and brand recognition and the reduction of errors and ongoing costs. Each option should be clearly identified and listed separately.]

1) Costs: limited time (3 months remaining in semester), Risk: quality concerns. Implementing a data quality indicator may not be feasible in the given amount of time. ESE student, therefore, might not have all necessary knowledge to fully implement app
   Benefits: Could be adopted by a brand or supplier to increase sales and foresee user experience (feedback). Quality assurance.
2) Costs: No quality assurance means less reliable.
   Benefits: Same as above but more feasible to accomplish in given time and previous experience of being an ESE student,

not SSE.

3) Costs: unknown (alternative not explicitly specified, may be specified after feedback)
   Benefits: unknown (alternative not explicitly specified, may be specified after feedback)
   This option would not be investigated in must detail as of now unless options 1 or 2 and deemed unfeasible
4) No costs or benefits. Option would be pursued if other options are considered unachievable (costs are greater than the benefits)

Recommendation

I would recommend option 2. This option would demonstrate the understanding of designing an app to help meet a communities need without needing extensive software knowledge of fully implementing the functionality of all the tools and quality assurance of the data. Being an ESE student, I think this option would be the best way to demonstrate my understanding of the topic, class, and project.