Business case

Name:	Krupal Patel
Community (UN SD goal):	#3: Ensure healthy lives and promote well-being for all at all ages
Date:	05/10/2021

Proposed Project	HealthHack is an application which provides the user with ideas on how to manage their dietary requirements based on their BMI. With helping them identify healthy eating habits.
Date Produced	10/05/2021
Background	In Southern and Northern America people face obesity and overweight this is a serious problem which can lead to other health issues. To help cope up with this an application based on good health and well being has been proposed to give user better understanding of their food intake and improve the community.
Business Need/ Opportunity	This project will lead people to find ideas that can help them live better all from being home. This will encourage commoners who stay at home and find better eating alternatives and overcome their obstacles found physically.
Options	Option1 Advanced version of BMI Calculator Based on bmi the dietary requirements will be presented to the user. Option2 Application will be based on the weight of the user and the goal weight which can be healthy for them to achieve (Not solely based on the BMI calculator). And proposing some diet plans and exercises.

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.]

Option 1

Costs

Time required to make this application will mostly go in research as this is a field that has vast responses and custom answers which can be tied individually to a user. Covering all ranges of people may result in poor quality of results

Benefit

This application will help a lot of people achieve their goals and increase the brand recognition. For the people who believe in BMI calculation being correct.

Option 2

Costs

Time again will be extensively used in research, coding as including exercise plans, diet plans will be time consuming. Coding for web scrapping may not always result accurate. If things go bad the application will have only exercise or meal plans mainly focused on.

Benefit

This will cut the risk of giving people ideas based on BMI as BMI can be found inaccurate (according to some research done on it).

Mainly focusing on exercise and meal plans.

Recommendation

[This section contains the recommended option from the previous section.]
I will recommend Option 2 as after conducting some research I will be reducing my focus on BMI and moving on to Meal plans which can be based on BMI (Not explicitly). Will also plan to include exercise plans including the food plan which could help with the diet.