

IC1 - SYSTEM REQUEST(GROUP)

Water Reminder Application

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Business Need: This project aims to send out regular reminders to users to remind users to drink more water during the day.

Business Requirements:

- A smartphone app with programmable water intake objectives
- Push alerts reminding users to hydrate with water at predetermined times
- An easy-to-use interface for tracking water usage
- Integration with smartwatches and health-tracking apps

Using data analytics to monitor trends in hydration and offer insights

Business Value:

We expect our water reminder system to lead to improved user health. The system's potential for continuous usage can improve customer loyalty and provide opportunities for further promotions of other health-related products and services that have a scope soon.

- \$60,000 - \$300,000/year in-app purchases and premium subscriptions in the first year
- \$100,000 - \$225,000/year in related product sales driven by app recommendations
- \$110,000 - \$490,000/year in advertising revenue from partnership integrations within the app

Special Issues or Constraints:

- The app needs to abide by local markets data privacy laws.
- For widespread usage, integration with already available health platforms (such as Google Fit and Apple Health) is essential.
- Additional staff may be required for ongoing app maintenance and customer support