



Business case

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Community (UN SD goal): Goal 4 Quality Education

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Proposed Project	The <i>Curl</i> app notion is an app to help provide a free curated learning experience for less privileged people unfortunate enough to pay high tuition fees to learn fundamentals or new skills. The main focus is to provide a curriculum based approach learning for people to learn in a systematic way and avoid the overwhelming nature of the vast free content on the web and not knowing where to start from or how to progress ones learning. Each step in the curriculum will be linked to a free resource that can be accessed on the web.
Date Produced	October 5, 2021
Background	In 2020, as the COVID-19 pandemic spread across the globe, a majority of countries announced the temporary closure of schools, impacting more than 91 per cent of students worldwide. By April 2020, close to 1.6 billion children and youth were out of school. By providing a resource where people can pick up and learn great quality skills systematically for free would greatly help reduce the cost associated with education.
Business Need/ Opportunity	Current technologies on the market are mostly paid options of asynchronous learning, which defeat the purpose of what we are trying to achieve. Also resources that are free tend to focus more on fundamentals but not much in terms of vocational skills. Having a resource that can cater to both free fundamental learning and vocational learning can help to increase education chances in people's live and provide an extra step forward towards this UN goal.
Options	<p>Option 1: Curl App</p> <ul style="list-style-type: none"> ● Start with curating a course on music theory <p>Option 2: added functionality</p> <ul style="list-style-type: none"> ● Add login details to help users save learning process <p>Option 3: add a new course</p> <p>[This section documents the potential approaches to complete the project There is always a minimum of two options: perform the project or do nothing.]</p>

Cost-Benefit Analysis

Option 1

Costs

- Time expense in finding good quality resources and how to verify their authenticity when adding them to the course

Benefits

- Immediate access to learning music in a systematic way

Option 2

Costs

- Would potentially require users to be online more to track progress especially in countries where internet is not readily available

Benefits

- Ability to track progress and be reminded of where user may have left off



Option 3

Costs

- Knowing what new courses to add might be tricky and also just like in option 1, identifying the authenticity of most free resources might be a great time constraint

Benefits

- Users have the ability to choose from more than one skill to learn for free, which can in turn help better spread quality education.

Recommendation

Focusing on the MVP in option 1 would be the best recommendation for time management due to time constraints with the project. With more time and resource option's 2 and 3 can be added on.
