Business case

Name:	Qurrat Ulain
Community (UN SD goal):	16 – Peace, Justice and Strong Institutions, and 4 – Quality Education
Date:	October 4, 2021

Proposed Project	Find
Date Produced	October 4, 2021
Background	This app aims to facilitate the process of finding missing people or those on the run from the police. The user will be able to look through a database of missing / wanted people in Regina, ordered in a descending date format. If a user sees someone that may match the missing person's profile, they can use the application to leave a tip for the police. As well, the app will have a knowledge aspect to it that will address some of the underlying themes and issues targeting vulnerable people in Regina such as poverty and racism. It will follow an article format allowing users to read various news pieces surrounding these topics.
Business Need/ Opportunity	This app focuses on promoting peace and inclusive societies for sustainable development and providing access to justice for all, following the 16th UN Sustainable Goal. In 2018, 1 in 3 trafficking victims were children, and this has been increased due to the pandemic. The pandemic has also led to the loss of jobs for millions of workers, with a jump in unemployment rate to 13% from 7%. With so many people losing their sources of income, those already in the low-income bracket were hit the hardest. As popular research shows, people that are economically and socially disadvantaged are overrepresented among the people reported missing compared to the general population. With COVID-19 putting millions of Canadians at an economic disadvantage, the risk of vulnerable persons being targeted is much higher. This application will not only make it easy for people to get involved in the search for the missing/on the run, but it will also provide them with an easy way to learn about why social exclusion can lead to higher cases of missing persons and what the general population can do to help. For example, if there was a wanted or missing person, a user might see their picture on social media or the news, but those are for fleeting moments and difficult to compare with on the street. An application such as *Find* would take data from the Regina Police website or the news and display it in a database format, simplifying the process of comparing and recognizing a specific person during busy workday. https://www150.statcan.gc.ca/n1/pub/11-631-x/11-631-x2020003-eng.htm https://www.researchgate.net/publication/277090732_Missing_persons_and_social_exclusion https://sustain.ubc.ca/sites/default/files/2020-41_Relationship%20between%20COVID-19%20and%20poverty_Duan.pdf https://unstats.un.org/sdgs/report/2021/goal-16/
Options	**Option 1:** The first aspect of the project will be to research the data and find out where to get the database information from. If I can get the information from the Regina Police website, my next step will be to figure out how to get my app database to update automatically. Next, I will work on the front-end user interface for the app. Lastly, my focus will be to integrate the educational component of the app and make it as interactive as possible. This option would need a higher time and effort

commitment as I would be collaborating with Regina Police, but it would also lead to a better payout as I would have a more authentic app and have real-world industry feedback.

Option 2: This option will begin the same way as the last, starting by researching the data. If I am unable to get data from the Regina Police website, my focus will be to create a database filled with fake missing persons information. Then, following the same process as Option 1, I will design the user interface and integrate the educational aspect of the app. This option would also lead to a function app, but it would involve less effort as I would not be in contact with any other stakeholders other than Professor Maciag. However, it would lead to a less authentic resulting app, as I would not be able to get any feedback from the police themselves.

Option 3: In this option, I would first build the educational aspect of my app after researching. I would design the user interface first and integrate the educational component of the application. Once that it is complete and working, I would start building the database system to match missing/wanted persons with. This option would still lead to a functioning app, but it would prioritize the educational aspect of the app since I would work on it first. That could still lead to a good app, but it would not focus on the envisioned project result.

Option 4: The last option would be to do nothing. This would require the least time and effort, but also would result in no project and a failing grade.

Cost-Benefit Analysis

Option 1: The benefits of the option are high because not only am I focusing on creating a functioning missing persons app that allows civilians to easily take part in finding missing people, but also involving the community (Regina Police) in the process. I would be able to take feedback from them to create an application that considers real-world issues and concerns, and it would result in a better impact. The costs of this option are not that expensive, as the biggest one would be the cost incurred by me needing to schedule regular meetings with the Regina Police representative to discuss the project. There aren't many potential risks, and no known financial expenditures yet.

Option 2: The benefits of this option are still high as I will end with a functioning app, but the lack of involvement from Regina Police may cost me the benefits of community involvement. There is also a possible risk with this option of not being able to pursue the option of a database that updates automatically after a given time if I don't have anywhere for my database to take information from.

Option 3: The benefits of this option would be similar to the other two options, but the cost may be higher if I am not as focused on the missing persons database aspect as much. Creating an app that focuses on the educational aspect would be impactful in the community, but not as much if it doesn't have something to hook users into it first. As well, there is a potential risk of me not having enough time to spend on building a relationship with the Regina Police representative if I am not working with them until I finish working on the education component of the app.

Option 4: There are no benefits to this option, and the cost is of a failing grade as well as no UN sustainable goal focused app at the end of the semester.

Recommendation

The recommended option is Option 1 since it has the greatest benefits and places the most importance on community involvement.