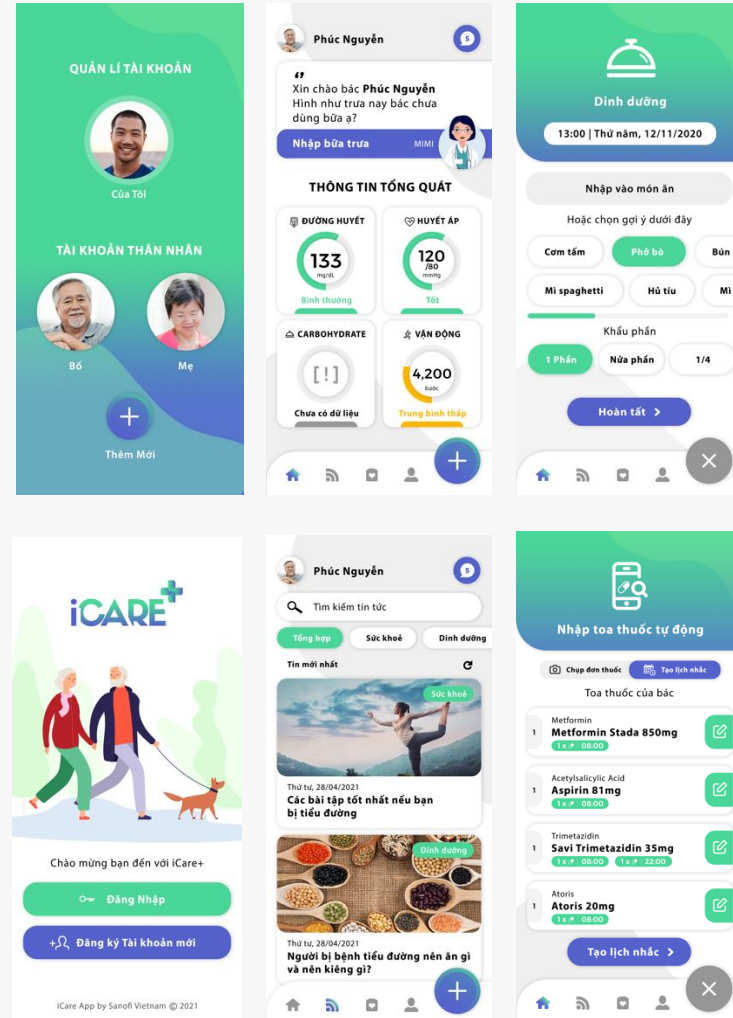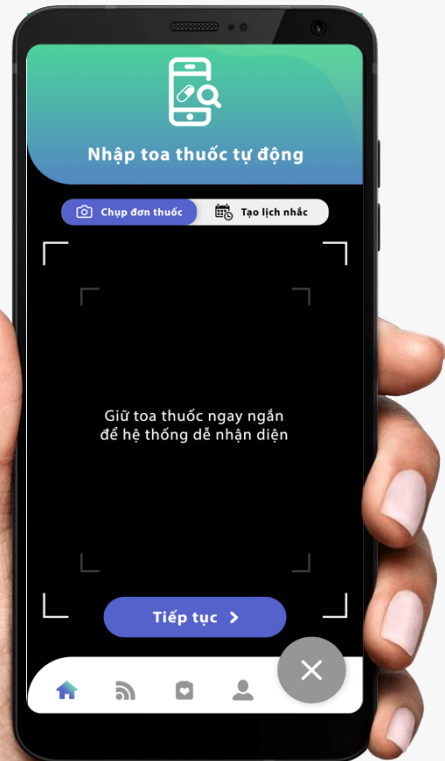# Vinh-Phuc Nguyen

Selected iOS Projects

iCare+ Mobile App

Healthcare Mobile App for Diabetes Patients & Caretakers

ABOUT THE APP

The app, funded by Sanofi, was created to help diabetes patients record and track key indicators for managing their condition. Since the primary users are older adults, the app simplifies data entry by utilizing OCR (Optical Character Recognition) to read patients' prescriptions and remind them to take their medication on time.

MAIN FEATURES

Diabetes metrics Data Input
Medical Prescription Scan To Reminder using Camera (OCR)
Medical Prescription Reminder
Data Record
Report Dashboards for HCP and User
News: Bookmark & Filter
Campaigns Integration
Analytics Tagging

TECHNOLOGY STACK

Mobile
 - Native
 - OCR
 - Google Fit   Backend
 - Apple Health   - Laravel
 - One Signal

Appstore (Only Available for Vietnam Market):
https://apps.apple.com/vn/app/icare/id6474604372

My Café Launch

Augmented Reality tech in conjunction with **Product Data Management** platform served out an engaging and transactional redemption campaign in getting more users to try out the new product on the market.

Suntory PepsiCo wants to introduce MyCafe, their new product, to consumers through an AR app. In this app, users will explore the city to find locations with the MyCafe logo. When they scan the logo using the app, a famous singer, who is the brand's ambassador, will emerge from the logo (in a 3D model), interact with the users, and offer exciting products, including free samples, through codes that users can redeem at any convenience store.

https://youtu.be/HhRRqh8tb4A

X

X

8.7 million
CONSUMERS
reached, with a third coming from organic avenues

Almost half
OF MARKET'S SALES
within 2 months of the launch

TECH IN USE

TASKS
Detect MyCafe logo on Camera
render the **3D model** and **animations** of the **Brand Abassador**
process **scripts** which **triggered** the Ambassador **interactivities**

SOLUTIONS
Vuforia
Unity
Unity

https://www.youtube.com/watch?v=xKvuh6VFXZQ
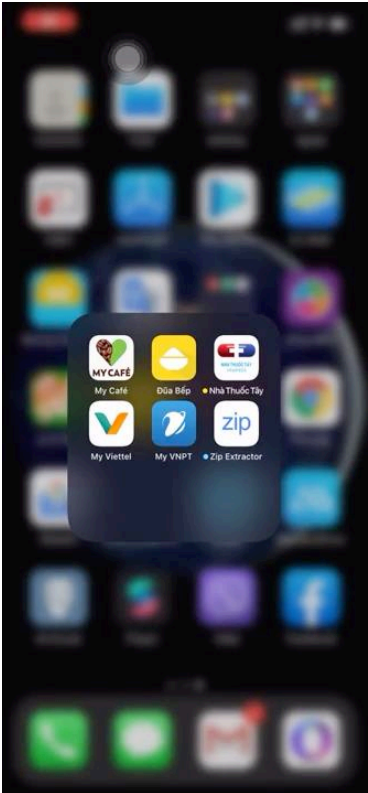
Rexona:
Rexona Run

How does an age-old deodorant product revitalize its stale relationship with users while also giving more reasons for product consumption?

To target runners, we developed an app that helps runners connect with each other through a unique feature. The app suggests running routes, allowing users to "draw" their messages on a map as they run. For longer routes that are too extensive for a single runner to complete the drawing, groups of runners can collaborate, with each person "drawing" a part of the message.

Dynamic fun and games between both with other users and brand via challenges was fueled by **Geolocation** and **Data** leveraging via our **CRM** capabilities.

https://youtu.be/Il1OeDYmSOc
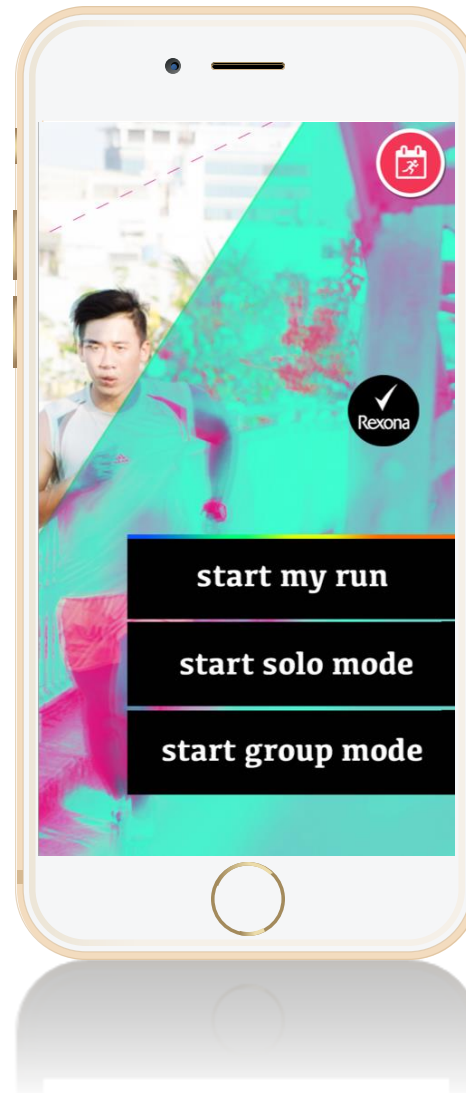
3 million

DOWNLOADS

With almost 35% from earned and organic mediums. WOM was a key driving force

97%

GROWTH

Quarter to Quarter business growth, product sales almost doubled

2016 MMA smarties awards

Silver Winner: Mobile app
Bronze Winner: Brand awareness
Bronze Winner: Cross media/Cross mobile integration

TECH IN USE

Input	Processing	Output

Input

1. Type in your message.

2. App recommend routes which needed to be completed for your message.

Processing

1. **MapKit** (iOS & Android) to show the Map.

2. Store user footprints whenever they run (**geo coordinates**) so they can pause the run and comeback later .

3. Use **Kalman Filter** to smoothen coordinates to draw lines has been made by runners.

Output

Messages which has been completed by running are drawn onto runner's map (as well as all runners 's map who cooperated to draw their message by joining a group)

Thank you

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