



Universitatea Tehnică a Moldovei

Utility Application for Hand Kinetotherapy

Aplicație utilitară pentru kinetoterapia mâinii

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Chișinău - 2016

Ministerul Educației al Republicii Moldova
Universitatea Tehnică a Moldovei
Facultatea de Calculatoare, Informatică și Microelectronică
Filiera Anglofonă „Computer Science”

Admis la susținere
Prof. dr. hab. Viorel Bostan,
Director Filieră Anglofonă

” ” _____ 2016

Utility Application for Hand Kinetotherapy

Proiect de licență

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Universitatea Tehnică a Moldovei
Facultatea Calculatoare, Informatică și Microelectronică
Filiera Anglofonă „Computer Science”

Aprob.
Prof. dr. hab. Viorel Bostan,
Director Filieră Anglofonă

„___” _____ 2015

CAIET DE SARCINI
pentru proiectul de licență al studentului
Barbaroș Nicolae

(numele și prenumele studentului)

1. Tema proiectului de licență: *Aplicație utilitară pentru kinetoterapia mâinii*

confirmată prin hotărârea Consiliului facultății de la „ 21 ” octombrie 2015

2. Termenul limită de prezentare a proiectului *31.05.2016*

3. Date inițiale pentru elaborarea proiectului *Sarcina pentru elaborarea proiectului de diplomă.*

4. Conținutul memoriului explicativ

Introducere

- 1. Analiza domeniului de studiu*
- 2. Analiza tehnologiilor disponibile și Implementarea*
- 3. Arhitectura sistemului și experiența utilizatorului*
- 4. Argumentarea economică*

Concluzii

5. Conținutul părții grafice a proiectului

Diagrama use-case generală a sistemului, Interfața principală a programului.

6. Lista consultanților:

| Consultant | Capitol | Confirmarea realizării activității | |
|------------|------------------------|------------------------------------|------------------------------|
| | | Semnătura consultantului (data) | Semnătura studentului (data) |
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| E. Gogoi | Controlul calității | | |
| M. Balan | Controlul calității | | |
| V. Bostan | Standarde tehnologice | | |

7. Data înmânării caietului de sarcini 01.09.2015

Conducător

semnătura

Sarcina a fost luată pentru a fi executată

de către studentul _____ 01.09.2015

semnătura, data

PLAN CALENDARISTIC

| Nr. crt. | Denumirea etapelor de proiectare | Termenul de realizare a etapelor | Nota |
|----------|-------------------------------------------------------------|----------------------------------|------------|
| 1 | <i>Elaborarea sarcinii, primirea datelor pentru sarcină</i> | <i>01.09.15– 30.09.15</i> | <i>10%</i> |
| 2 | <i>Studierea literaturii de domeniu</i> | <i>01.10.15– 30.11.15</i> | <i>20%</i> |
| 3 | <i>Alegerea și pregătirea de lucru a softului</i> | <i>01.12.15 – 25.12.15</i> | <i>20%</i> |
| 4 | <i>Realizarea programului</i> | <i>16.01.16 – 30.04.16</i> | <i>25%</i> |
| 5 | <i>Descrierea programului, diagramele UML</i> | <i>01.05.16 – 15.05.16</i> | <i>10%</i> |
| 6 | <i>Testarea aplicației</i> | <i>16.05.16– 28.05.16</i> | <i>10%</i> |
| 7 | <i>Finisarea proiectului</i> | <i>29.05.16– 31.05.16</i> | <i>5%</i> |

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FACULTATEA CALCULATOARE, INFORMATICĂ ȘI MICROELECTRONICĂ

AVIZ

la proiectul de licență cu tema
Utility Application for Hand Kinetotherapy
Aplicație utilitară pentru kinetoterapia mâinii
Studentul: **Barbaroș Nicolae** gr. FAF-121.

- 1. Actualitatea temei:** *Rețelele de socializare, în ultimul deceniu, au revoluționat modul de comunicare și de interacțiune interumană. Ele au dat naștere unor noi tehnici de marketing, a contribuit la crearea noilor specialiști în domeniul recent apărut - "social media". Evident că odată cu apariția acestor specialități a apărut și necesitatea automatizării lucrului acestora. În teză se prezintă un instrument care ar permite automatizarea lucrului persoanelor din domeniul "social media";*
- 2. Caracteristica tezei de licență:** *Teza a fost realizată conform tuturor cerințelor și standardelor în vigoare. Teza prezintă o analiză a soluțiilor existente pe piață, precum și definește caracteristicile de bază ale soluției create. Sunt prezentate statistici și sunt descrise tehnologiile moderne utilizate cu exemplificări de cod sursă și analiza arhitecturii sistemului prin prezentarea diagramelor UML și efectuarea unei analize minuțioasă a experienței utilizatorului. În final este prezentată analiza economică a sistemului prin calcularea tuturor cheltuielilor și a veniturilor;*
- 3. Analiza prototipului** *a fost realizată în corespundere cu cerințele setate în timpul planificării aplicației. Prototipul este funcțional și cuprinde componente de baza de date (MongoDB și Cloudinary pentru stocare de date și imagini), back-end (utilizând Express.js cu Node.js, pe un server web cu nginx), front-end (utilizând Jade ca limbaj de marcare) și interacționând cu ultimele versiuni ale API-urilor rețelelor sociale;*
- 4. Estimarea rezultatelor obținute:** *Aplicația funcționează corect (în corespundere cu obiectivele tezei), iar metoda elaborată permite crearea posturilor programate în mai multe rețele de socializare dintr-un loc centralizat cu o interfață accesibilă;*
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- 6. Calitatea materialului grafic:** *Diagramele UML prezentate în teză corespund standardul UML 2.0. Figurile atașate sunt relevante tematicii și completează descrierea textuală a lucrării cu detaliile necesare. În teză sunt utilizate diagrame de componente, de activitate și interacțiune, secvență, precum și alte elemente grafice, cu ajutorul cărora este posibil de analizat sistemul din mai multe puncte de vedere. Conținutul diagramelor este unul ce permite înțelegerea modului de funcționare a sistemului și componentele care interacționează pentru a crea sistemul funcțional în întregime.*
- 7. Valoarea practică a tezei** *este bazată pe un studiu bine efectuat și este determinată de soluționarea unei probleme actuale pentru companiile de pe piața locală;*
- 8. Observații și recomandări:** *În perspectiva necesităților companiilor actuale și trendului de creștere a numărului de utilizatori a unor rețele sociale se recomandă adăugarea posibilității de publicare pe Vkontakte și Instagram.;*
- 9. Caracteristica studentului și titlul conferit:** *Studentul s-a prezentat la consultații conform orarului, a respectat indicațiile conducătorului, a studiat diverse articole și resurse bibliografice. A respectat termenii de realizare a proiectului de licență.*
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Abstract

Thesis **Utility application for hand Kinetotherapy** presented by Barbaros Nicolae was written in English. It has 25 figures, 11 listings, 8 tables, and 15 references. The report consists of introduction, 4 chapters, and conclusions.

The thesis aims to research the potential of data journalism in Republic of Moldova. For that purpose, OpenMedia project was developed. It is a platform that aggregates online media channels for offering means of visualization of word frequency requested by a user.

The application was build using C-Sharp programming language. The platform consists from two components. The first one is the data gathering and preprocessing. It can be divided in four smaller parts. Crawling the media channels an fetching the article pages, parsing the articles and storing to database, executing natural language processing operations over articles and preparing data for client side visualization. The second part of the platform is the client side application. It aims to provide an interactive way for querying words and visualizing the data. The data representation is done using enhanced line plots that denote the word frequency for different media sources.

The technologies used are Sinatra framework for building the web interface, MongoDB for storing the data and running native mapreduce tasks, Sidekiq for launching asynchronous jobs and Racai SOAP service for NLP operations.

OpenMedia represents an attempt to offer a tool for data journalism targeted for Republic of Moldova. It does not have many features but it has the right infrastructure for future development. It also proved that a data journalism software has a lot of potential on inexistent local market.

Rezumat

Teza **Modele matematice și metode de eficientizare a conversiei energiilor regenerabile în baza efectelor aero-hidrodinamice**, prezentată de către Viorel Bostan pentru conferirea gradului științific de doctor habilitat în tehnică, a fost elaborată la Universitatea Tehnică a Moldovei, Chișinău, este scrisă în limba română și conține 342 pagini, 90 de figuri, 38 tabele, și 250 de titluri bibliografice. Structura tezei include: introducerea, 6 capitole, concluzii și anexe. Anexele conțin 145 de pagini cu 52 de figuri și 48 tabele.

Teza este consacrată studiului fenomenelor aero-hidrodinamice în rotoarele turbinelor eoliene (TE) și microhidrocentralelor de flux (MCHF) de mică putere ($P < 20$ kW), cu aplicarea modelelor matematice de descriere a fizicii curgerii fluidelor și a metodelor moderne de simulare numerică a turbulenței din cadrul dinamicii fluidelor CFD.

Scopul lucrării constă în sporirea eficienței conversiei și a capacităților funcționale ale turbinelor eoliene și microhidrocentralelor de flux de mică putere.

Au fost identificate modelele și metodele matematice moderne de descriere a curgerii turbulente a fluidului, specifică rotoarelor de mică putere, cu evidențierea efectelor aero-hidrodinamice tranzitorii și în vecinătatea palelor. A fost argumentate profilurile aero-hidrodinamice ale palelor eficiente din punct de vedere al randamentului conversiei energiei și în baza lor au fost elaborate concepte originale de rotoare aero-hidrodinamice.

În baza modelelor CAD ale rotoarelor propuse: au fost efectuate simulări CFD complexe ale curgerii tranzitorii a fluidului prin rotoare și în vecinătatea palelor, cu determinarea gradului de influență a parametrilor constructiv-cinematici asupra caracteristicilor de putere și factorilor de performanță aero-hidrodinamică a rotoarelor TE și MHCF; a fost efectuată analiza fenomenului de curgere a fluidului în stratul limită și identificate soluții tehnice de control și minimizare a impactului negativ al acestuia asupra eficienței conversiei energiei.

În baza rezultatelor cercetărilor, au fost elaborate și fabricate modele noi de TE și MHCF pentru diverse aplicații, inclusiv conceptul TE cu rotor basculant și orientare la direcția curenților de aer cu windrose cu profil aerodinamic al palelor. Soluțiile tehnice elaborate au fost protejate cu 17 brevete de invenție și apreciate la saloanele internaționale de inovații, cercetare și transfer tehnologic cu 43 medalii de aur, 13 de argint și 2 de bronz.

Cuvinte-cheie: modele matematice; simulare numerică CFD; strat limită; curgere turbulentă, rotor aero-hidrodinamic, turbină eoliană; microhidrocentrală.

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UTM 526.2/01.206.ME

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Introduction

Whether you are an athlete, or you had an undergone surgery, was paralyzed due a stroke or maybe you are just an usual human being hoping to rid yourself of hand pain – kinetotherapy is a great recovery strategy to help get read or heal off your injury. The goal of kinetotherapy is getting read of injures as much as possible and promote muscular function and mobility, to work the muscles and the area with an injury, to strengthen the muscles and joints so that they perform better. Instead of depending on drug usage kinetotherapy recommends to rely on the body's ordinary resources of physical recovery through exercises.

Due to the expansions of medical-related technology new types of rehabilitation of patients are introduces. Here comes Kyno, a desktop application that helps users through rehabilitation by restoring movement and function of the hand which is affected by injury, illness or disability.

One of Kynos solutions, aims to treat patients with hand pain, tendons injuries and neuro disorders. With the help of a tracking device Kyno can manipulate the data and send the learning acitivity in the "virtual" environment, letting to patient's an open dor to focus more and pay attention to the details of their movements which might bring them closer to recovery.

Kyno is bringing a new wave of innovation and hope for patients everywhere. Among lots of benefits, it brings to the patients more fun while stretching and recovering their physical capacities. In my system the program with the help of Leap Motion device projects the patients hand onto a virtual environment shown on a screen. Then the patient by choosing one set of exercises will start performing it, which is aimed to improve their physical issue. While tradition kinetotherapy in most cases forces to use weights or other tools, kyno omits the usage of them.

More then that traditional old kinetotherapy is forced to work in strict physical places, while using Kyno the patiens will not only strengthen their muscles or recover their injuries, but also will improve their cognitive abilities due to exploring a brand new borned application. He will have to understand how the application works and then how he should act in it. For instance, choosing what exercise to take involves decision taking(which on to choose), motor skill (moving the mouse over a button and then click it), attention (sustaining concentration on the virtual hand while performing the exercise it is a brain challenge).

The program uses infrared light with a wavelength of 850 nanometers, which is outside the visible light spectrum to track and analyze the movement of objects that are withing the range of the Leap Motion controller that connects the real world with the computer. During therapy the patients stays in front of the screen with the hand above the controller, where he can watch his own hands generated in the virtual world among some UI. The patient's work is to choose one type of exercise provided by the application, to read the instructions and start the process of rehabilitation. Modern technology works in a fraction of a second, so thanks to that the application is able to provide a realtime feedback that indicates if the exercises were done correctly or not. The application is designed with 3 exercises that are intended to improve the motor skills and neuro capability of the hand and fingers.

This thesis is composed of 4 chapters, a list of abbreviations, a list of figures, a table of contents, conclusion and reference. The report has roughly 70 pages. Starting with the first chapter where its

been described the problem that needs to be solved, the solution that is purposed and the current market analysis. The second chapter describes the system architecture via UML diagrams and has a succinct description of the UX. The third chapter is mostly about the technologies that are used and describes how the system is realized, with chunks of sample code listings. The fourth chapter analyses the project from the point of economics view, where the expenses of building the project, the marketing plan and the profit it can make can be seen.

1 System analysis

1.1 Motivation and the problem description

A stroke[1] is a brain attack. It happens when the blood supply to part of your brain is cut off. Can be a devastating experience, leaving the patient with serious physical impairments and beset by concerns for the future. Today, that future is much brighter, as stroke rehabilitation has made enormous strides. First, and most importantly, researchers are working to improve patients' compliance with their rehabilitation regimen, since up to 65 % [2] of patients fail to adhere fully—or at all—with their programs. In addition, they are addressing the lack of accessibility and the high cost associated with rehabilitation. If you have just had a stroke, even getting to the clinic is a challenge, and the cost of hiring a private physical therapist to come to your home is too high for most people.

1.1.1 What problems do people have after a stroke?

All strokes are different so for some people the effects may be relatively minor and may not last long, while others may be left with more serious long term problems.

A stroke can affect the way your body functions Although all strokes are different, there are some common physical problems that many people experience:

- **problems with movement and balance**, many people experience muscle weakness or paralysis after a stroke, which can affect your mobility and balance. This usually happens on one side of your body and can also cause a lot of pain and discomfort;
- Problems with your vision;
- Problems with swallowing;
- Excessive tiredness.

But there are other effects that can not been seen. Some of the ‘hidden’ effects of stroke include:

- **Problem with communication**, many people have difficulty with speech and language after their stroke. A common communication problems, which affects around one third of stroke survivors, is aphasia. People with aphasia find it difficult to speak and understand what other people are saying to them, as well as reading and writing;
- **Problems with memory and thinking**, it is very common to find that their short-term memory and concentration is affected by stroke, but it can also affect other thinking processes as well, such as problem-solving, planning and finding your way around;
- **Changes to your emotions**, a stroke has an emotional impact, which can lead to problems like depression and anxiety. It can also make it more difficult to control your emotions;
- Changes to your behaviour.

Given the statistics from figure 2.6, it is important to note that more and more humans everyday die of stroke related diseases which is a cause of concern. More than in Republic of Moldova, in 2008 the number of patients that had a stroke started from 13 000 in 2014 the number got more then 5 times bigger with over 70 000 stroke patients [4].

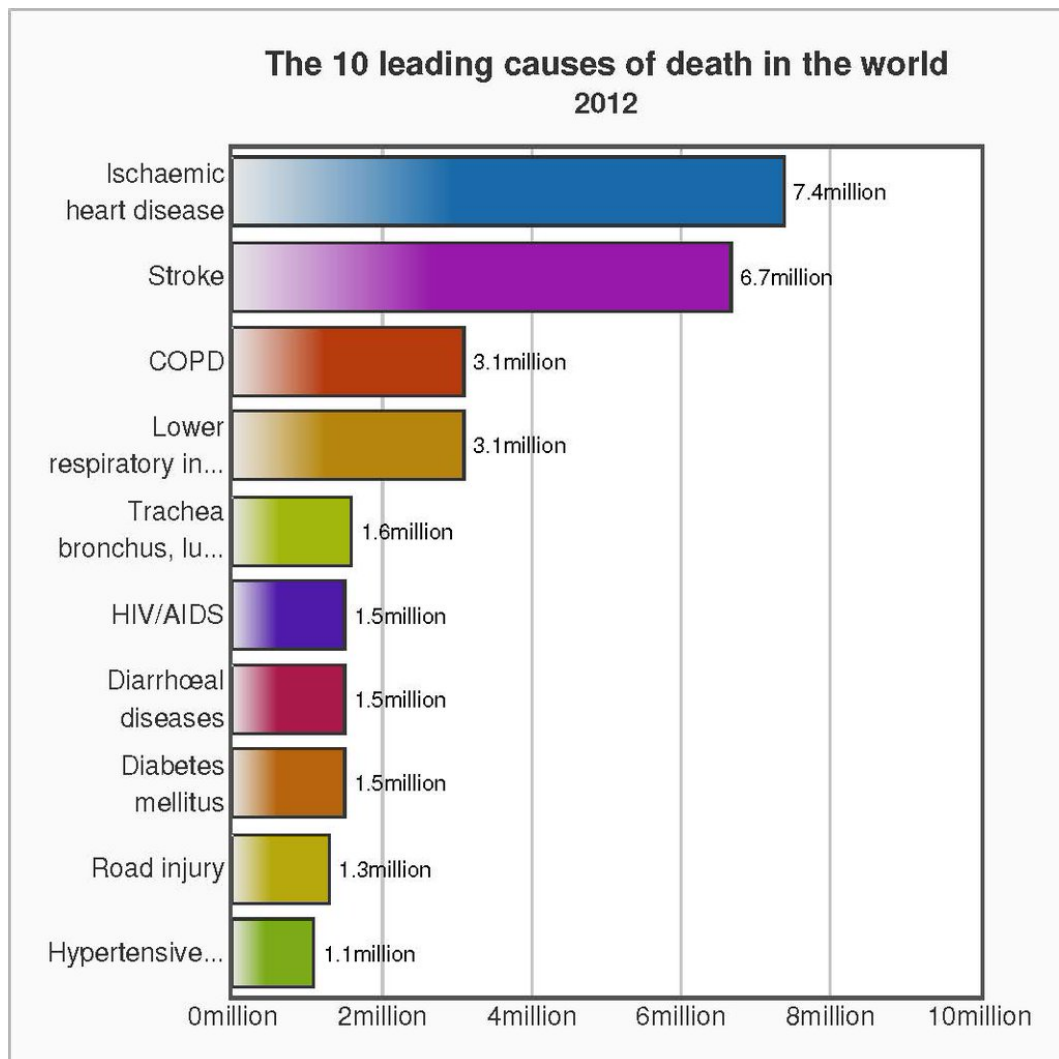


Figure 1.1 – Top 10 leading causes of death in the world 2012 [3]

1.1.2 What therapy should be done after a stroke?

Movement problems affect each person differently. Different therapies may include:

- Practicing tasks/activities that you have difficulty doing. This may include rolling over in bed, sitting or standing up. It can also include walking and using your hand or arm;
- Exercising to improve your strength, sensation (ability to sense or feel things), coordination, balance or fitness. Often this can be done as you practice normal activities such as standing or walking. Exercises that use electrical stimulation and other equipment (for example treadmills) may also be used as part of your therapy. This will help improve your ability to move;
- Joining a fitness centre, club in the community, or exercise program at your local community health care centre. This can help to keep you fit. Often after a stroke, fitness levels drop.

Therefore it is important to keep yourself as active as possible in the long-term. Talk to your therapist about how best to keep fit;

- Learning how to walk safely. This may include the help of an aid like a frame or walking stick;
- Limiting the use of your good arm to encourage use of the affected arm. This is called CIMT [9]. Research has found that ‘forcing’ you to use your affected arm can improve recovery of your affected arm. It is important to talk to your therapist first.

1.2 Case Study

Now Consider Maria, a 56-year-old patient. After experiencing a stroke 5 months ago, she now has difficulty on controlling the left hand of her body. Like most stroke victims, Maria faces one to two weekly therapy sessions for up to 1 year. Unable to work, she worries about the fee per visit, as she has exhausted her insurance coverage. Maria also have to exercise hours daily to maintain her mobility. Unfortunately, the doctor gave her boring repetitive exercises, and Maria finds it difficult to motivate herself to do them. **What is the solution?** Kyno offers a significant advance to help stroke patients restore their physical functions: an affordable motion-capture system for physical rehabilitation that uses Leap Motion technology. Kyno tries to solves all of these issues by providing patients with ”gamified” exercises that accelerate recovery and increase adherence. In addition, Kyno gives patients immediate feedback, which ensures that they perform their movements correctly. This is critical when the patient is exercising at home.

1.3 Existing solutions and their drawbacks

Before getting to implement the idea is better to do a market research for finding similar solutions to the problems that are being used by those applications.

After analysing these solutions Kyno application will become better, stronger, different and adapted tool for local market and attractive for patient’s and customers. It is important to know what the user wants the most. What need to be done to make him happy, to make him have a great experience while using the software. Thats why more than that it is important to know the background for solution, the countless features that are counted as advantages and the ones that are not crucial. It is important to know what features will offer him confort or excitement.

There was created a list of solutions after a quick research by searching the web for similar solutions and after to select only the best one, only those who have something common with Kyno, others where taken out, because the purpose of those application’s wasn’t as the purpose of Kyno. The best existing solutions at the moment for patients kinetotherapy comes from big companies and these are:

- VirtualRehab;
- Jintronix;
- SeeMe.

What I have seen, is that there are quite a lot of application of kinetotherapy, each of them uses Microsoft Kinect to detect the motion, each of them is great amazing applications but what is the problem in them is that each of them detects the full body of the patients and is provided most of the times with exercises/list of mini games where you have to move. However that is bad for patients that are paralyzed, that can't walk, that can't even move their legs.

1.3.1 VirtualRehab

The first solution to kinetotherapy rehabilitation is *www.virtualrehab.info*. In my opinion it is one of the most powerful rehabilitation application on the market.

This tool provides functional training so as to improve equilibrium, coordination, weakness, fatigue and spasticity. The exercises can be adapted to a patient's disability levels so that the programme can be used with a wide range of ability levels.

The strong advantage of VirtualRehab is that it has 2 type of application VirtualRehab Body and VirtualRehab Hands. VirtualRehab Body is a suite of therapeutic games designed to help retrain upper and lower limb motor functions. Through the use of a variety of highly motivating games, the system makes it possible to retrain abilities such as balance (while sitting and standing), thrust inhibition, load transfer and changing between sitting and standing positions. VirtualRehab Hands works the mobility and strengthening of the muscles used in flexion, joining, separation and extension of the fingers. This possibility offers to cover a full controll of body rehabilitation.

A second great advantage is that the rehabilitation process in VirtualRehab is made through games. It has 9 games that help treat various physical symptoms.

Another great feature is the feedback system of this applications. With the help of Kinect they are capable to keep track of progress and give feedback in real time to the patient about the correct or incorrect movement performs. This feature is going to be implemented in Kyno.

Even more it has a simple patient management panel. It ncludes an easy to use therapy editor that allows therapists to program customized therapy sessions taking into account each patient's particular needs. All the information from the sessions is stored in the data server immediately making it possible to track and monitor each patient's progress in the prescribed therapy.

1.3.2 Jintronix

Jintronix is transforming rehabilitation by providing an innovative, accessible and value-driven model for the delivery of physical and occupational therapy.

Combining kinect motion tracking, virtual gaming and remote clinical monitoring, Jintronix offers patients a fun and effective tool for their rehabilitation through games. The games were developed through researching which exercises and sports best fitted with conventional therapy. The rehab modules are adaptable to the level of a patient's functional and cognitive abilities and are designed to train balance and mobility, muscle strengthening and endurance, flexibility and range of motion, fall prevention, postural control, motor control and relearning and bilateral coordination. Jintronix is capable of tracking a players' movements to see whether they are performing the activities

correctly and relays this to the therapist who can then make adjustments. So far, there are seven games that have been created and work smoothly.

1.3.3 SeeMe

A third solution to Kyno is SeeMe at www.virtual-reality-rehabilitation.info SeeMe provides active training in the form of games – what makes patients more motivated to participate in their rehabilitation process. SeeMe creates a feedback loop between a patient performing rehabilitation exercises and a physical therapist. In real time the physical therapist can monitor the patient's performance and adjust parameters of current “gamified” exercise to match the patient's individual recovery needs.

These are the great key features of SeeMe at this moment:

- **Deep Customization**, each exercise can be personally customized to meet the specific requirements of the patient. All the tasks customizations can be done in real time while patient is playing;
- **Many Applicaitons**, SeeMe uses a wide variety of therapeutic tasks to enable training in all rehabilitation domains;
- **Engaging Activities**, all the therapeutic tasks included in SeeMe offer plety of paratemters and leverls. By having those options - therapists are able to prepare trainings that let patients experience positive emotions, keep motivation, become more self-confident and in the same time remain challenged;
- **Powerful Reports**, enables detailed insight into the course of each training and long-term progress as well. Therapists can collect objective results of treatment progress.

SeeMe it is a very comprehnsive tool which makes the patient/user happy, it brings to the patient a new way of rehabilitation, home rehabilitation with lots of interactive fun to play games.

1.4 Proposed solution

Kyno tries to solves all of these issues by providing patients with ”gamified” exercises that accelerate recovery and increase adherence. In addition, Kyno gives patients immediate feedback, which ensures that they perform their movements correctly. This is critical when the patient is exercising at home. However to create a really useful application, it is important to know what the market really needs.

Kyno should be capable of giving the following solutions :

- Helping getting read of injuries, promote muscular function and mobility, to work muscles and the area with injuries, strengthen the muscles and joints so that they perform better;
- During the exercise the tools that will help on rehabilitation will be the users hands only(not other tools, weights);

- The UI should be intuitive, easy to use, clean and not very complicated. The UX must be great with not so many pop ups, additional panels. The application should provide to the user at least 3 options of exercises which are most used and most useful for injuries recovery;
- Have a price accordingly to the local and external market. Current solutions that involves technologies are way way more expensive then what I propose. Thus, the price range must be affordable for the local and external market;
- The application will be developed and build for desktop's with later support for Virtual Reality which will give a brand new exited experience for patients.

There are numerous rehabilitation hand exercises to which Kyno could work, but there should be chosed a couple of them for initial market test they are written in the itemized list further and for launching the project, after which there can be added other exercises as well. Also due to the Leap Motion device tracking limitation some of the exercises can not be included because Leap Motion is not able to "see through the fingers" - for example, when one finger covers the other. Fingers right next to each other also pose a problem for the cameras and might not be recognized individually. This is not a device which incorporates science fiction hardware with x-ray vision and magical recognition properties - even though some buyers on the bleeding edge might have expected exactly that. That's why some exercises cannot be done.

- **Grab.**
- **Pinch.**
- **Roll.**

Some key features/benefits of the application:

- **Gains.**Kyno will use a wide range of kinetotherapeutic exercises to train the following rehabilitation domains:

Musculo-skeletal

- a) Range of motion;
- b) Strength;
- c) Endurance;
- d) Fitness and cardiovascular training.

Balance and Equilibrium

- a) Self control;
- b) Anticipatory postural responses;
- c) Adequate reactions to stimuli and distractors placed in preplanned positions or random.

Neurological

- a) Hand movement quality;
- b) Hand movement awareness and proprioception;
- c) Bilateral movements in response to bilateral stimuli.

Cognition

- a) Memory;
 - b) Perception;
 - c) Planning and executive functions.
- **Engaging activities.** There is no need to wear, hold or be attached to any equipment – patients can almost forget it is still a real rehabilitation.

2 Architecture of the System

2.1 UML Diagrams

The Unified Modeling Language (UML)[5] is a development and all use modeling language in the field of software engineering. Is intended to assure a standard way of visualizing the design of the system that it was made for.

In the current chapter is represented and described the architecture of Kyno application. It contains a set of relevant diagrams modeled in UML language. The diagrams provide a fundamental documentation an description of the system structure and behavior.

- Use Case Diagram;
- Deployment Diagram;
- Class Diagram;
- Sequence Diagram;
- Activity Diagram;
- State Diagram.

These diagrams will illustrate the users possibilities, the system architecture and will also illustrate the procedures of interaction between the modules.

2.1.1 Use Case Diagram

To model a system the most important aspect is to capture the dynamic behaviour. In UML there are five diagrams available to model dynamic nature and use case diagram is one of them. Now as we have to discuss that the use case diagram is dynamic in nature there should be some internal or external factors for making the interaction.

These internal and external agents are known as actors. So use case diagrams are consists of actors, use cases and their relationships. The diagram is used to model the system/subsystem of an application. A single use case diagram captures a particular functionality of a system.

So to model the entire system n numbers of use case diagrams are used.

Purpose of Use Case diagram is:

- Used to gather requirements of a system;
- Identify external and internal factors influencing the system;
- Show the interacting among the requirements are actors;
- Used to get an outside view of a system.

In the figure 2.1 , is shown the process of the user that interacts with the application. Therefore 2 use case diagrams were modeled to show the set of available actionones offered to the user's. The client part of the application represents an executable. As we can see the most important stages of the project is around user's exercises, later in figure 2.2 we will see the type of exercises the user can do. The possibility of giving feedback to the application is offered. Also, the user can view the results after the end of the exercise or at the moment of doing the exercise.

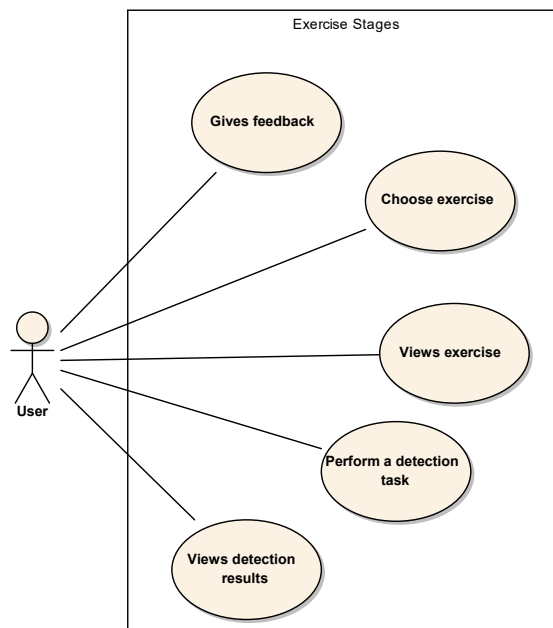


Figure 2.1 – General Use Case diagram of the system.

Now back to the figure 2.2 where the operations can be seen, there are 4 main actions an user can perform. When the user opens the application he will be provided with a menu he can choose one of this 4 actions from there. By choosing the first action which is grab the user will have to open and close slowly his hand n times. The second action is pinch, this action is a little bit more complicated since it will make the user to touch every finger, one after one, with the thumb. Next action and the third one is rotate. Rotate is rather simple, the user will have to rotate his hand horizontally untill its reaching the position of completing one rotation. The forth and the last action is movement, its not that complicated, just moving the hand from left to right and right to left will be counted as 1 movement. A text panel with results and a second panel with tips will be displayed on the screen for the user on each active action.

2.1.2 Deployment Diagram

Deployment diagrams are used to visualize the topology of the physical components of a system where the software components are deployed.

So deployment diagrams are used to describe the static deployment view of a system. Deployment diagrams consist of nodes and their relationships. The purpose of deployment diagrams can be described as:

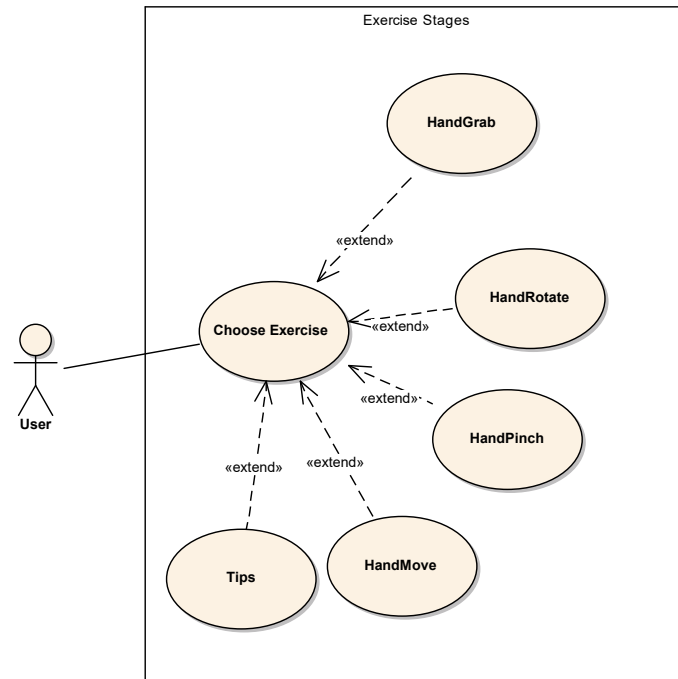


Figure 2.2– Use Case diagram of exercise action.

- Describe runtime processing nodes;
- Describe the hardware components used to deploy software components;
- Visualize hardware topology of a system.

In the figure 2.3, is described how the system is setup on the physical level. On the left there is the executable application used by the user in order to interact with the application. The user creates a connection with the Leap Motion device through a connector (USB), by plugging the device into an USB port. The request is processed by the application and it checks whether the leapmotion is connected or not. Also at the runtime a JSON library runs and it loads from a JSON file text information into a dictionary where eventually will be displayed in the application.

2.1.3 Class Diagram

The class diagram is a static diagram and it represents the static view of an application. Describes the attributes and operations of a class and more than that, also the constraints appointed on the system. Because class diagrams are the only UML diagrams that can be mapped directly with object oriented languages it is widely used in the modelling of the object oriented system and at the time of system construction.

Purpose of the class diagram can be summarized in:

- Analysis and design of the static view of an application;
- Describe responsibilities of a system;
- Base for component and deployment diagrams;

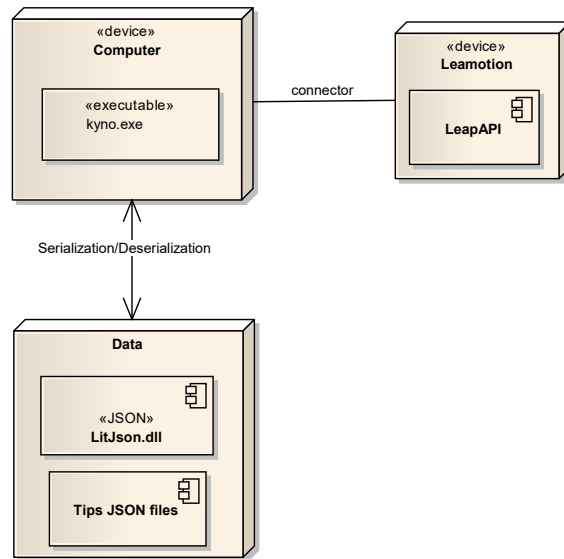


Figure 2.3 – Deploy diagram of the system.

- Forward and reverse engineering.

In the first class diagram which is figure 2.4 is described the UI of the application. Animation and how the menu is generated. How the pannels move, from left to right and right to left.

One of the classes, illustrated in figure 2.4, depicts the parsing objects. The conceptual model is done in an analogical way. The defined class has a set of predefined messages that denotes the possible actions needed to successfully push a button, get info from json file and finally set info to the corresponding text object.

The last step of Kyno application is gesture tracking part. The class structure is much simpler, see figure 2.5. Manager Script class has association relationships with LeapPinchDetector. It is used to set tracking data to transform it into a pinching gesture.

2.1.4 Sequence Diagram

In the figure 2.6 is represented the action of doing an exercise. In order to do that, the user must press on one of the buttons shown in the menu, after pressing one of the button, it will make a function call to the Leap Motion, by asking him to grant access on that action. The Leap Motion will send back to the user info about what button was pressed and what action the user can do now. After the user pressed on of these buttons he can do now the action itself. Also after every set of exercise in that action, the user is able to retrieve the status of his action from Leap Motion

From the first glance each action behavior looks similar, having the same interface, however each has unique characteristics worth checking out. The entire process is straight and monotonous. Anyway there has to be some conditions which is the LeapMotion device is required to be connected to the users device.

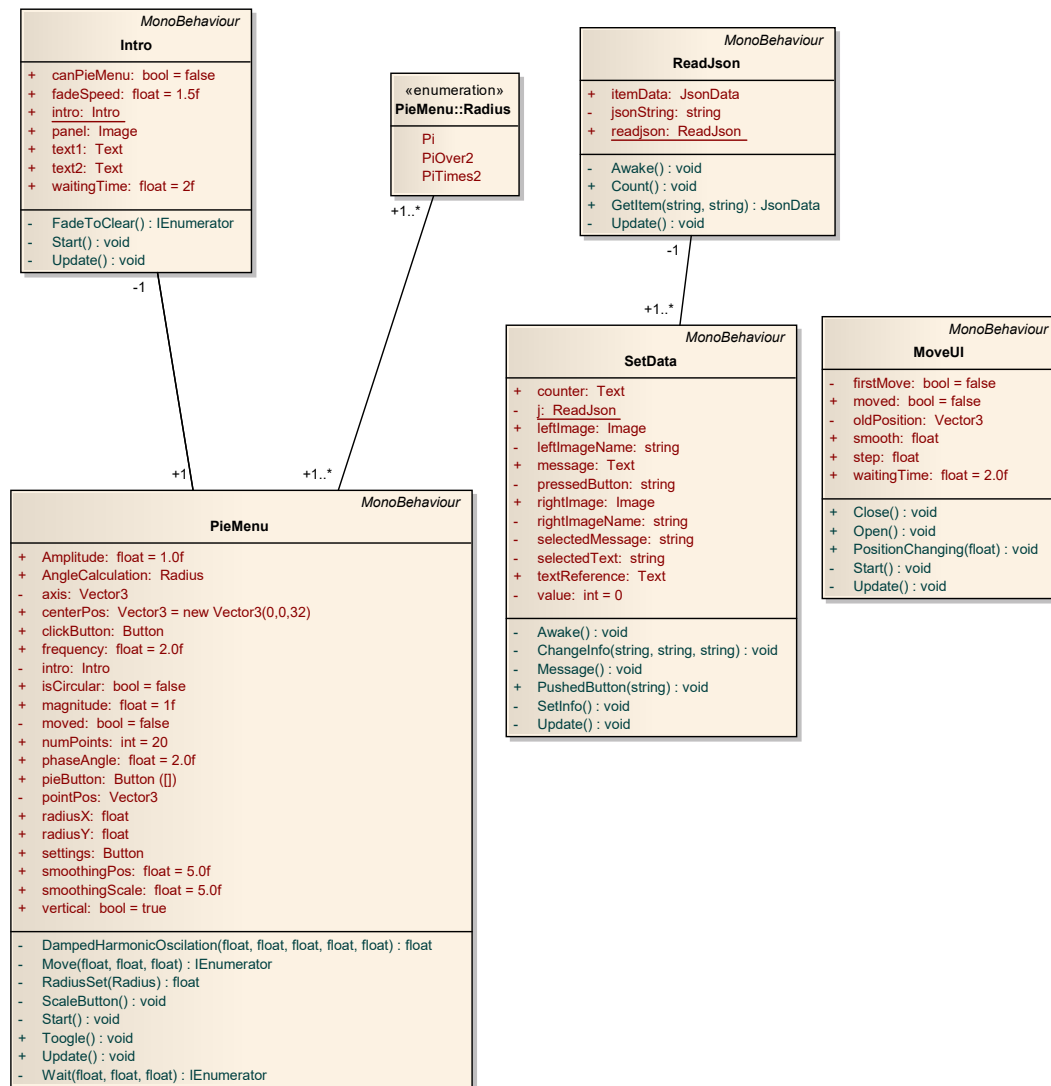


Figure 2.4– Class Diagram of User Interface and User Interaction.

2.1.5 Activity Diagram

Activity diagram is another important diagram in UML to describe dynamic aspects of the system. This diagram is basically a flow chart to represent the flow from one activity to another activity. The activity can be described as an operation of the system.

So the control flow is drawn from one operation to another. This flow can be sequential, branched or concurrent. Activity diagrams deal with all type of flow control by using different elements like fork, join etc.

Purpose of activity diagram can be:

- Draw the activity flow of a system;
- Describe the sequence from one activity to another;
- Describe the parallel, branched and concurrent flow of the system.

By now every step of exercising was particularly described. The activity diagram from figure 2.7, represents the list of actions done on the exercise part of the application. Every executed step

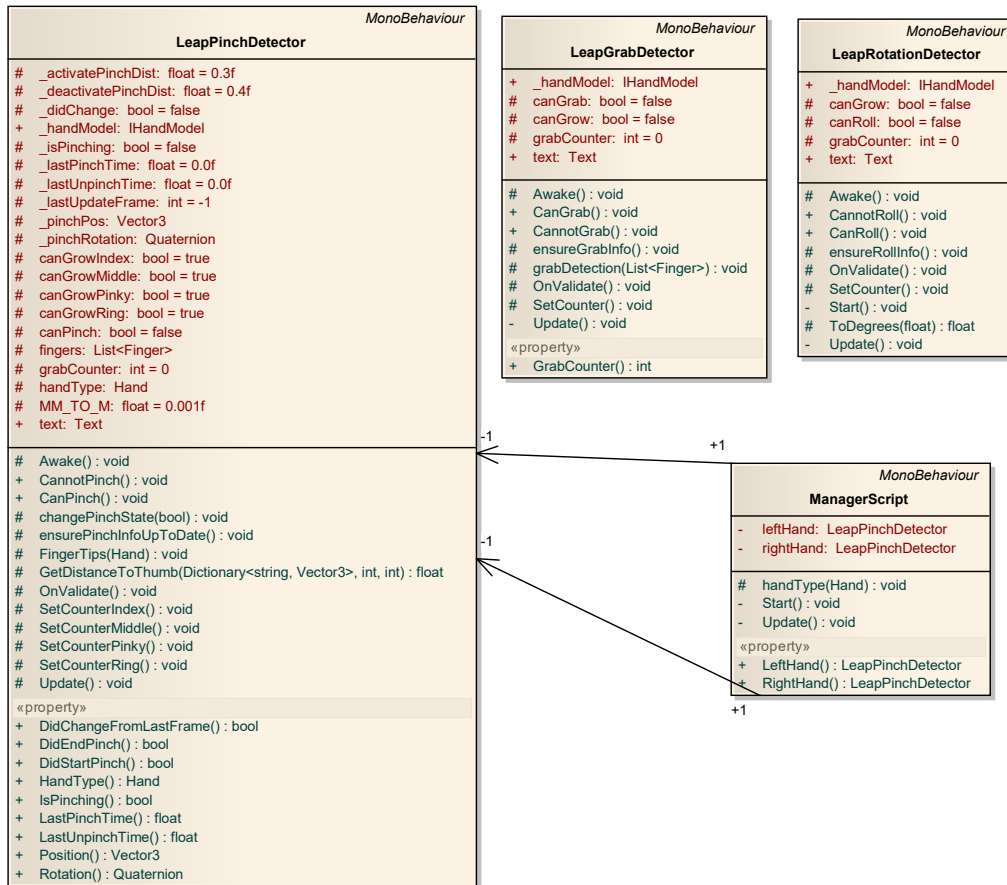


Figure 2.5– Class Diagram of Leap Motion gesture tracking.

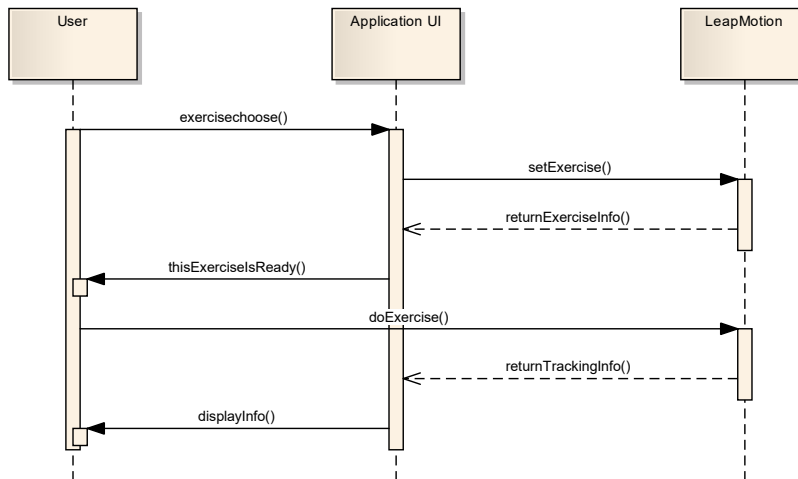


Figure 2.6– Sequence diagram of doing an exercise set.

in the chain depends on the previous one.

Before selecting an action from menu the user must to connect the Leap Motion device. When the status of Leap Motion device is connected the user can choose an exercise. At the exercise choosing the right tips are displayed in a panel placed in the middle most right side of the screen. While the user keeps waving his hand and performing the exercises, the Leap Motion API tracks the hands and sends the results to UI where eventually the user can see it. After done with one set of exercising the user has the option to choose another one or to exit. And there ends the process of doing a kinetotherapy exercise.

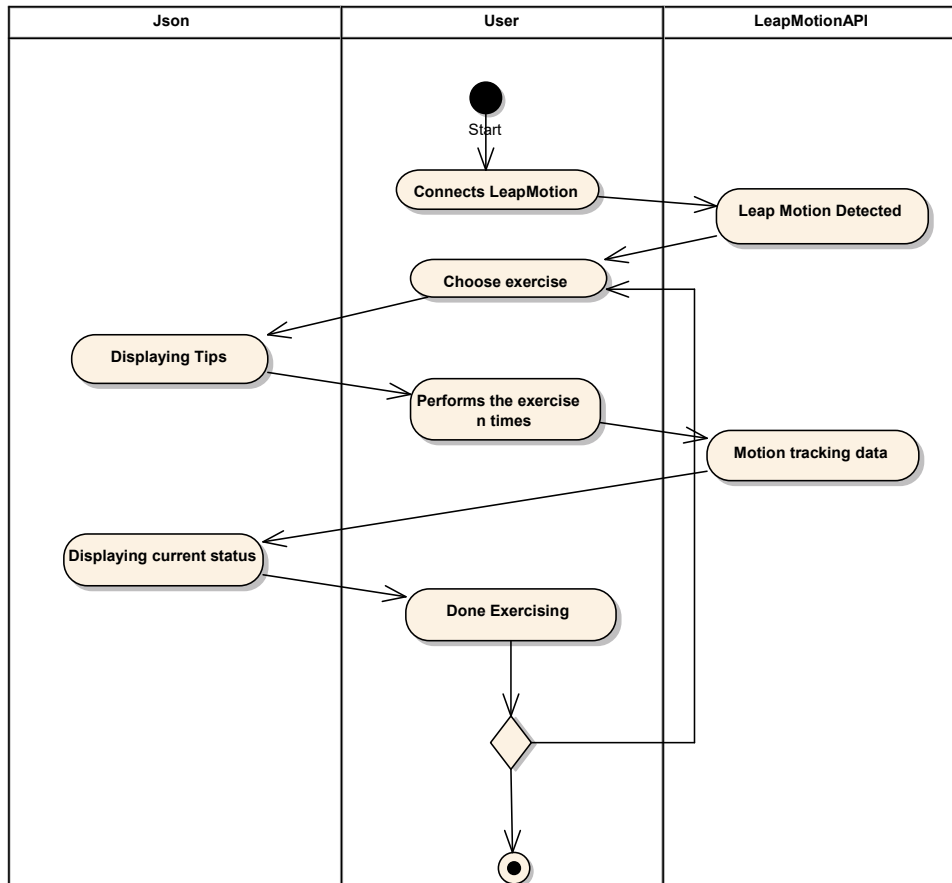


Figure 2.7– Exercise performing activity diagram.

2.1.6 State Diagram

The name of the diagram itself clarifies the purpose of the diagram and other details. It describes different states of a component in a system. The states are specific to a component/object of a system.

A Statechart diagram describes a state machine. Now to clarify it state machine can be defined as a machine which defines different states of an object and these states are controlled by external or internal events.

Statechart diagrams are also used for forward and reverse engineering of a system. But the main purpose is to model reactive system.

Following are the main purposes of using Statechart diagrams:

- Define a state machine to model states of an object;
- To model life time of a reactive system;
- To model dynamic aspect of a system;
- To describe different states of an object during its life time.

In the figure 2.8 and figure 2.9 is represented the application state diagram. However due to the fact that Kyno application offers a limited amount of operations, imply that there is a small amount of states that an application user can be. All the application states are mapped to the executable.

After running the application the first step is to connect the Leap Motion device. Where in the next step the Leap Motion API detects if there is or there is not connected an Leap Motion device. On the left bottom corner of the window is rendered a pie menu that can get the user into any state of the application. The remaining states are related only to visualizing the information and the exercise action itself.

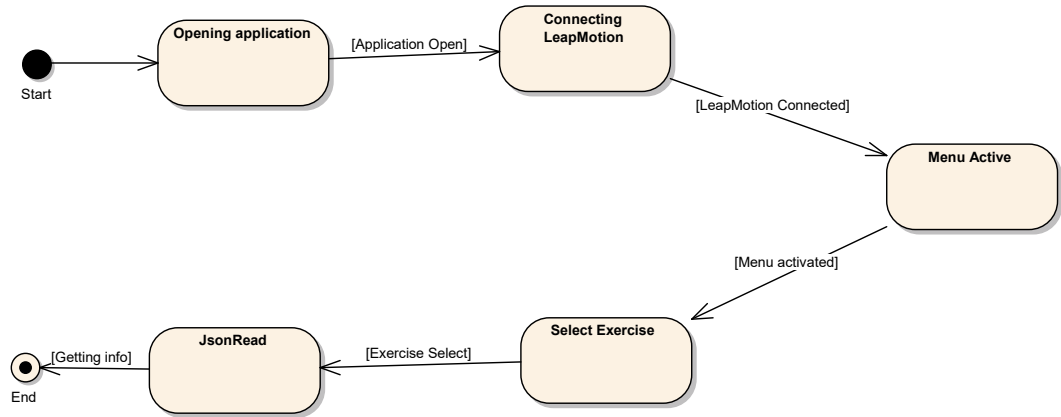


Figure 2.8– Application state diagram.

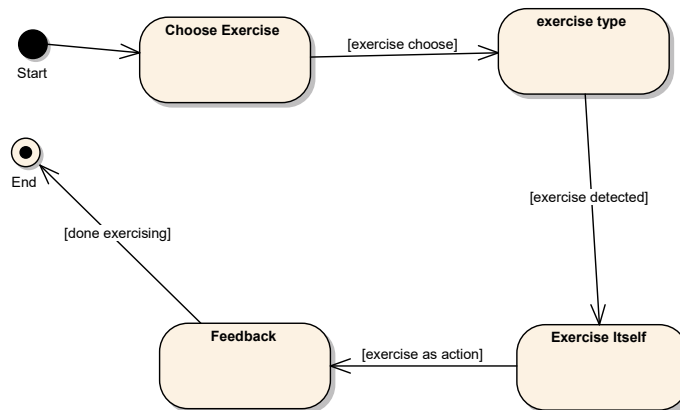


Figure 2.9– Exercising state diagram

2.2 User Experience

2.2.1 Benefits for the user

By using Kyno, the user is provided with a list of benefits that can make their rehabilitation work better, easier, cheaper and with more results.

- **Simple design.** Being simple is key for making the work easy and comfortable. This is why Kyno has a little number of buttons, a pleasant for for displaying information to the user, one type of font and nothing else that could distract the user from being productive;
- **Future improvements.** After the first iteration and feedback from it's users, the team that works on the project will implement and it will constanly improve the UX of the software;

- **The market.** Kyno is mostly developed and designed for the local market and this is a great advantage, because in Republic of Moldova the home rehabilitation after a stroke or some kind of other injury is bad and there are no tools like Kyno in our rehabilitation centers that will take a patient through a whole new adventure and experience. This is why, if there will be future investments in the project, it can actually grow at a high scale.

3 Implementation and Used Technologies

For a better understanding of the application, on how it works, how it behaves for the patient and in general for those who will use it, it is better and I would say important to describe the technologies that were used to build Kyno. In this chapter will be analysed the implementation of the features that presents the Kyno as a software, will be shown some code samples and analysed the solutions that were choosed to develop the application.

3.1 System Requirements

In order to run the application and to have a nice user experience, there is needed for the client to have 2 componenets.

- A computer, laptop or any system/device where you can install a desktop application
- A Leap Motion tracking device with again the ability to install software on your device.

As we can see the requirements are not that simple and easy to get since the Leap Motion can be bought only online from USA and cost almost 100 euros. However the application will come with the Leap Motion controller in the set.

3.2 Technologies Used

3.2.1 Unity

Unity is a powerful cross-platform 3D engine and a user friendly development environment. Easy enough for the beginner and powerful enough for the expert.

Why Unity over others?

The main "pro" of Unty is that it's crazy fast. I'm not talking about performance here, but about development speed. It has:

- **Unified asset pipeline.** No need to spend time on resource subsystem at all, no buggy import routines to write and fix: just drop a file into folder, and it works.
- **Integrated level editor.** No need to spend time on level tools: just get straight to business.
- **Great tweaking and debugging support.** All your scripting variables are shown in the editor right as you play, and can be changed on the fly too - and all this without writing a single line of code. Pause the application anytime, or step through code one statement at a time.
- **Quite comprehesive library of ready-made components.** Rendering, sound, physics, controls - a lot of "boilerplate" code is already written so that you can focus on the application and not on how to create an engine.

One aspect is that Unity is a game engine and editor that publishes almost anywhere. What does it mean “everywhere”? One can divide the game world in four continents: consoles, smart-phones, desktop (installed), browser. Unity runs in most “countries” from all these continents – as shown in figure 3.1.

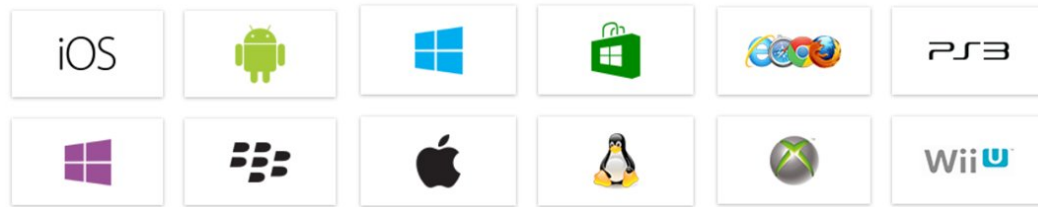


Figure 3.1 – Exercising state diagram [6]

Application created in Unity can be deployed into multiple platforms simply by downloading and installing support of these platform. After that ofcourse by changing your code so that it will work on other platform too.

So let’s see 2 examples in of how Unity handles a mouse input in a desktop application and fingers input in a mobile application.

```

1 void Update() {
2     if (Input.GetMouseButtonDown(0))
3         Debug.Log("Pressed left click.");
4
5     if (Input.GetMouseButtonDown(1))
6         Debug.Log("Pressed right click.");
7
8     if (Input.GetMouseButtonDown(2))
9         Debug.Log("Pressed middle click.");
10
11 }
```

Listing 1– Mouse input for desktop application in Unity [7].

As we can see Listing 1 returns true during the frame the user pressed the given mouse button. Either will be left click, middle or right click.

```

1 void Update ()
2 {
3     Touch myTouch = Input.GetTouch(0);
4     Touch[] myTouches = Input.touches;
5     for(int i = 0; i < Input.touchCount; i++)
6     {
7         //Do something with the touches
8     }
9 }
```

Listing 2– Multiple touch input for mobile application in Unity [8].

In Listing 2 Unity handles multi-touch by giving you the number of touches on the screen during a given frame, and/or gives you an array of all touches during a frame. While myTouch will

be the first touch the user did and myTouches will be the total amount of touches the user does.

This way Unity does for every platform, it is a console, it is a desktop computer, a mobile phone or web browser. Unity make life easire.

3.2.2 Leap Motion

www.notebookcheck.net/Review-Leap-Motion-Motion-Control-Technology.98821.0.html

3.2.3 C# or JavaScript?

Mono as a script host. While one can argue about merits of C# as a language, Mono's base class library offers a wealth of functions. Collections, I/O, multithreading, and insanely expressive LINQ all speed up development considerably. Also, Unity3d is really good on multiple platforms. Of course, you can't create, say, a windows .exe game and then magically have it "just work" on the iPhone; but Unity gets pretty close to that. What is required is "tweaking" more than "porting".

3.2.4 Leap Motion SDK

3.2.5 LitJson

3.2.6 APIs

3.2.7 Leap Motion API

3.3 Implementation

3.3.1 Software license

Kyno will be offered for a period of 1 month for free. In this period, the software will be tested and feedback will be prompted from users. It is very important at this stage to see how the application is doing, where are the problems, what features need to be added.

After 1 month of free using, a monthly or yearly subscription plan will be applied with different prices for individual patients or hospitals and rehabilitation centers.

???. This simple structure makes it easy to locate the files and edit them when it's needed.

```
1  protected virtual void Start() {
2      createController();
3  }
4
5  protected void createController() {
6      if (leap_controller_ != null) {
7          destroyController();
8      }
9
10     leap_controller_ = new Controller();
11     leap_controller_.Device += onHandControllerConnect;
12 }
13
```



```

14     protected void destroyController() {
15         if (leap_controller_ != null) {
16             if (leap_controller_.IsConnected) {
17                 leap_controller_.ClearPolicy(Controller.PolicyFlag.POLICY_OPTIMIZE_HMD)
18             };
19             leap_controller_.StopConnection();
20             leap_controller_ = null;
21         }
22     }
23
24     protected void onHandControllerConnect(object sender, LeapEventArgs args) {
25         leap_controller_.Device -= onHandControllerConnect;
26     }

```

Listing 3– Bootstrap folder structure

4 Economic Analysis

4.1 Project description

Kyno project is a treatment application for patients who have suffered from physical injury or illness on hands. This application will be used to improve a person's endurance, mobility and strength in hand. The rehabilitation techniques used by kinetotherapies are often prescribed to help individuals enhance their overall physical conditioning. A patient may see a kinetotherapist after receiving a prescription from a physician, physician assistant or nurse practitioner. Kinetotherapists primarily work in public and private hospitals, sports medicine facilities, rehabilitation centers and academic institutions, as well as in private practice and as consultants. Which puts them as my main marketing targets. The success of this application will dramatically increase if we cross the countries borders, since there private hospitals, sports medicine have more money to invest and are willing to have better system of patient treatment.

There are multiple solutions which provide kinetotherapy application, but there is no other similar product in Moldova. The main advantage is that it's simple to use, it has a nice UX and UI, it gives feedback in a pleasant way and it has a system that tells you if the exercise was done well. It's perfect for everybody as soon as it has the required tools. That's why it is expected to be a promising product, with other possibilities which are going to be implemented in future.

4.2 SWOT analysis

It is necessary to make an analysis of strong and weak points for the given application, in order to have a brief overview about expectations or about possible problems that can appear. In 4.1 it is represented the strategic planning method, called SWOT, used to evaluate Strength, Weaknesses, Opportunities and Threads involved in the project.

Table 4.1 – SWOT analysis

| Strengths | Weaknesses |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> – it is a new product on the market – easy to use – price, value, quality | <ul style="list-style-type: none"> – You need LeapMotion devise in order to use it – client application available only on Windows platform – lack of funding – location and geography |
| Opportunities | Threads |
| <ul style="list-style-type: none"> – it save time and money to the client – extendable to more regions – outsourced labor for development – not yet mature – time to market | <ul style="list-style-type: none"> – won't be bought by hospitals – similar application can be developed, so the popularity of this system may decrease – integration with existing systems – technical challenges |

After elaboration of SWOT Analysis, it was taken in consideration the objective of the business venture of project and there were identified the internal and external factors that are favorable and unfavorable to achieve the goal. There will always be concurrency, this factor having an important role in market development and increase of systems' quality.

4.3 Project time schedule

For the accomplishment of a project it is necessary to establish a schedule. For the development of the Kyno application, agile project management is applied to offer flexible and iterative method of designing the application. It goes in 5 stages: planning, research, development, testing and deployment. The process flows in repetitive and incremental way.

4.3.1 Objective determination

The main objective of the following project is to provide a complete and functioning application for it's users. Otherwise without a finished product there is no profit. More to that, it is important to market the application and get exposed to a large audience in need. This can be done by targeting first private hospitals. Since it is not a common piece of software, it creates a very specific audience of users.

To keep up with the latest trends and researches, it is also an essential objective to keep updated and provide enhancements to the software. The lifecycle of the application will require

bugfixes, interface changes, feature implementations. All of that will help the system still be trendy and up-to-date on the market.

4.3.2 Time schedule establishment

As it was said above the project will iterate over 5 steps: planning, research, development, testing and deployment. Naturally as most of the IT projects, it is subdivided into smaller parts. Planning step isn't supposed take up a lot of time, since the requirements are flexible. Moreover due to the research part the design solutions can change over time and open up new perspectives. The process of development is being split up in smaller tasks that can be accomplished within a 2-5 day period. Total duration of the project is computed using (4.1).

$$D_T = D_F - D_S + T_R, \quad (4.1)$$

where D_T is the duration, D_F – the finish date, D_S – the start date and T_R – reserve time. In table 4.2 is presented the first iteration of the project schedule. It uses the following notations: PM – project manager, SM – sales manager, D – developer/designer, T – Tester.

Table 4.2 – Time schedule

| Nr | Activity Name | Duration (days) | People involved | Notes |
|----|-------------------------------------------------------|-----------------|-----------------|-----------------------------------------|
| 1 | Define the project concept and objectives | 10 | PM, SM, D | |
| 2 | Perform market analysis | 10 | PM, SM | Market analasys document |
| 3 | Analysis of the domain | 10 | D | Research of algorithms and technologies |
| 4 | Requirements and specifications | 5 | PM, D | Write them down |
| 5 | System design | 10 | PM, D | UML |
| 6 | Preprocessing and learning part of the implementation | 25 | PM, D | |
| 7 | End-user application development | 30 | PM, T, D, SM | This includes UX and UI design |
| 8 | Validation of results | 5 | PM, T, D, SM | |
| 9 | Documentation | 5 | D | |
| 10 | Building and testing the entire project | 15 | PM, T, D | Real users for testing |
| 11 | Active marketing | 15 | SM | OM on SM and private hospitals |
| 12 | Total time | 140 | | |

Table 4.2 shows the activities that will occur during project development, who is involved into each process and how much time does it take to accomplish a task. Total amount of time spent on this project is 140 days or 20 weeks, which means almost 5 months for a strong beta version. For each individual, it is indicated below the number of spent days:

- PM: 110 days;
- SM: 70 days;
- D: 115 days;
- T: 50 days

4.4 Economic motivation

The following section describes the evaluation of the project from the economic point of view. That includes the total profit, number of potential clients, salaries that have to be paid to employees, revenues that the company gets by commercializing the product. All the costs and prices are given in MDL (Moldavian lei) currency. Tangible and intangible assets, indirect expenses will also be taken into account. Wear and depression in regard to final product will also be computed. The entire economical part is done on the presumption that the software will have paid licenses. Either way it is a curious approach to compute all the necessary resources and indexes for developing a project. It opens managerial insights over entrepreneurial ideas.

4.4.1 Tangible and intangible asset expenses

The budget for the required tangible and intangible assets is shown in Table 4.3, Table 4.4. Direct expenses are presented in Table 4.5.

Table 4.3– Tangible asset expenses

| Material | Specification | Measurement unit | Price per unit (MDL) | Quantity | Sum (MDL) |
|---------------|-------------------|------------------|----------------------|----------|-----------|
| Mac Book pro | retina display i7 | Unit | 25000 | 2 | 50000 |
| Apple Display | 27 inch | Unit | 20000 | 2 | 20000 |
| Asus laptop | K55VD, i5 | Unit | 5000 | 1 | 5000 |
| Leap Motion | hand controller 5 | Unit | 1600 | 2 | 3200 |
| Total | | | | | 78200 |

Table 4.4 – Intangible asset expenses

| Material | Specification | Measurement unit | Price per unit (MDL) | Quantity | Sum (MDL) |
|----------------------|---------------|------------------|----------------------|----------|-----------|
| Unity Pro | Subscription | Unit | 1500 | 1 | 1500 |
| VS Professional 2015 | License | Unit | 10000 | 1 | 10000 |
| Enterprise Architect | Home | Unit | 1900 | 1 | 1900 |
| Windows 10 | License | Unit | 2400 | 1 | 2400 |
| MS Word 2016 | License | Unit | 1400 | 1 | 1400 |
| Adobe Illustrator | Subscription | Unit | 1000 | 1 | 1000 |
| Total | | | | | 18200 |

Table 4.5 – Direct expenses

| Material | Specification | Measurement unit | Price per unit (MDL) | Quantity | Sum (MDL) |
|--------------|---------------------------|------------------|----------------------|----------|-----------|
| Whiteboard | Universal Dry Erase Board | Unit | 400 | 1 | 400 |
| Post-it note | Stickers | Unit | 20 | 10 | 200 |
| Paper | A4 | 500 sheets | 60 | 1 | 60 |
| Marker | Whiteboard marker | Unit | 15 | 10 | 150 |
| Pen | Blue pen | Unit | 5 | 20 | 100 |
| Total | | | | | 910 |

The total amount of expenses in MDL is about this much.

$$T_e = 78200 + 18200 = 96400 \quad (4.2)$$

4.4.2 Salary expenses

This section is concerned about the salaries to employees and various funds that should be paid. The distribution of salaries per day is the following: project manager - 500MDL, tester - 350 MDL, sales manager - 400 MDL, developer - 480 MDL.

Table 4.6 – Salary expenses

| Employee | Work fund (days) | Salary per day (MDL) | Salary fund (MDL) |
|-----------------|---------------------|-------------------------|-------------------------|
| Project Manager | 110 | 500 | 55000 |
| Tester | 50 | 350 | 17500 |
| Sales Manager | 70 | 400 | 28000 |
| Developer | 115 | 480 | 55200 |
| Total | | | 155700 |

Now by having computed all the salaries for the employees, it is time to compute how much to be paid to social services fund, medical insurance fund and the total work expenses by summing up all previous expenses.

Salary expenses are introduced in Table 4.6.

This year the social service fund is approved to be 23%, therefore the salary expenses are computed according to the relation (4.3).

$$\begin{aligned}FS &= F_{re} \cdot T_{fs} \\ &= 155700 \cdot 0.23 \\ &= 35811\end{aligned}\tag{4.3}$$

where FS is the salary expense, F_{re} is the salary expense fund and T_{fs} is the social service tax approved each year. The medical insurance fund is computed as

$$\begin{aligned}MI &= F_{re} \cdot T_{mi} \\ &= 155700 \cdot 0.045 \\ &= 7006.5\end{aligned}\tag{4.4}$$

where T_{mi} is the mandatory medical insurance tax approved each year by law of medical insurance and this year it is 4.5%.

So now having computed social service tax and medical insurance tax, it is possible to compute

total work expense fund as follows

$$\begin{aligned}
WEF &= F_{re} + FS + MI \\
&= 155700 + 35811 + 7007 \\
&= 198518
\end{aligned} \tag{4.5}$$

where WEF is the work expense fund, FS is the social fund and MI is the medical insurance fund. In that way the total work expense fund was computed.

4.5 Individual person salary

Along with total work expense fund, it is necessary to compute the annual salary for the project manager. Considering that the project manager has a salary of 500 MDL per day and there are approximately 256 working days in the year, so the gross salary that the project manager get is

$$GS = 400 \cdot 256 = 102400 \tag{4.6}$$

where GS is the gross salary computed in MDL.

Social fund tax this year represents 6%, so the amount that should be tax paid in MDL represents

$$SF = 102400 \cdot 0.06 = 6144 \tag{4.7}$$

Medical insurance tax represents 4.5% and gives the following result

$$MIF = 102400 \cdot 0.045 = 4608 \tag{4.8}$$

In order to proceed with income tax computations, it is necessary to calculate the amount of taxed salary.

$$\begin{aligned}
TS &= GS - SF - MIF - PE \\
&= 102400 - 6144 - 4608 - 10128 \\
&= 81520
\end{aligned} \tag{4.9}$$

where TS is the taxed salary, GS – gross salary, SF – social fund, PE – personal exemption, which this year is approved to be 10128.

The last but not the least thing to be computed is the total income tax, which is 7% for income under 29640 MDL and 18% for income over 29640 MDL.

$$\begin{aligned}
IT &= TS - ST \\
&= 29640 \cdot 0.07 + 51880 \cdot 0.18 \\
&= 2074.8 + 9338.4 = 11413.2
\end{aligned} \tag{4.10}$$

where IT is the income tax, TS – the taxed salary and ST – the salary tax. With all this now it is

possible to find out what's going to be the net income.

$$\begin{aligned}
 NS &= GS - IT - SF - MIF \\
 &= 102400 - 11413.2 - 6144 - 4608 \\
 &= 80.234.8
 \end{aligned} \tag{4.11}$$

where NS is the net salary, GS – gross salary, IT – income tax, SF – social fund, MIF – medical insurance fund.

4.5.1 Indirect expenses

The project is having 140 full working days, one working day has 6 h of work and the total amount of h is 840. Laptop consumes 60W/hour, a bulb light consumes around 100W/hour and the IMac screen consumes from 54.1 W in idle state to 86W at 50 % brightness and 145W at 100 % brightness, I went with somewhere in the middle, because the IMacs where not always during the developemt of the project working. Now the total power consumed withing 140 days is calculated bellow.

$$\begin{aligned}
 PU &= 3 \cdot L \cdot 840h + 2 \cdot S \cdot 840h + 3 \cdot B \cdot 840h \\
 &= 151200W + 134400W + 252000W \\
 &= 537,6kW
 \end{aligned} \tag{4.12}$$

where PU is total power usage, L – laptop power usage, S – external monitors power usage, B – bulbs power usage.

The indirect expenses are things like electricity, Internet traffic, water, etc. Those will be presented in Table 4.7.

Table 4.7– Indirect expenses

| Material | Specification | Measurement unit | Price per unit (MDL) | Quantity | Sum (MDL) |
|-------------|---------------|------------------|----------------------|----------|-----------|
| Internet | Moldtelecom | Pack | 200.00 | 5 | 1000 |
| Transport | Trip | Units | 2.00 | 150 | 300 |
| Electricity | Union Fenosa | KWh | 2.16 | 537,6 | 1161.2 |
| Total | | | | | 2461.3 |

4.5.2 Wear and depreciation

Another important part of economic analysis is the computation of wear and depreciation. It is a well known fact that any product decreases its value with time. Depreciation will be computed uniformly for the whole project duration, so that there are no accountancy issues. In other words, if a product is planned for 3 years, it should be divided into 3 uniform parts according to each year.

Straight line depreciation will be applied. Normally wear is computed regarding to the type of asset. The notebook and single-board computer are usable for a period of 3 years. Licenses will last for a single year. At first tangible and intangible assets are summed up and then the salvage costs of each of the items at the end of their period of use has to be subtracted:

$$\begin{aligned}TAV &= \sum n(AC - SV) \\&= 2 * (25000 - 1000) + 2 * (20000 - 1000) + (5000 - 1000) + 2 * (1600 - 1000) \\&\quad + (1500 - 1000) + (10000 - 1000) + (1900 - 1000) + (2400 - 1000) \\&\quad + (1400 - 1000) + (1000 - 1000) \\&= 102400\end{aligned}\tag{4.13}$$

where TAV is the total assets value, AC – assets cost, SV – salvage value, n – number of items. In order to get the yearly wear, divide total asset value by the period of use of assets, being 3 years.

$$\begin{aligned}W_y &= TAV/T_{use} \\&= 102400/3 \\&= 34133\end{aligned}\tag{4.14}$$

where W_y is the wear per year, TAV – total assets value, T_{use} – period of use. Relation (4.14) included tangible assets which will last for 3 years and intangible assets which last only one year. The initial value of assets in MDL was

$$\begin{aligned}W &= W_y/D_y \cdot T_p \\&= 34133/365 \cdot 140 \\&= 13092\end{aligned}\tag{4.15}$$

4.5.3 Product cost

With all the project expenses computed, it is easy to compute the product cost which includes the cost used to create this product. 4.8.

4.5.4 Economic indicators and results

At this point it is crucial to sell the product to clients from medical sphere. The total product cost is very high, consequently there are 2 strategies that can be applied – whether sell less with

Table 4.8– Total Product Cost

| Expense type | Sum (MDL) | Percentage (%) |
|---------------------------|-----------------|-------------------|
| Indirect expenses | 2461.3 | 1.15 |
| Direct expenses | 910 | 0.42 |
| Salary expenses | 198518 | 92.4 |
| Asset wear expenses | 13092 | 6.03 |
| Total product cost | 214981.3 | 100 |

a high price or sell more with a lower price. It is not possible to add a percentage to the product cost that will represent the profit. It is assumed that the expected profit represents 20% of the total product cost and the expected number of sold copies to be 300.

$$\begin{aligned}
 GP &= C_{total}/N_{cs} + P_p \\
 &= 214981.3/300 + (214981.3/300) \cdot 0.2 \\
 &= 859.9
 \end{aligned} \tag{4.16}$$

where GP is the gross price, C_{total} – total product cost, N_{cs} – number of copies sold, P_p – chosen profit percentage. This is not the price of the end product, since it is necessary to add sales tax (VAT), which represents 20% and is added to the gross price.

$$\begin{aligned}
 P_{sale} &= GP + TX_{sales} \\
 &= 859.9 + 859.9 \cdot 0.2 \\
 &= 1031.88
 \end{aligned} \tag{4.17}$$

where P_{sale} is the sale prices including VAT, GP – gross price, TX_{sales} – sales tax. The net income is computed by multiplying gross price and the number of expected copies to be sold, which will be

$$\begin{aligned}
 I_{net} &= GP \cdot N_{cs} \\
 &= 1031.88 \cdot 300 \\
 &= 309564
 \end{aligned} \tag{4.18}$$

where I_{net} is the net income, GP – gross price, N_{cs} – number of copies sold. Moreover it is necessary

to compute the gross and net profit. The indicators are GPr – gross profit and NPr – net profit.

$$\begin{aligned}
 GPr &= I_{net} - C_{production} \\
 &= 309564 - 214981 \\
 &= 94583 \\
 NPr &= GPr - 12\% \\
 &= 94583 - 94583 \cdot 0.12 \\
 &= 83233.04
 \end{aligned} \tag{4.19}$$

where I_{net} is the net income, $C_{production}$ – cost of production. The profitability indicators are C_{profit} – cost profitability, S_{profit} – sales profitability computed in MDL.

$$\begin{aligned}
 C_{profit} &= GPr / C_{production} \\
 &= 94583 / 214981 \\
 &= 0.44 \\
 S_{profit} &= GPr / I_{net} \\
 &= 94583 / 309564 \\
 &= 0.3
 \end{aligned} \tag{4.20}$$

4.6 Marketing Plan

Concept of Marketing derived from the word market. Marketing - economical activities that guide flow of goods and services from producer to consumer. Marketing is a system of economical activities about price setting, promotion and distribution of products and services to satisfy current and potential consumers requests. Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit.

Functions of Marketing:

- Analyzing of external environment;
- Analyzing consumers behavior;
- Development of product;
- Development of distribution;
- Development of promotion;
- Price setting;
- Social responsibility;
- Management marketing.

This application will be spread between private/public hospitals and people at home. To make people use a new application is not so easy because it needs time and investment to make it popular and well known. However the application will be easy to use so that an ordinary application user will be able to intuitively use it.

Market research stages:

- Identifying the problem;
- Developing program of research and gathering; information
- Establishing specific information (internal, external);
- Establishing methods for collecting data;
- Performance of research;
- Information analysis, drawing conclusions.

Introduction stage This stage of the cycle could be the most expensive for a company launching a new product. The size of the market for the product is small, although they will be increasing. On the other hand, the cost of things like research and development, consumer testing, and the marketing needed to launch the product can be very high, especially if it's a competitive sector.

Strategy - Screaming, massive penetration The growth stage is typically characterized by a strong growth in sales and profits, and because the company can start to benefit from economies of scale in production, the profit margins, as well as the overall amount of profit, will increase. This makes it possible for businesses to invest more money in the promotional activity to maximize the potential of this growth stage.

Maturity Stage - During the maturity stage, the product is established and the aim for the manufacturer is now to maintain the market share they have built up. This is probably the most competitive time for most products and businesses need to invest wisely in any marketing they undertake. They also need to consider any product modifications or improvements to the production process which might give them a competitive advantage.

Declining stage - the market for a product will start to shrink, and this is what's known as the decline stage. This shrinkage could be due to the market becoming saturated (i.e. all the customers who will buy the product have already purchased it), or because the consumers are switching to a different type of product or even a new/better product.

4.7 Economic conclusions

Kyno project was analyzed from the economic point of view. It was computed the production cost, different profit and profitability indicators, various types of expenses involved, including direct, indirect, salary and taxes. The whole analysis is worth to understand if the product will be successful and if it's worth investing money in it. The biggest expense represents the intellectual equity, since it is critical to have a reliable product, which is based on extensive research and professional

development techniques. The price of the application can become a blocker, therefore it's price might be dropped. In such scenario other means of profit can exist.

The commercialization of the product is not an easy task. High-quality service and customer support can be provided only to institutions and users that bought the product. The success of the product highly depends on financial strategy and solid economic analysis, which was presented in this chapter.

Conclusions

There are other rehab systems out there that use motion capture, but they often require sensor gloves or other proprietary hardware that take a lot of training and supervision to use, or they depend on rigging an entire room with expensive cameras or placing lots of sensors on the body. Thanks to Leap Motion, Kyno doesn't require any extra hardware, cameras, or body sensors, which keeps the price affordable,. That low price point is extremely important.

Kyno is working to remove all the major barriers to physical rehabilitation by making a system that is fun, simple to use, and affordable. Kyno demonstrates the potential of NUI to make technology simpler and more effective—and the ability of Leap Motion technology to help high tech meet essential human needs.

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