IMAGINE CUP 2012
WINDOWS PHONE CHALLENGE
ROUND 1 APPLICATION SUMMARY TEMPLATE

Windows Phone Challenge Application Summary Template for Team: <u>Aaltovation</u>

Instructions
This is the Windows Phone Challenge Round 1 Application Summary Template. This is part of your Team's Round 1 Entry Requirement. It is designed to guide you to include the required components of your Team's project. Please use the questions in each section to align your submission with the judging requirements. Steps:

1. *Insert your team name above*
2. *Answer the questions below. Please be thorough.*
3. *This Application Summary must not exceed 15,000 characters including spaces.*
4. *The character count starts below the line identified here*.*
5. *This document must be submitted in the English Language.*
6. *This document must be named as follows:*
   Windows_Phone_Challenge_Round_1_Project_Plan_[Team Name].DOC, .DOCX or .PDF, .RTF or .TXT.
7. *Submit your Team's Round 1 entry by utilizing the submission form on the entry panel of the Windows Phone page at imaginecup.com no later than then closing date of Round 1 (13 March, 2012, 11:59 GMT).*

Questions
1. What problem are you solving as it relates to the Imagine Cup Theme?
Describe the real world problem you are working to solve (not the application itself – that information goes below). Who will benefit from having this problem solved? How will they benefit? Will your solution impact a large number of people very broadly, or a smaller number of people very deeply?

2. Name and Description of your Application:
What is the name of your Application? Please describe it in detail.

3. Solution Design, Innovation & Architecture:
Describe your Application in detail and how it works. What are the core functionalities of your application? What is your Team's plan to be implement solution design if you should be selected to advance to Round 2?

4. Utility:
Utility Utilitarian apps incorporate mobile features and visual impact that compel frequent use in a new way. What is your Team's focus on utility? How does your App utilize device features? How will your App offer creative, innovative features? How will your App stand out and compel frequent and repeated use? What is original and unique about your App?

5. Pre-existing source code:
If pre-existing source code files or third-party binary libraries are to be incorporated into the Application or (such as physics engines or control toolkits), then this pre-existing source code must

be clearly identified below and must not infringe on any third party rights, and must be used in accordance with all applicable licensing and use terms. This includes images, music and source code. Tell us what open source you are using, who owns it and what the applicable license information is.

6. Delight and Wow Factor:
Great apps look and feel like an integral part of Windows Phone. What is your Team's focus on delight? Describe how your application will make thoughtful use of the Windows Phone technology features?

7. Presentation & Polish:
If you were to make a video about your project, what key points would you highlight? What scenarios would you show the viewer to clarify the purpose and impact of your project?

*Character count starts below this line. Please remember that any application summary that includes more than 15,000 characters, including spaces, will be disqualified. We strongly recommend that you confirm your character count prior to submission.

1. We aim to solve one of the UN goals [1] of improving maternal health by reducing maternal mortality ratio and providing universal access to reproductive health. Pregnant women all over the world, especially women living in Southern Asia or sub-Saharan Africa will benefit from this application. According to UN [2], 640 women in every 100 000 in sub-Saharan Africa die yearly during pregnancy. This number is not better in other undeveloped regions such as, Southern Asia, Northern Africa.

The application will try to reduce this number by connecting pregnant women to hospitals and NGOs. Access to health care in these regions is poor and using the application pregnant women can directly call a hospital/emergency center when complication occur, or they can even get guidance during their normal pregnancy. Moreover, the application will educate women by giving pregnancy information, such as diet tips, symptoms, exercises etc. Our solution is not only for women in rural areas but also for women in fully developed nations. So, it has a deep impact on women all over the world.

2. **Name of the app: Mother Care**

Description: Mother Care is Windows Phone application that guides women during their pregnancy. There are two main features of the application: First, to contact a doctor, near hospital or NGOs in case of emergency. Second is the informative guide for pregnancy. This includes week by week information on major aspects of pregnancy. The app is a 9 months package for pregnant women. It keeps a track of the pregnancy for the whole 9 month. Whenever the application is accessed, it customizes itself for the current pregnancy time and shows relevant information. This is obtained after obtaining relevant information from the user at the time of the first use of the application. The application provides diet tips, exercise tips, current symptoms, nearest hospital information, nearest NGOs contact, emergency calling facility to a doctor and many more features. It provides all the content in both audio and text format to help illiterate women.

When a user signs in, only information relevant to the user will be displayed. However, all the information can be access for previous and future months of pregnancy using the application bar navigation. The application supports multiple users using the same phone. This feature is for rural areas which may have a common phone for multiple women. We also plan to provide a picture password facility in order to provide secrecy of data. Other things like chat box, personal diary will be provided in the application. There will be a section giving "Happy tips" like showing funny video clips or suggesting nearby entertainment and leisure activities suitable for a pregnant lady. Our application also warns and alerts women about any epidemic spreading in their location. We plan to collaborate with RedCross and WHO to support our application and provide it to women in third world countries.

3. The application focuses on pregnant women all over the world. It is innovative in the sense that it

not only helps women in rural areas but also contain features for women in urban areas. We have tried to make it as user friendly as possible and kept in mind the plight of pregnant women all over the world. Along with that, we have tried to follow design guidelines of Metro style design.

Application details:
- Application allows users to login with information such as, data of pregnancy. As soon as they open the application it shows information of the current month of pregnancy they are in. The information is further categorized into weekly information.
- The application provides information such as, diet, recommended exercises, current symptoms, baby growth stages, do's and don'ts, for pregnant women. There is also another feature providing "happy tips" to suggest women of some events or sales in their city. These advertisements are one of the many business aspects of our application.
- It also uses GPS location of phone to find nearest hospitals and NGOs. We plan to collaborate with different NGOs so that they can be contacted by the users of the application.
- It provides an emergency page linked from all the pages on the application. The page allows contacting a doctor or sending him SMS message with single click. It also links to contacting NGOs and nearest hospitals. User will need to fill in the contact of her doctor. After that, a single click will call or text the doctor. User can also chose to contact nearest relative.
- There is also personal diary provided by the application to note down some important information. The personal diary facility embeds a picture uploading feature where women can upload pictures of their baby in different months (just like a scrapbook)
- Chat box feature is also provided for pregnant women to discuss common issues. Doctors my also access chat box to answer to their queries. It will be more like a forum. Chat box facility which will be hosted on Microsoft Azure cloud.
- Audio support in the regional language for the most important pages. Illiterate women will be able to listen to the information.
- Multiple user support: In rural areas with limited number of mobile phones, multiple women can use the same phone during their pregnancy. In this case, we plan to provide picture password facility for user privacy.

Team plan:
We are team of 4 students. We are planning to launch the application on the Windows Phone market by March end for Round 2. The application came second in EBEC Aalto Windows Phone competition. We are encouraged by the positive response to the application, we are both excited and committed to launch the application.
- We have already designed most of the UI, which is visible in the sketch flow prototype. We will be dividing the features amongst ourselves, and implementing them.
- We have a GitHub repository to help us merge our project source and keep the version control.
- We have regular meeting sessions where we go together and discuss our progress.
- We are also participating in the local Windows Phone Challenge of Finland.

4. The application tries to provide all possible utilities an application of this kind should have. We have also included some innovative features such as "Happy Tips", "Contacting NGOs", Audio/Video support. Unique feature about our application is that it has all possible features which are missing out on similar applications. Also, such an application has not been created for Windows Phone platform. We have tried to make it attractive and useful.
- Multi user support on a single phone.
- Maximum use of audio and video to provide information.
- Full support of metro design features: using in-built icons, push-pin features
- Facility to tile the emergency page for quick access.
- Application bar for navigating to next/previous months if the user wants to see information for

future or the past months.
- We have incorporated Windows Phone features such as, panorama, live tile, Bing maps(GPS locator). We also plan to implement picture password feature.

According to the CIA World Factbook, at a time around 3.23% of woman are pregnant. It brings us to the fact that around 12 million woman are pregnant at any given amount of time. This leads us to potentially great market. The application once popular will be self advertised using word of mouth, health magazines, doctors and hospitals. A woman who is using the application is supposed to repeatedly use it for the complete duration of 9 months. If she find it useful or has stored relevant data into it, she can use it for her next pregnancy. She can also advertise the application to her friends and relatives.

5. Other than the content, our Mobile application does not make use of any pre-existing source code files or third party binary libraries. We have used all Microsoft tools and products to build and develop our Mobile Application. Regarding the content, since we do not have medical background and our application requires information which needs medical expertise, we have been using public content from the Internet. We use pregnancy content from public health magazine and journals. These contents are lawfully available for public reference and reuse. These content include text, music and videos. Although this is for the prototype and the first version of the mobile phone application, we plan to have a medical advisor to our team for seeking medical expertise for the future commercial versions of the mobile application. We have made our own images to use in backgrounds and icons and do not use any copyrighted material. One of our team member is responsible for UI design and takes care of image creation using Adobe Photoshop and Expression Blend.

6. Design and user related points:
- Good looking application using graphical images and Windows Phone metro design.
- User friendly application. Women should be comfortable using and navigating through the application. Access to most important pages such as emergency should be fast. This is achieved by implementing tiles directly on the home page. Also emergency page can be accessed through the application bar inside the main application.
- Support for illiterate women. Women who can't read will be able to at least hear some of the health tips provides or call a doctor/hospital without any problem.

As mentioned before the application will use the metro language created by Microsoft. This includes panorama pages, live tiles, lists, images as icons, search bars, Bing maps and media support(audio and video). The look and feel of the application has been as simple as possible. This was considered as a major feature to incorporate any woman, either from urban or poor background or illiterate woman, to be able to use the application. We have tried to include lot of interactive content such as audios, videos and pictures to have a good user experience of using the application. Certain utilities of our application such as Exercise section are emphasized with the help of videos.

Localization is one major feature which will make our application easily accessible and useful. We plan to add localization feature in our application so as to build local application for local people of their specific countries. The audio and text will be localized in the user's own language thereby providing a good user experience.

7. On a video presentation we would present this:
- We would introduce the motive for creating this application. Which problems in the real world it addresses?
- For whom this applications is meant for. Who can use it and how would the application help them.

- Design of the application. How it looks and what design style it uses.
- Present the main 3 features: 1) Emergency for calling a doctor/hospital or contact a NGO. 2) Information about pregnancy week by week, symptoms, exercises, diet, diaries and others. 3) Audio support for illiterate women.
- More details about most important pages: Emergency page includes calling a doctor just by two clicks, sending sms to a hospital which will already contain the address of the women who is sending the sms, finding closest NGO through maps; Information pages as symptoms exercises, diet will include all the symptoms women should expect during her current week of pregnancy, what exercises she needs to do to avoid any health issues, and what food she needs to consume or avod. Other pages as do's and don'ts and baby stages will give information about what pregnant women should do or not do during her pregnancy, what are the baby steps week by week.
- Next two important features are chat box, diary and happy tips. In the chat box the women can chat with each other and share common problems or ideas. Diary is convenient for the mother to write down some important symptoms for the baby that she has noticed. Happy tips will present advertisements about baby clotes stores, baby food stores around their area.
- In the end we would conclude what is the impact globally of using the application.
- We would also mention that we will collaborate with NGOs and world organisation for funding to provide cheap mobile phones in rural areas. It would be better multiple women use the same phone during their pregnancy. Also support from Nokia and Microsoft for funding is possible.

References:
[1] http://www.un.org/millenniumgoals/maternal.shtml
[2] http://mdgs.un.org/unsd/mdg/Resources/Static/Products/Progress2010/2010_Addendum_Goal5.pdf