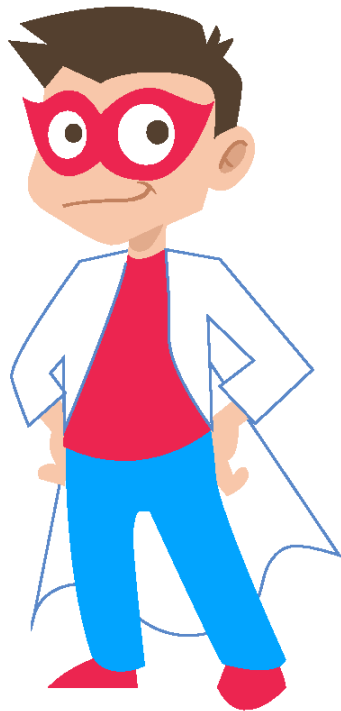# OUR SOLUTION

DOC HERO

make the world a sweetest place

Team: Mostaf Ramezani,Soma Shekarchi

Parent Customer

User Profile:

Age: 25 – 50
Gender: 30 % Male – 70 % Female
Job title: Any
Location: Any
Technology: Android App User
Passions: Reading, golfing, going to movies, traveling, going Party,Exercising & Eating Healthily
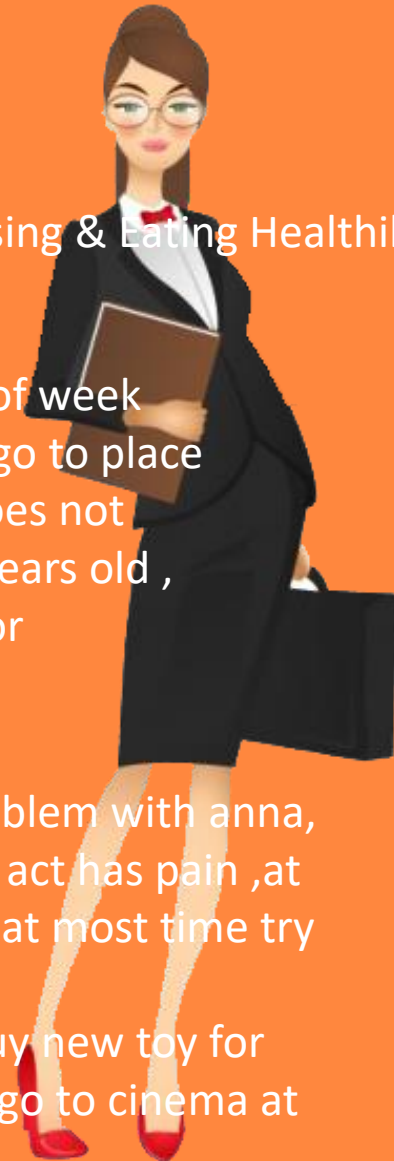
Persona:

Catty is 40 years old, she lives in Rome ,her job is architected ,five days of week works in private company ,she loves her job but he due to most of time go to place job by metro and bus ,in the holiday days must making other plans so does not enough time for rest, although she has 2 daughter ,rose 8 and anna 12 years old , anna has diabetes child. Most of the time she uses 4G mobile Internet for browsing via her phone or to install applications.

Scenario:

At weekend Catty want go to party with friends but Catty have many problem with anna, because anna doesn't execute medicine ,anna should inject insulin , this act has pain ,at the other hand anna like sweetness but eat that is harmful for her, catty at most time try to check her child by calling anna.

Catty should encourage anna and she says "if you inject insulin , I will buy new toy for you" , or she said "we will go to funfair at end days of week" or "we will go to cinema at the holidays".

Children Customer

User Profile:

  Age: 5-14
  Gender: 50 % Male – 50 % Female
  Job title: Student
  Location: Any
  Technology: Android App User
  Passions: Play Game, Dance,

Persona:

Anna has 12 years old, she has cutely girl, she likes sweetness very much, when she come back from school usually she loves to go to sweetness shop and buy there, but she has diabetes.
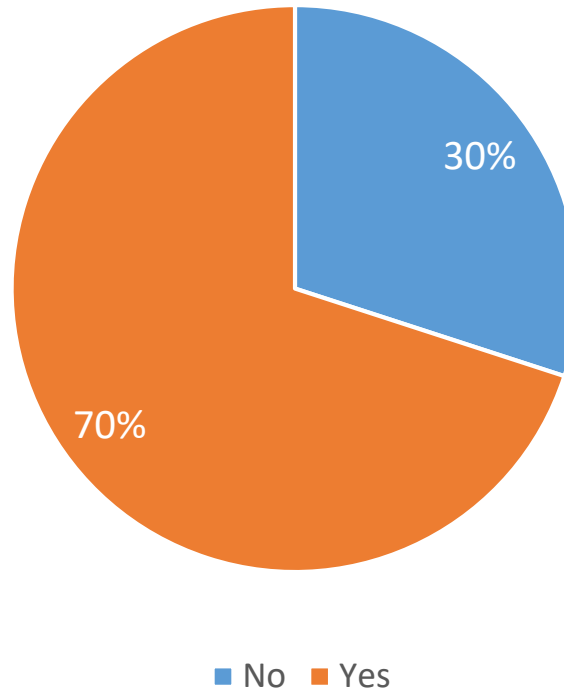
Scenario:

At weekend Anna does it her homework,she want play video game but Anna must be inject insulin in every morning, this act has pain so she doesn't like that, also she can eat little chocolate, she likes play games, she has tablet and enjoy playing video game very much. her mam is employer and if she is doing schedule so can go to cinema or funfair with her mam at the end days of week.
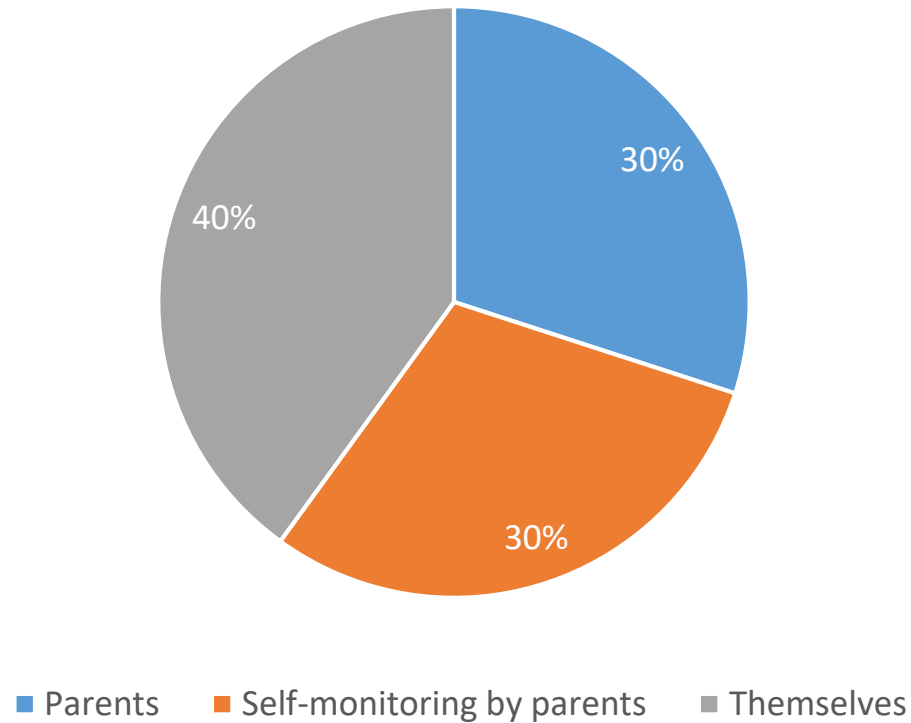
Problem Validation

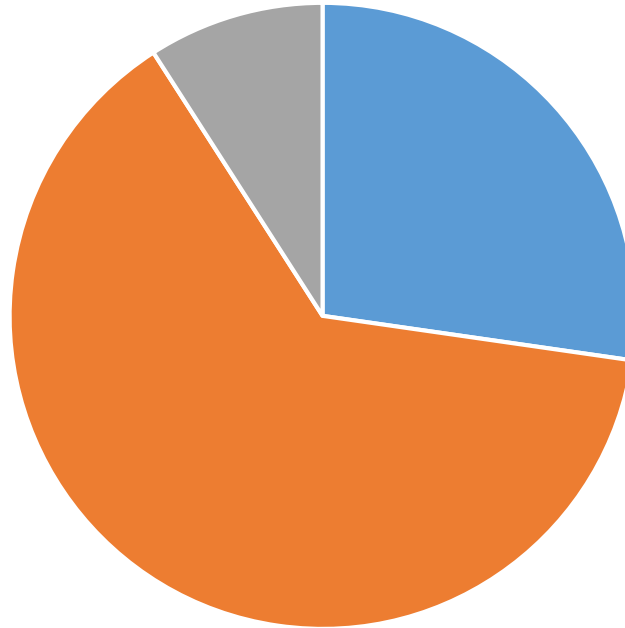**Do parent have problem in their children to follow diabetic diet schedule?**

30%

70%

■ No ■ Yes

Problem Validation

Use of drugs and insulin yourself or with their parents

■ Parents　　■ Self-monitoring by parents　　■ Themselves

Solution Validation

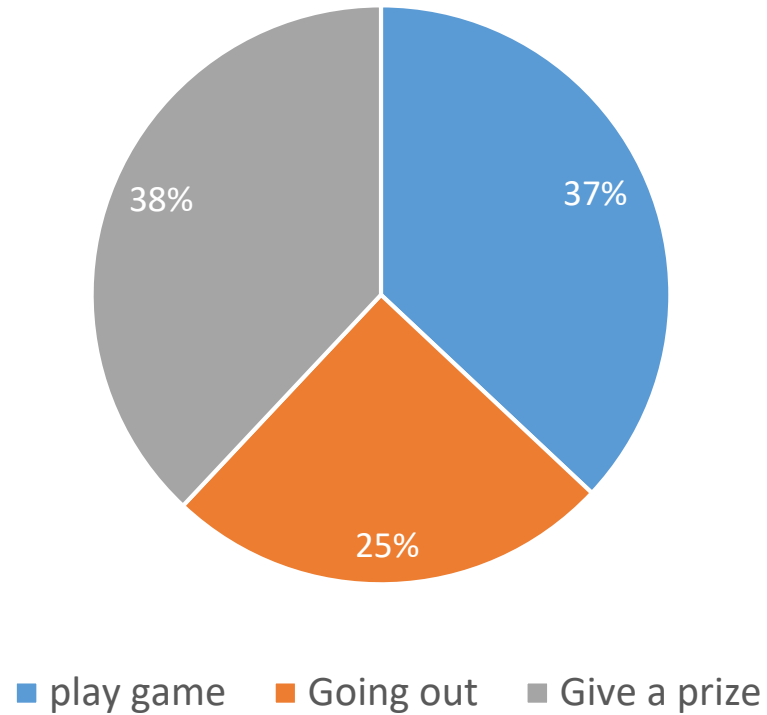## Does your child spend a few hours each day on Viedo games?

- An hour a day
- Three hours a day
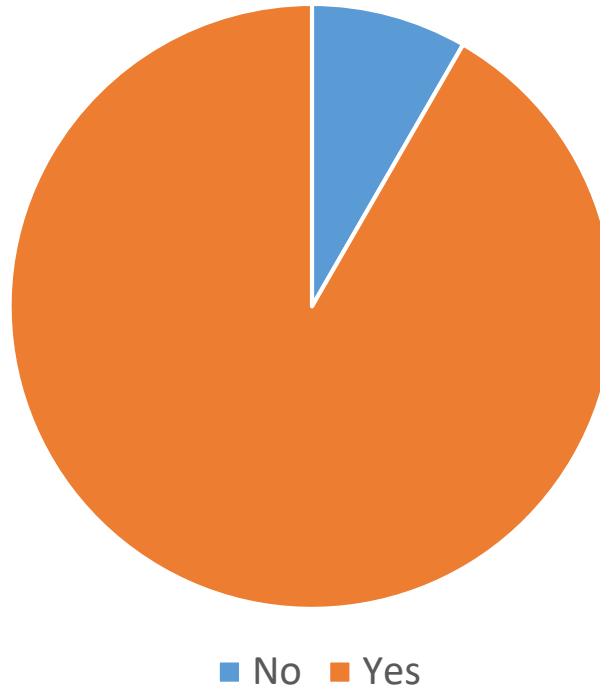- More than 3 hours

Solution Validation

Motivating and encouraging your nutrition and medication plan

- play game
- Going out
- Give a prize

Can diabetic children be encouraged to do diabetic programs through the game?

■ No ■ Yes

Progress Milestone 1

First Week:

- Brainstorming an idea
- Create repository in Github
- Research of technology
- Make survey

Second Week:

- Competitors research
- Create Business Model Canvas
- Create swot analysis

Third Week:

- Create a mock-up/prototype
- Feature adjustment based on new considerations and feedback

Last Week:

- Defining customer persona
- Analyze Survey Data
- Working on the presentation

How did we split the work

Soma Shekarchi

- Front-end development
- Database management
- Competitor research
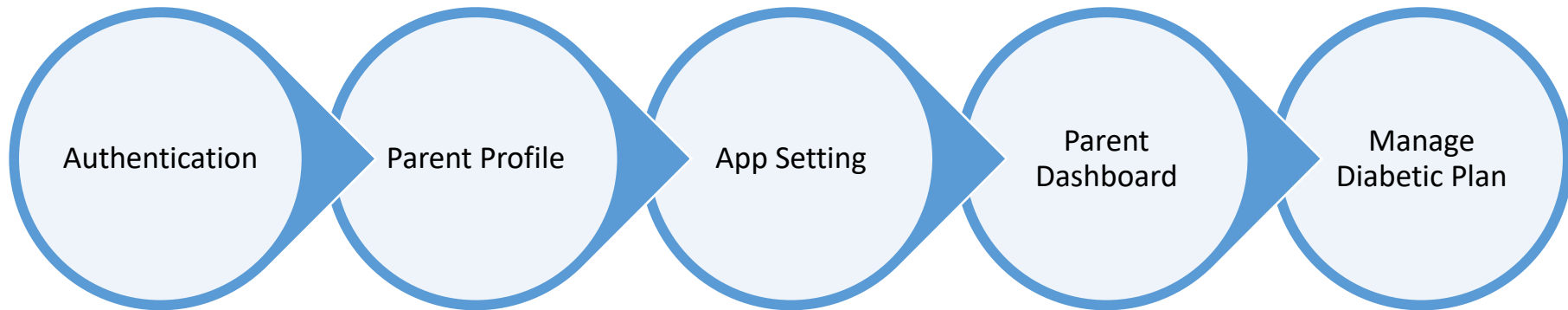- Make survey
- Market Research

Mostafa Ramezani

- Back-end Development
- Front-end development
- Project management
- Client Server interaction
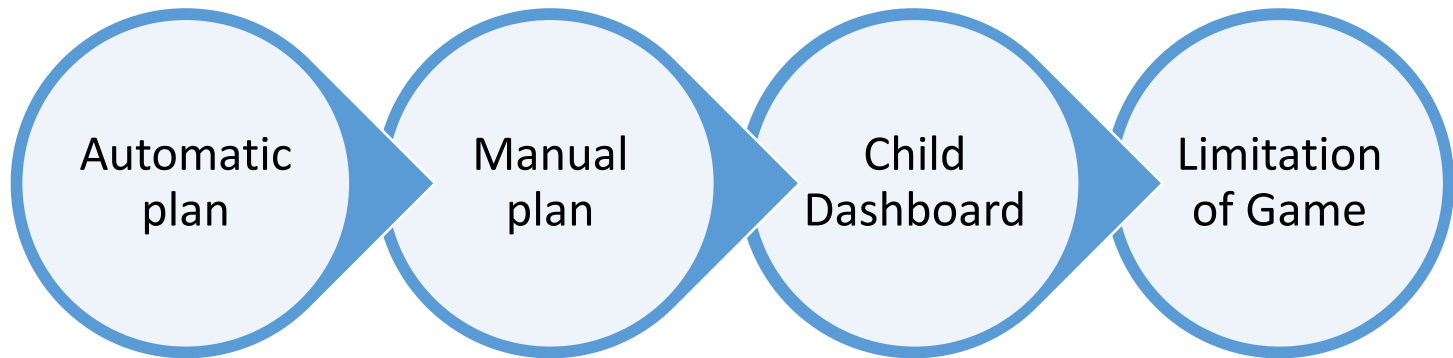- Market and strategy research

Road Map

Second Milestone

Authentication → Parent Profile → App Setting → Parent Dashboard → Manage Diabetic Plan

Third Milestone

Automatic plan → Manual plan → Child Dashboard → Limitation of Game

Feature List

Authentication

Description: You can let your users authenticate with Firebase using their Google Accounts by integrating

Requires: Add Firebase to your Android project and Add the dependencies for Firebase Authentication and Google Sign-In to your app.

Due: Milestone 2

Time Estimation: 4 days

Parent Profile

Description: A brief description of the characteristics of parent

Requires: Design UI and use DataBase with Google App Engine

Due:Milestone 2

Time Estimation: 3 days

Setting

Description: Parent Can Modify child's account and change application setting

Requires: Design UI and use DataBase with Google App Engine

Due:Milestone 2

Time Estimation: 8 days

Parent Dashboard

Description: Parent Can See Short Health report and Manage Diabetes plan(Add,Edit,Remove)

Requires:Design UI and use DataBase with Google App Engine

Due:Milestone 2

Time Estimation: 14 days

Feature List

Automatic Plan

Description:Automatically "dochero" make suggestion of plan

Requires: Design UI and use DataBase with Google App Engine.

Due: Milestone 3

Time Estimation: 14 days

Manual plan

Description: Children can do and follow their plan manually

Requires: Design UI and use DataBase with Google App Engine

Due: Milestone 3

Time Estimation: 7 days

Child Dashboard

Description: Parent Can Modify child's account and change application setting

Requires: Design UI and use DataBase with Google App Engine

Due:Milestone 3

Time Estimation: 5 days

Limitation of Game

Description: Manage time of play game

Requires: Create System Application

Due: Milestone 3

Time Estimation: 20 days

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make the world a sweetest place

Difficulties

Create System App For Control Time of play game

Find enough people and doctors to get feedback

Learn new technology

Competitors

Name app	rating	price	Tracks medicine	Remember what you ate	Create reports	Special for child	Gamefication
Glooko	★★★★☆	Free,but subscription is $59.99 per year	✔	✔	✘	✘	✘
Health2Sync	★★★★★	Free	✔	✘	✘	✘	✘
Diabetes Tracker with Blood Glucose/Carb Log by MyNetDiary	★★★★★	$9.99	✘	✘	✔	✘	✘
BG Monitor	★★★★★	Free with in-app purchases	✔	✔	✔	✘	✘
Diabetes in Check: Coach, Blood Glucose & Carb Tracker	★★★★★	Free	✔	✘	✘	✘	✘
DocHero		Free	✔	✔	✔	✔	✔

SWOT Analysis

Strenghs

-free App
-incentive to get
treatment while having fun
-customized treatment
-find/change/ranking doctor
-save the history of patients
-SOS button

Weaknesses

-child eat something
different (not planed)
-doctor follows patients only
to achieve rewards
-parents could underestimate
the diabetics complication

Opportunities

-globalization
-extend platform to
other pathologies
-extend to adults

Threats

-reaction of competitors
-donations could be not
enough to pair costs

Business Model

KEY PARTNERS
- doctors
- "sales rapresentative"
- community and association of diabetics

KEY ACTIVITIES
- develop the platform
- "reach doctors"
- verify doctors certification
- staff training

KEY RESOURCES
- doctor
- forum and blog
- game developers
- server
- hardware

VALUE PROPOSITION

VALUE FOR PARENT
- easly find doctor and get the best plan for child
- easly assign to children and keeps track day by day

VALUE FOR CHILD
- have fun
- delicous and healthy plan

CUSTOMER RELATIONSHIP
- web platform
- staff on field
- social media
- doctors

CHANNELS
- web / App
- hospital / pharmacy
- social media
- seminar

CUSTOMER SEGMENTS

USERS:
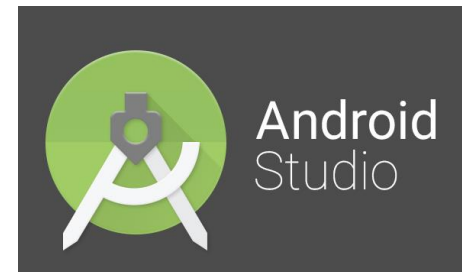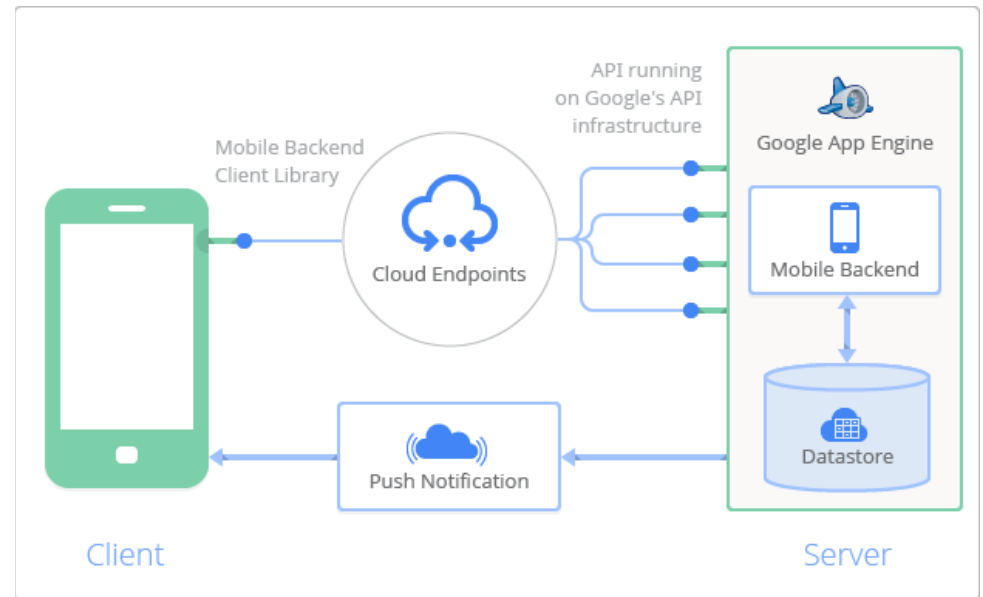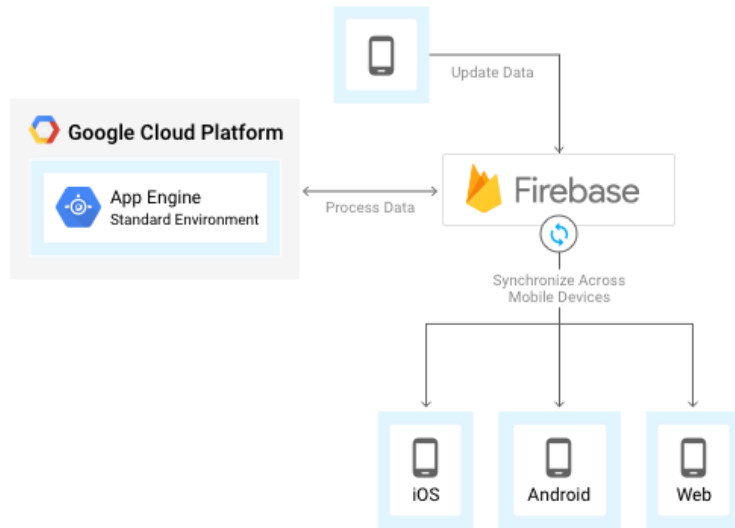- diabetic children (8 -14 years old)

CLIENTS
- parents

COST STRUCTURE
- rewards for doctors (travels, coupon etc.)
- staff salaries
- server
- hardware

REVENUE STREAMS

early stage:
- crowd funding

growing stage:
- users and istitution donation

Technology

Prototype/Mockup