



Daffodil International University

Project Documentation

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Introduction:

First aid can be defined as emergency care or treatment to any person suffering a sudden illness or injury. The First Aid App is envisioned as a pioneering mobile application aimed at providing accessible, reliable, and life-saving first aid guidance to users in times of emergencies. This app seeks to empower individuals with essential medical knowledge and actionable steps necessary to effectively handle various emergency situations. First aid is the emergency care given to a person who suffers from an injury or illness until they get professional medical help or care. It can save lives and prevent further harm. However, many people do not have the knowledge or skills to provide effective first aid in different situations. Therefore, this project aims to develop a first aid android app that can give assistance and guidance to anyone who needs it.

Problem Statements:

We may have only few seconds to save a life when we are in an emergency. Is anything that we can do in an emergency until help arrives? We should do because the only person we may have to depend on is ourselves. First aid is the emergency care given to a victim of injury or sudden illness before professional medical help arrives. Cardiopulmonary resuscitation (CPR) is a lifesaving method or technique useful in many emergencies such as heart attack which someone's breathing or heartbeat has stopped. It is method of combining chest compression with rescue breathing to maintain a flow of oxygen-rich blood to the brain while the heart is not working.

In Malaysia, the number one killer in terms of diseases and health problems is heart attack. According to the World Health Organization (WHO), the total number of deaths in Malaysia resulted from coronary heart disease was at 22,701 in 2010. This makes to about 22.18 percentages of the total deaths in the country. Heart disease is different from stroke which is the second top killer in Malaysia. So, it can make

different when everybody know how to do Cardiopulmonary resuscitation (CPR).

Imagine one day that we find our friend lying on the floor and unconscious. We have no idea how long he has been there and then run to call the ambulance. While the ambulance is on their way that person is helpless and we can't do anything for help him. Wouldn't you want to possess the skills needed to help save him? Therefore learning CPR skills are important and it could mean the difference between life and death. Furthermore, most popular injuries happen among teenagers and high school students were sling. When our friends break their arms outside, first we have to do is getting the person to support the injured arm with his hand. Next, take the lower end of the bandage up over the hand forearm and tie it in the hollow just above the collarbone. Then, pin the point near the elbow or twist and tuck it in. First aid skill and knowledge is really important in our daily life.

Possible Solutions:

The solution lies in creating a user-centric mobile application that serves as a trustworthy guide for first aid procedures. This app will offer clear, step-by-step instructions and relevant information on diverse medical scenarios. By providing easily accessible guidance, users can confidently administer initial aid until professional medical help arrives.

It has,

- Fast response and accessibility.
- Easy and Simple interface.
- Sufficient accurate and relative information.
- Available in both offline and online.
- Added sufficient emergency services.
- Real time updates of awareness.

Market Research:

Market research on first aid apps indicates that there is a high demand for such apps, but most of them are not user-friendly or do not provide accurate information. A study conducted across nine culturally diverse countries found that the key motivations influencing app uptake are largely dependent on users' risk awareness and the local reputation of the app provider¹. Therefore, it is important to create an app that is easy to use, provides reliable information, and has a good reputation. First Aid Kits Market size was valued at around USD 217 million in 2022 and is estimated to reach over USD 359 million by 2032 attributable to the multiple factors comprising increasing demand for workplace safety, technological advancements, accessibility to customized first aid solutions, etc.

My Idea:

I want to implement a first aid app. I will include various features in this app. I will design a logo for my app. Main feature of my app will be provide emergency services, first aid guidelines. I also include emergency contact. I will provide some paid courses and for first aid accessories for generate revenue.

Features and Target Audience:

1. Videos, Animations.
2. First aid course
3. Doctor appointment
4. Simple step-by-step skill guides
5. Specialist physicians in your area
6. Alarm for medication doses

7. Household and First Aid Kit

8. Useful tips ,Emergency Services.

Simple instructions: The app will provide simple step by step instructions for various common first aid scenarios, such as cuts, burns, fractures, choking, etc. The instructions will be easy to follow and understand, and will include videos and animations for better learning.

Offline mode: The app will have preload content that can be accessed without an internet connection. This means that the users will have instant access to all the safety information at any time, even in remote areas or during emergencies.

Emergency call: The app will allow the users to call 999, the emergency number, from the app at any time. The app will also provide the global positioning system (GPS) location of the nearest hospital, so that the users can get professional help as soon as possible.

Interactive quizzes: The app will have interactive quizzes that will test the users' knowledge of first aid. The users will be able to earn ranks and badges that they can share with their friends and show off their lifesaving knowledge.

Innovation:

There are many first aid apps available in the market, but most of them are not user-friendly or do not provide accurate information. However, some apps have exceptional performance in one of these categories: User Experience, Core Functionality, and Innovative solution¹. For example, the Instant Aid app provides a comprehensive guide to first aid for various accidents and emergencies that may occur unexpectedly. It also has a feature that allows users to call emergency services directly from the app. I will provide many extra features. Like emergency number of nearby hospitals. I also include various videos about first aid.

Implementation Requirements:

1. Make a feature list: Make a list of all the features that you want to include in your app. For example, you can include simple step-by-step instructions, videos and animations, interactive quizzes, emergency call feature, etc.
2. Perform market research: Research the market to understand the demand for first aid apps and the competition. You can also identify the target audience and their needs.
3. Identify the audience and monetization strategy: Identify the target audience for your app and decide on the monetization strategy. For example, you can offer the app for free with in-app advertisements or premium features that can be unlocked by paying a fee.
4. Approach mobile app developers: Approach mobile app developers and get estimates for the development of your app. You can also discuss the implementation requirements and the timeline for the project.
5. Complete the UI/UX, get the app developed completely, and finally test it: Work on the user interface and user experience of your app. Get the app developed completely and test it thoroughly to ensure that it is bug-free and user-friendly.
6. Launch the app: Launch your app on the Google Play Store or Apple App Store. Promote your app on social media and other platforms to increase its visibility.

Revenue Strategy:

There are several revenue strategies that can consider for first aid app. Here are some examples:

In-app advertisements: I can offer the app for free and generate revenue through in-app advertisements. I can display ads that are relevant to the users and their interests.

Premium features: I can offer the app for free and provide premium features that can be unlocked by paying a fee. For example, I can offer additional content, advanced features, or ad-free experience to the users who pay for the premium version.

Subscription model: I can offer the app for free and provide a subscription model that allows users to access premium content or features. For example, I can offer monthly or yearly subscriptions that provide access to exclusive content or features.

Donations: I can offer the app for free and ask users to donate to support the development and maintenance of the app. I can provide an option for users to donate any amount they want.

Impact on Society/Environment/Lifestyle:

A first aid app can have a significant impact on society, environment, and lifestyle. Here are some potential impacts of your app:

Saving lives: My app can help people learn how to provide effective first aid in different situations. This can save lives and prevent further harm.

Promoting safety and preparedness: This app can promote a culture of safety and preparedness by providing reliable information and guidance to the users.

Reducing health care costs: My app can reduce health care costs by providing first aid knowledge to the users and reducing the need for professional medical help or care.

Improving environmental sustainability: My app can improve environmental sustainability by reducing the carbon footprint associated with emergency services.

Encouraging healthy lifestyle: This app can encourage a healthy lifestyle by promoting the importance of first aid knowledge and safety practices.

My Application Name and Logo:

My application name is **AidSwift**, and slogan is “First Aid is Better Than Last!”.



**First aid is
better than
Last!**

Target market:

