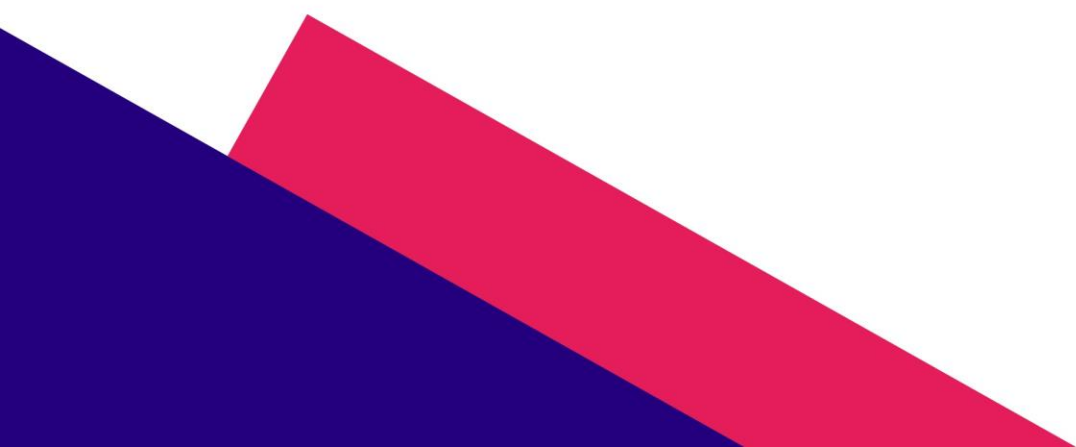




Costs and Challenges of Creating an mHealth app



We build software we would use.

And we are PICKY



3:49



Hello! I'm Lupi, the Health Guardian of Fitpuli.

WHAT IS mHEALTH?

A dense, colorful jigsaw puzzle background. The puzzle pieces are in various colors including yellow, orange, red, green, blue, and grey. The word "CHALLENGES" is overlaid in the center in a white, bold, sans-serif font.

CHALLENGES

SOLVE A REAL-WORLD PROBLEM !

FOCUS ON “MINIMAL”





**MAKE IT UNDERSTANDABLE
FOR THE USER**

12:26 ↗



FITPULI CHAT



Hello Szöszi! I am here to answer all your questions about your blood pressure diary. How can I help you?

Hello Elek! I happily answer all your questions about your steps log. I check your step count automatically and very carefully. If you have a wearable device, I'll be even more precise.

Hello Elek! I am here to answer all your questions about your blood pressure diary. How can I help you?

What is blood pressure?



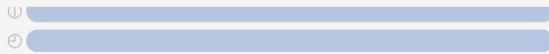
Your heart pumps the blood throughout your body exerting pressure on your vessel walls. That's called blood pressure.



DASHBOARD



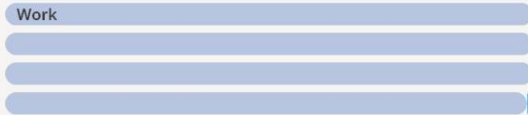
Goal: *I want to be more relaxed* ▾



We've compared your yesterday's activity with your all-time average:



TODAY



11:59

I want to be more relaxed
Oops! There is no information for a personalized feedback. Have you really shared with me?



- Dashboard
- Lifestyle
- Medical
- Profile

3:49

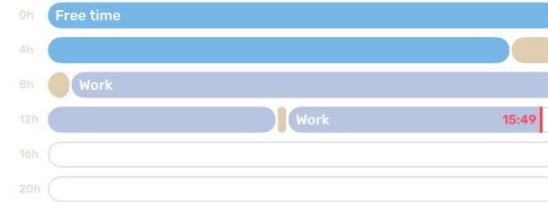


DASHBOARD



Yesterday you were not very active. Regular activity improves your endurance.

TODAY



In the lack of continuous location tracking or during low power mode the identification of your daily activities might be inaccurate.

DAILY WATER INTAKE

0.5L / 5.1L



STEPS

3821 / 10000

You are on a good track, let's go!

BODY WEIGHT

84.2KG

- Dashboard
- Lifestyle
- Medical
- Challenges
- Profile

PICK TECHNOLOGY THAT LAST

USERS WILL BE AFRAID...



Security

Breach

... OF LEAKING HEALTH INFORMATION

...OF PROVIDER MISUSES HEALTH/PERSONAL INFORMATION

The image features a central white tag with a hole at the top, hanging over a background of numerous smaller, colorful rectangular tags. The central tag reads:

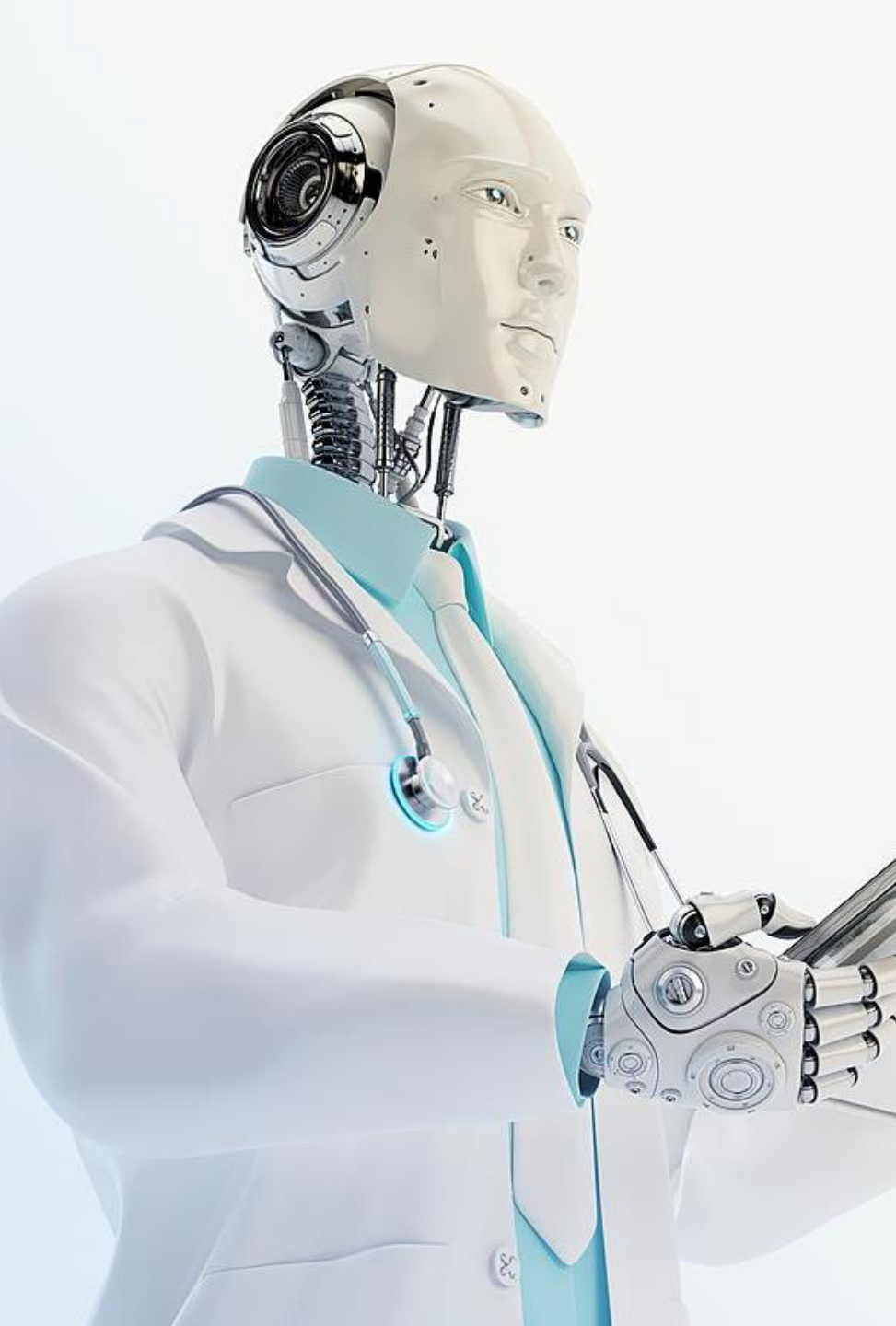
YOUR DATA
FOR SALE
Everything about you is being tracked—
get over it
BY JOEL STEIN

The background tags contain various personal data points, including:

- Business decisionmaker
- Household income: \$100,000+
- Owns a laptop
- Age: 38-39
- Likes: fashion
- Major life-insurance holder
- Age: 36-45
- Wife works
- Likes: cooking & recipes
- High net wo
- Lives in New York City
- Fixed mortgage
- Comes for networks
- Likes: online news
- Likes: online shopping
- Likes: Asian cuisine
- & actresses
- Dislikes: cars
- Likes: d
- Likes: green living
- Fre
- Has lived at same address for four years
- Purchased house six years ago
- Resolution: 1280 x 800
- Favorite celebrities: Pe
- an, Robert Goulet
- ZIP code: 10700
- Prope
- Dislikes: home & garden
- Politically active
- Wi-fi warrior
- Age: 35-
- Likes: business & financ
- ious employer: Stanford Da
- Sister is a la
- House value: \$1M-\$1.
- Frequent purchaser: appare
- Works in transportation/travel warehouse
- Recently traveled to Hou
- Favorite websites: sports
- Job: medical professional
- Religion: Jewish
- Likes: parenting
- ivtaC
- Owns an RV
- fluencer score: 91-100
- Spent \$180 on intimate app. & undergarments on Oct. 10, 2010
- Male
- Mother: Rosalind Burd
- Likes: hiking
- Household income: \$150,000-\$175,000
- Previous address: 711 Wilcox Ave.
- Owns a smart phone
- Married
- Dislikes: autos & vehicles
- Likes: music
- Likes: retail
- ackBerry user



... OF DIFFICULTIES WHEN LEARNING TO USE



**... OF IMPERSONAL PATIENT
MONITORING AND TELEMEDICINE**

COMPLIANCE

COSTS

UX / SD / PROTOTYPING

MVP

MOVING FROM MVP TO PRODUCTION

COMPLIANCE

SCALING

SUPPORT

Q & A

