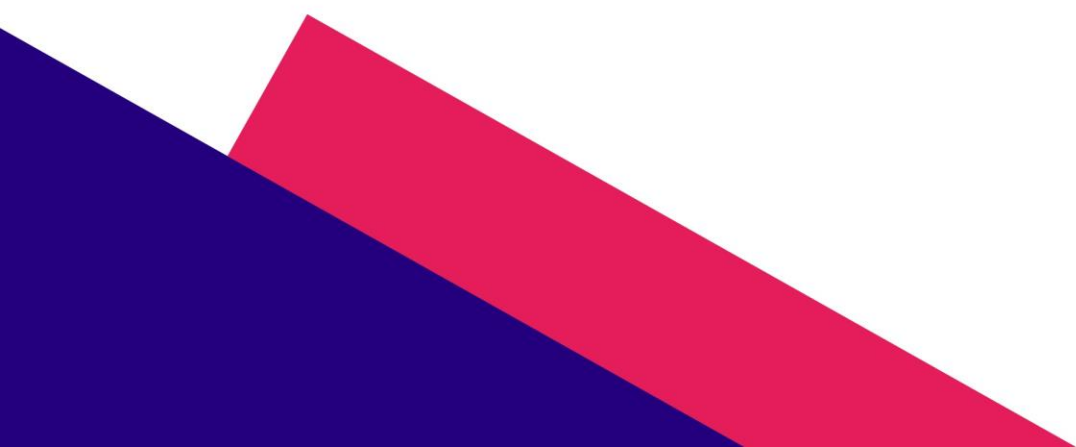# Costs and Challenges of Creating an mHealth app

We build software we would use.

And we are PICKY

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

WHAT IS mHEALTH?

CHALLENGES

SOLVE A REAL-WORLD PROBLEM !

FOCUS ON "MINIMAL"

MAKE IT UNDERSTANDABLE
FOR THE USER

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?
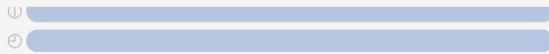
What is blood pressure?

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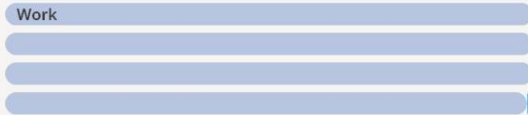
DASHBOARD

Goal: I want to be more relaxed ⌄

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

💼	🏠	🚌	👾	💙	🌙
+82%	0%	0%	-100%	0%	0%

TODAY

Work

11:59

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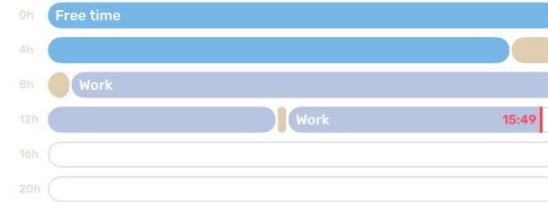
Dashboard	Lifestyle	Medical	Profile

3:49 ⬈

DASHBOARD

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

TODAY

0h	Free time
4h	
8h	Work
12h	Work 15:49
16h	
20h	

In the lack of continuous location tracking or during low power mode the identification of your daily activites 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...

... OF LEAKING HEALTH INFORMATION

...OF PROVIDER MISUSES HEALTH/PERSONAL INFORMATION

... OF DIFFICULTIES WHEN LEARNING TO USE
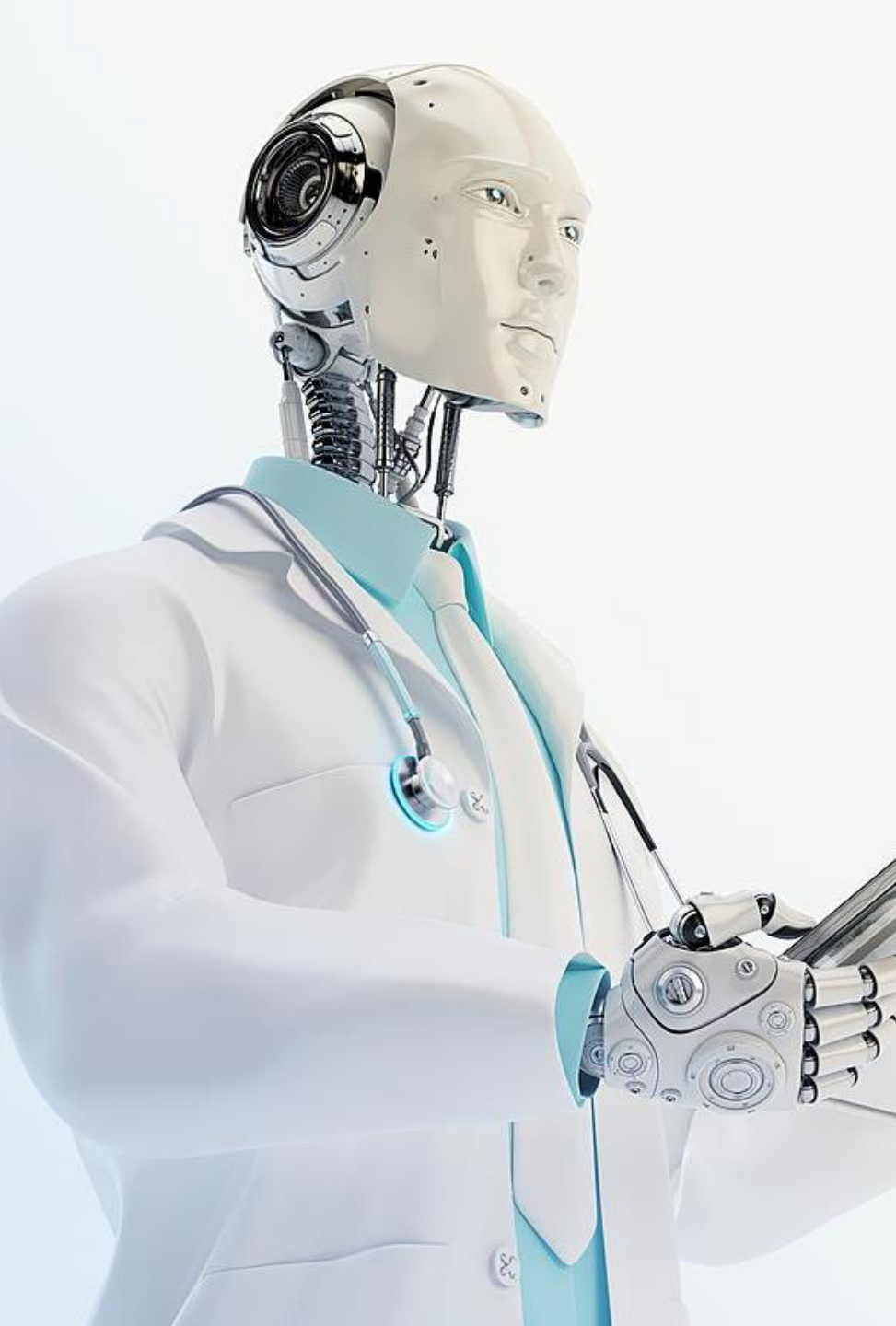
... OF IMPERSONAL PATIENT MONITORING AND TELEMEDICINE

COMPLIANCE

COSTS

- UX / SD / PROTOTYPING
- MVP
- MOVING FROM MVP TO PRODUCTION
- COMPLIANCE
- SCALING
- SUPPORT

Q & A