The Challenges of Designing and Implementing Mobile Apps:
A Case Study of
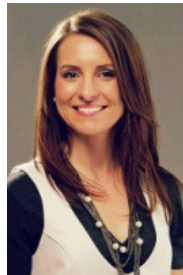

Mobile apps and sensors to improve your health and wellness

Who is Zansors and its partners
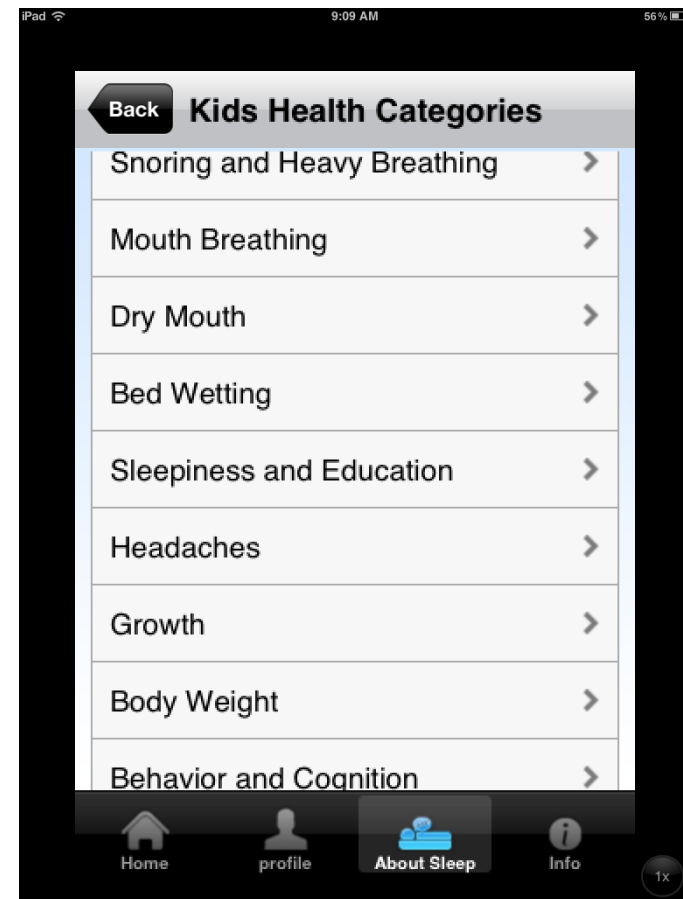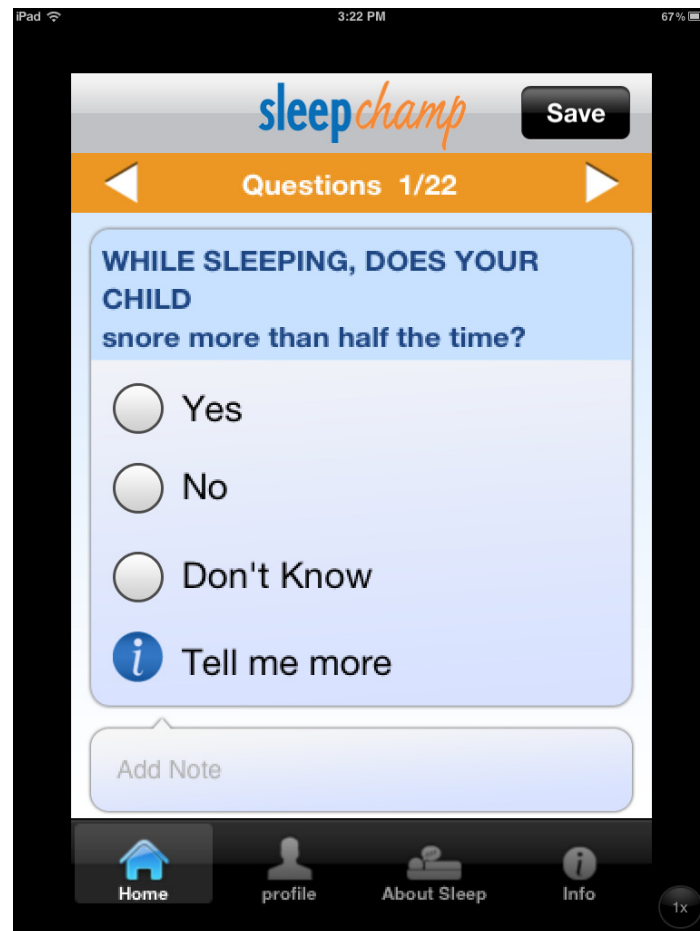
Zansors Issues

- Use case

- Design
    - Utility vs. entertainment

- Wire frames

- Software
    - In-house, outsource, offshore

- Price
    - Free, paid, reimbursement

- Distribution
    - Apple, Google, etc.

- Promotion
    - PR, social media
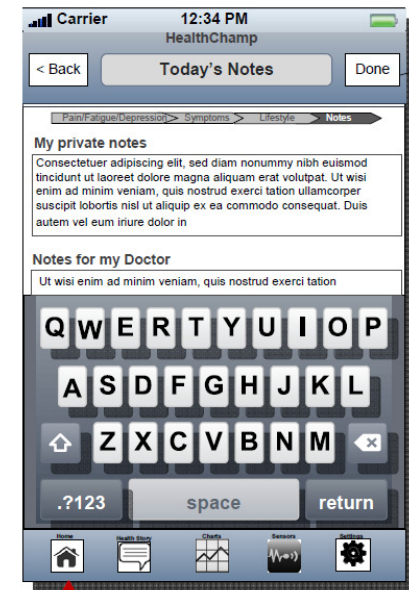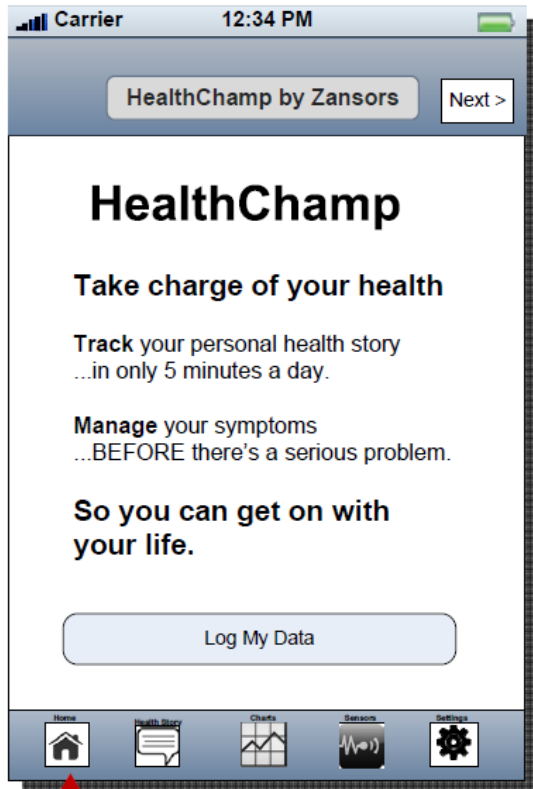
Zansors Mobile app: Sleep Champ™

Evidence-based sleep scale for children/parents: 22 questions; score; resources

http://www.zansors.com/sleep-champ-app/

Zansors Mobile app: Health Champ™

Prospective surveillance for cancer survivors

Future applications

http://www.zansors.com/zeemee/