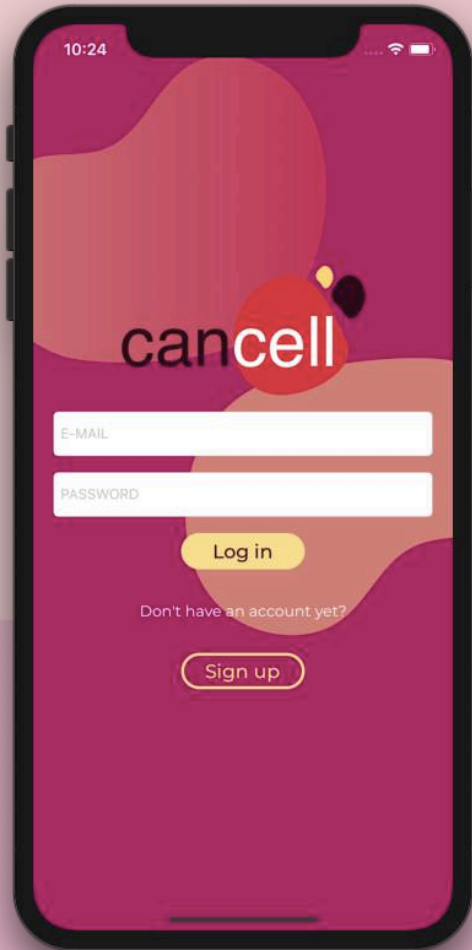


cancel



Cancel

Your Cancer Management App



iPhone 11 — 13.1

- Track symptoms and side-effects in a diary
- Visualize treatment sessions in a user friendly way
- Be supported by a community

Problem

- Personal involvement: friends and family members who struggle with managing their illness
- Bigger picture:
 - 17 million new cancer cases in 2018
 - Predicted increase by 62% by 2040
- No overarching digital solution

Our Persona: Patient Peter




PROJECT: Cancer hackathon

NAME
Patient Peter

MARKET SIZE
50 %

TYPE
Artisan



Goals

- Finding an easier way to track his symptoms
- Sharing his experience

Quote

“Managing my illness is not easy, but a good application could help me a lot.”

Background

- Diagnosed with testicular cancer
- Been through 2 rounds of chemo already, is currently waiting for the third round
- Struggles with depression

Demographic

♂ Male 23 years

Budapest

Single

Student

Skills

General user knowledge
0 25 50 75 100

Social media skills
0 25 50 75 100

Communication
0 25 50 75 100

Social skills
0 25 50 75 100


Motivations

- Wants to get healthy
- Wants to track his progress
- Wants to help the community also


Frustrations

- No effective way to track symptoms
- Not enough knowledge
- No motivation
- No tools to track progress


Technology



Browsers



Channels



How can we provide value for Peter?

- Track symptoms and side-effects in a diary to focus on recovery
- See visualized treatment sessions
- Find and share information and life hacks
- Be supported by a community
- User-friendly approach




Our Persona: Oncologist Oliver



PROJECT: Cancer hackathon

NAME: **Oncologist Oliver** MARKET SIZE: 50% TYPE: **Rational**



Goals

- Cure the patients
- Work efficiently
- Collect data for research

Quote

“My patients health is my priority, but I don't have enough time”

Background

- Has been practicing oncology for 7 years
- Has 10-12 patients daily
- Open to new solutions

Demographic

Male 35 years

Married


Motivations

- Helping patients
- Collecting data
- Advancing healthcare
- Build his professional career


Frustrations

- Not enough data
- Not enough time
- Emotionally draining

Technology



Channels



Skills

Healthcare

0 25 50 75 100

Communication

0 25 50 75 100

General user knowledge

0 25 50 75 100

People management

0 25 50 75 100

Time management

0 25 50 75 100

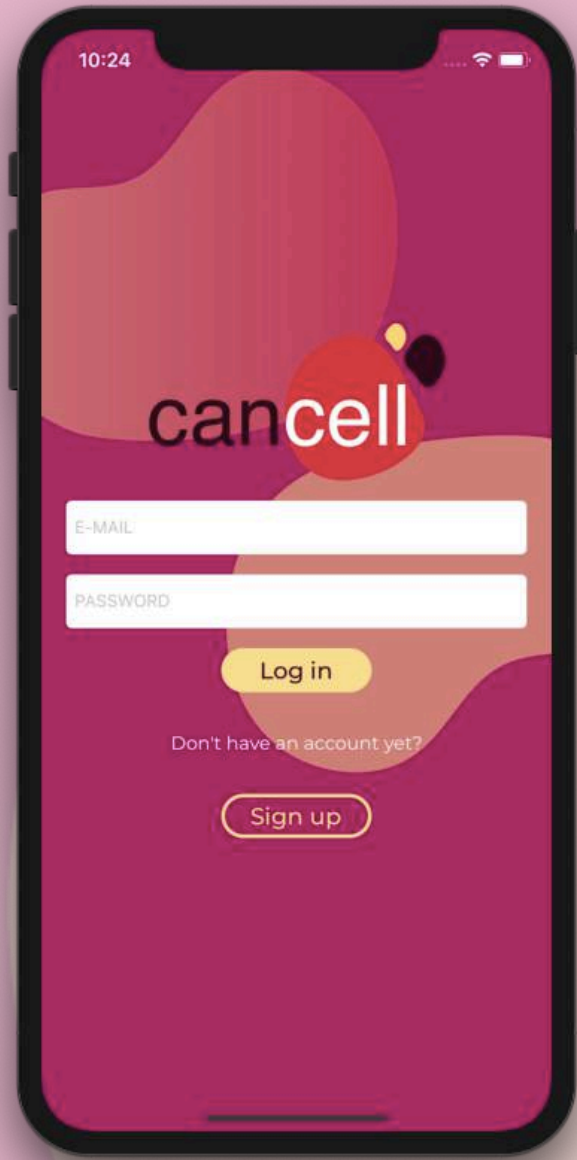
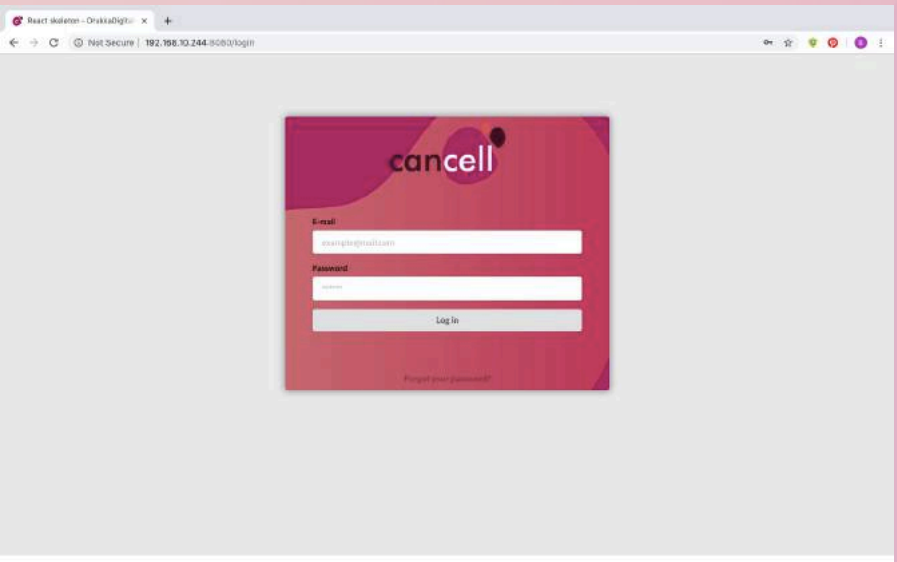
How can we help Oliver?

- Easily access all the information about his patients (treatments, side effects)
- View medical documents and results
- Get this information immediately
- Get insights for research



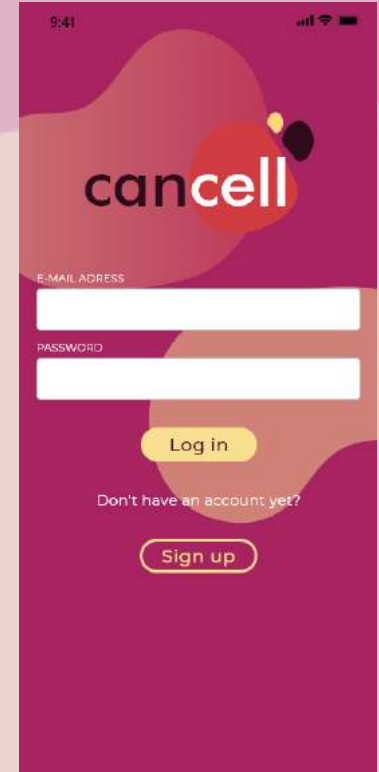
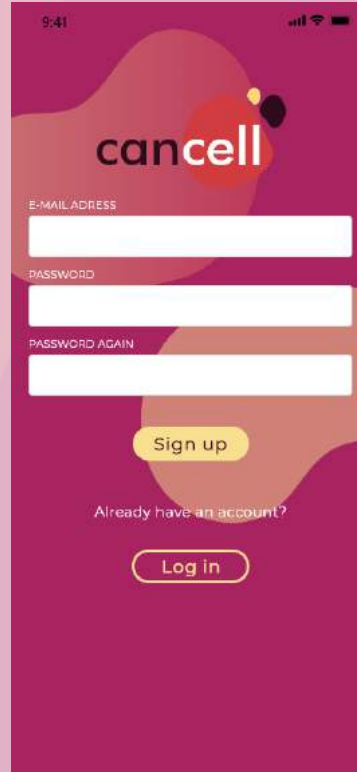
Our Solution

- iOS app for patients
- Web admin for doctors



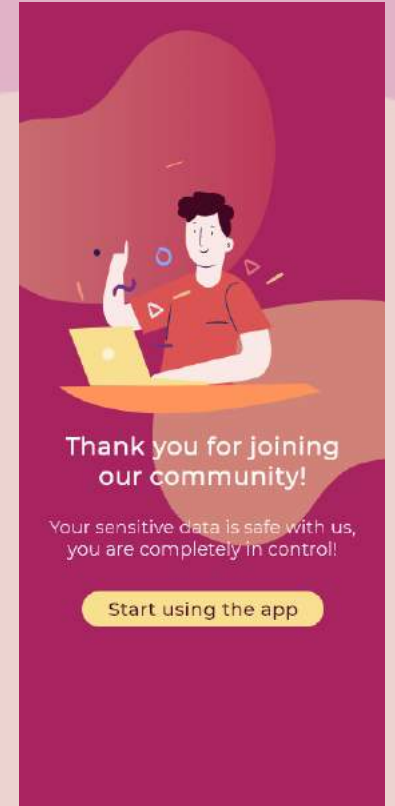
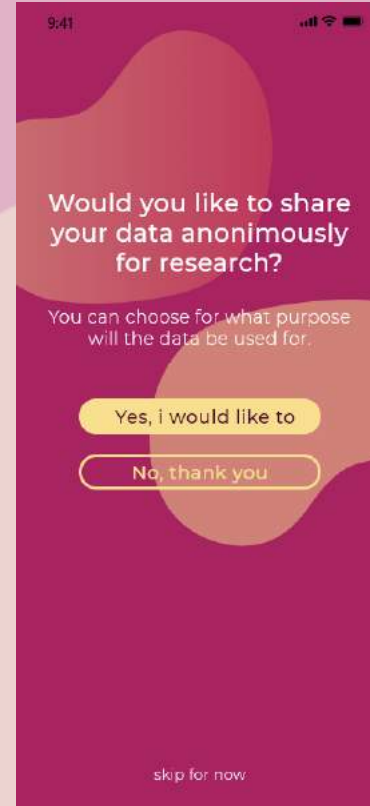
iPhone 11 — 13.1



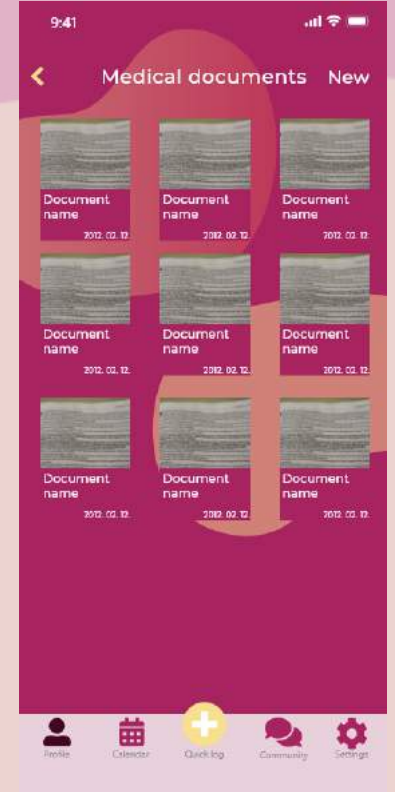
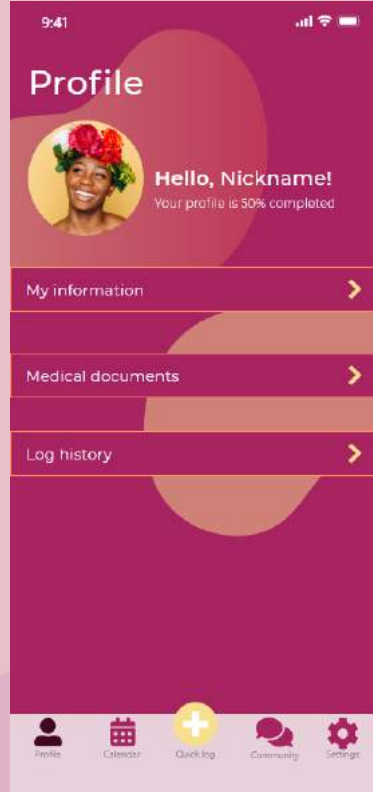
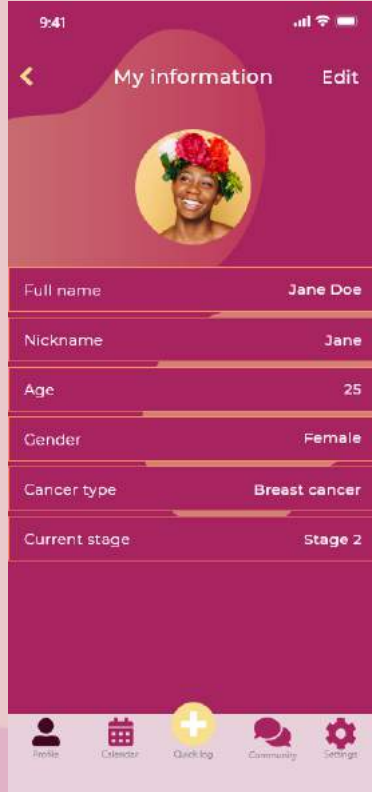


Log in and sign up

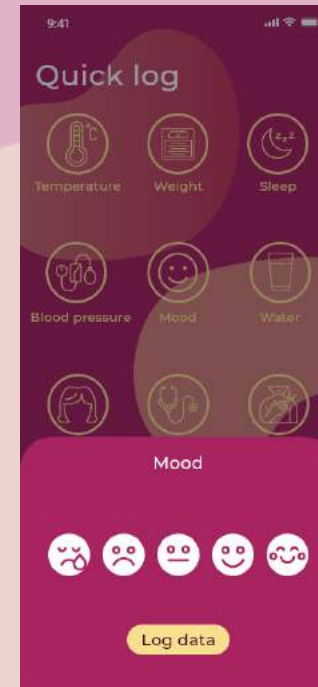




Onboarding

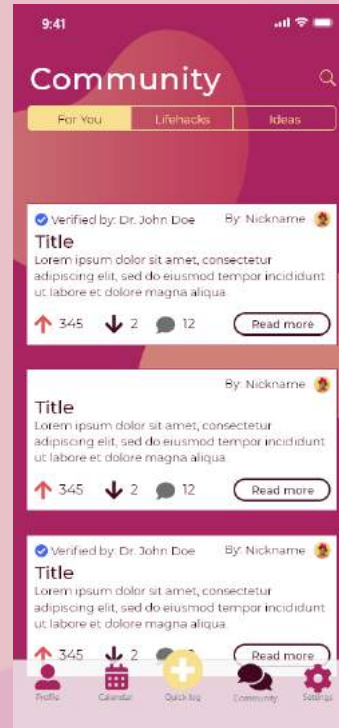


Profile



Quick log





Calendar and community



Web admin for doctors



<http://fecny-laptop.local:8080/>

The screenshots illustrate the following pages of the web admin interface:

- Login Page:** A central form with fields for Email and Password, and a Log In button.
- Home Dashboard:** Features a 'cancel' logo, navigation links for Home and My patients, and a 'Feed' section with a list of patient updates (e.g., 'Drig/Mokur submitted a new entry: weight 80kg').
- My patients List:** A list of patients including Ferenc Ferdinánd, James Brown, George Smith, Liam Hall, and khh, each with a checkmark for status.
- Patient Profile (Ferenc Ferdinánd):** Shows details like 'Details' and 'Time Entries', and a table of patient data.

Time Entries	Time
Ferenc Ferdinánd uploaded 2 medical document(s)	10:00 AM
Ferenc Ferdinánd marked you as his/her doctor	7:00 AM

Field	Value
Birthdate	04/11/1970
Gender	male
Share my personal data	No
Type of cancer	Skin cancer
Current stage	Stage 1

User-Centered Approach

Patients:

- Challenges:
 - Drugs influence cognitive abilities
 - Depression
- Our solution:
- Bright colors
- Simple onboarding and login
- Mainly visual and motoric effort to minimize cognitive effort
- Gamification to use the community feature
- Most simple yet useful solution

Doctors:

- Challenges:
 - Time pressure
 - Numerous patients
- Our solution:
 - Clear, transparent
 - Easy to understand
 - Quick overview

Business model



Future Development

- Open source application so the community can expand functionalities
- Create new features by adding different data sources (e.g. Fitbit, Apple Health Kit)
- Come up with new apps that use data collected anonymously by Cancell
- Use AI to discover new patterns about treatments and side-effects

Links

- <https://github.com/drukka/dhc-cancer-api>
- <https://github.com/drukka/dhc-cancer-ios>
- <https://github.com/drukka/dhc-cancer-web>

Team members

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- Kakucsi Sarolta-Zsuzsanna
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