

• CASE STUDY •

IPHONE/IPAD APP FOR GAMIFICATION OF BLOOD SUGAR MANAGEMENT

Summary:

A startup --- in partnership with a major hospital --- hired Unstoppable Software to create an iPhone and iPad game to encourage diabetes patients to consistently measure their blood sugar. A major problem in diabetes care is making sure patients measure their blood sugar at the time intervals they are supposed to – if they do not, it decreases their quality of care and can lead to life-threatening problems.

Results:

The application was deployed to the Apple AppStore successfully and on budget, and game players (patients) participated in gameplay and took blood sugar measurements. Future plans for marketing and expansion were developed to spread usage of this system to more patients.

Project Budget: \$20,000

Project Timeframe: 4 months

Technologies Used: iOS, iPhone, iPad, Xcode, Objective-C, MySQL Database