BLITY

Empowering Mobility

Project Brief

The Blity app project aimed to be a mobility service, focuses on creating a **cutting-edge navigation app** dedicated to assist users in their journey across the country with **real-time** and **accurate** information.

App logo Blity

Working Marketing & Operations

Target audience Everyone

Launch year Planned 2024

About app Blity

- Creating a dedicated app
- The app helps users in their rehabilitation journey, who are recovering from injuries like Knee, Ankle, Hip, Shoulder and Elbow.
- Exercises and tools assist you to make injury management support without unnecessary charges.

Problem Statement

1) Why there is a need to make an app?

Injured people → Need assist → Lift issues → Movement is impossible → Need Rehabilitation → Go to Hospital

2) Why there is a need to make an app?

Injured people → Need assist → Lift issues → Movement is impossible → Need Rehabilitation → Can't Rehabilitate at Home

Objectives of the app

- Eliminate the wait times.
- Access to talk with the GP and the recommend to their can connect with specialist with booking in time.
- Access to consult with others a patient, more convenient way to seek injury management support and consultation with others.
- Easy access app remote sensors & Personal service.

Methodology followed

Research → Ideation → Prototyping → Journey mapping

Use case map → Site map → Information architecture → Wireframe

Final design

Research

I am a player, 20 years old, I'm a professional football player, I play for a club.

CURRENT Problem:
Pain in knee, ankle.

Need / Goal / Wish:
Wanted more professional or experienced physical therapist and rehabilitation.

I am a Software Engineer.
Wanted more physical gym or experienced physical therapist and rehabilitation.