



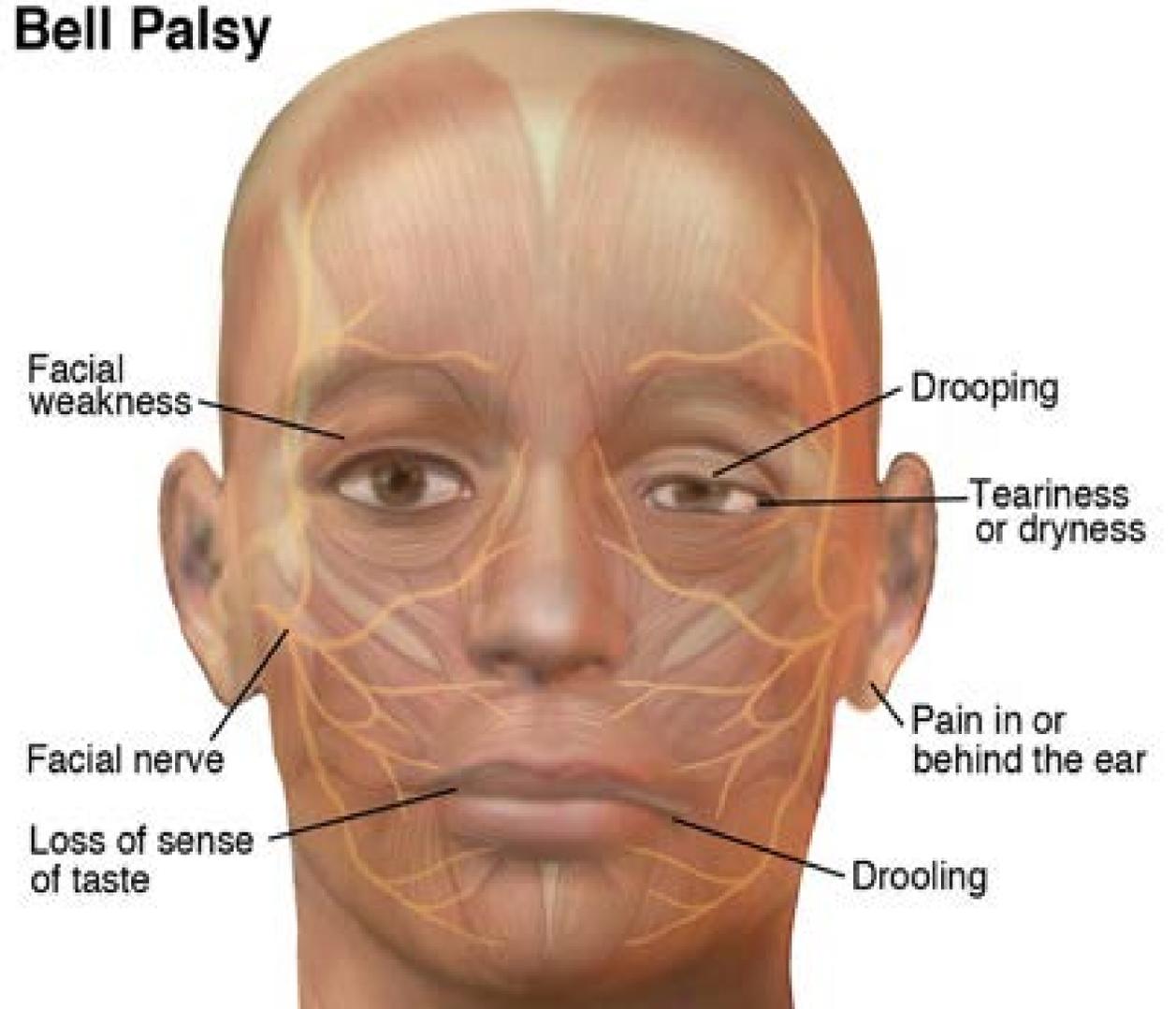
# Introduction

## What is Bell's Palsy?

In Dictionary terms" paralysis of the facial nerve causing muscular weakness in one side of the face."

Symptoms of Bell's palsy can vary from person to person and range in severity from mild weakness to total paralysis. These symptoms may include twitching, or paralysis on one or rarely both sides of the face. Other symptoms may include drooping of the eyelid and corner of the mouth, drooling, dryness of the eye or mouth, impairment of taste, and excessive tearing in one eye. Most often, these symptoms, which usually begin suddenly and reach their peak within 48 hours, lead to significant facial distortion.

### Bell Palsy



# Problem Statement

## Causes of Bell's Palsy

Bell's palsy occurs when the nerve that controls the facial muscles is swollen, inflamed, or compressed, resulting in facial weakness or paralysis.

## Treatment for Bell's Palsy

Bell's palsy affects each differently. Some cases are mild and do not require treatment as the symptoms usually subside on their own within two weeks. For others, treatment may include medications and other therapeutic options. If a distinct source is found to cause Bell's palsy (e.g., infection), directed treatment can be beneficial. Many women are affected by facial paralysis attack by giving birth to a baby during high blood pressure. But they have several methods to secure the affected areas by medicine, and use of proper precautions.

# Vision Statement

Symmetrical Balance app is useful for everyone, although this app is available everywhere all over the world. The app is designed for those who are currently diagnosis by bells palsy. This app has several features such as doctor suggestion, peers conversation, time management calendars for those who don't have time to recover properly. There are various motivational speakers videos available all for the world to discuss their Bells palsy problem, and how they recover from this problem.

This app is mentoring, helping peers one at a time such as sharing number email, etc. It's not compulsory for those who are not willing to spend a large amount of money even though this app allowed the doctors to send medicine at your doorstep with prescription so you can buy it many times. This app has a touch sensor to check the blood pressure, heartbeat, and what kind of procedure should be kept in type before going further. The doctor strongly recommends that everyone makes a better suggestion before getting into more deep information in this app. After dealing with this app, you will see the difference and what have you accomplished so far.

# Resources

Dr. A Kasse Christiane, The value of prognostic clinical data in Bell's palsy: Revista Brasileira de Otorrinolaringologia, [http://www.scielo.br/scielo.php?pid=s0034-72992005000400009&script=sci\\_arttext&tlng=en](http://www.scielo.br/scielo.php?pid=s0034-72992005000400009&script=sci_arttext&tlng=en), July/Aug. 2005.

NINDS, Bell's Palsy Fact Sheet. National Institute of Neurological Disorders and Stroke. <https://www.ninds.nih.gov/Disorders/Patient-Caregiver-Education/Fact-Sheets/Bells-Palsy-Fact-Sheet>, April 2003.

Fair, Vanity. Angelina Jolie reveals Bell's Palsy diagnosis, breaks silence on divorce from Brad Pitt. USA Today. <https://www.usatoday.com/story/life/people/2017/07/26/angelina-jolie-reveals-bells-palsy-diagnosis-breaks-silence-divorce-brad-pitt/513179001/>. July 27, 2017

# Competitor Research 1

## MIRROR Facial Rehab App

MIRROR Facial Rehab App started in England but did not get successful. Because of high depend on fee, and limited doctors are available.

### Keys points-

- The majority of patients do not have access to treatment.
- Biofeedback is sufficient to help patients regain facial control and symmetry.
- Approximately £300-£400 per session.
- Happens slowly and sometimes feel uncomfortable when looking at themselves now given their altered appearance.

# Competitor Research 2

## Face2Face- KAPIOS

The Face2Face Facial Palsy app is a tool designed to supplement treatment for facial paralysis caused by Bell's Palsy, stroke, and acoustic neuroma. The solution uses mirror biofeedback therapy, which has been linked to positive outcomes in the treatment for those who face problems with BP.

### Keys Points-

- Many people avoid looking in mirrors due to asymmetric facial features.
- Mirror app carried unhealthy at first side, which makes a person demotivated.
- which allows for patients to exercise their facial muscles while seeing their face wholly healthy.
- This doesnt cost anything but have limited features.

# Competitor Research 3

## Face It! Bell's Palsy-Training

Face it app based on approving face effects from the side of the face. Challenges to recover from Bells palsy within few months and feel motivated once again to step forward in life.

### Keys Points-

- Only pay 13 dollars for this app.
- The app doesnot upgraded for a long time.
- Only works on iOS 11.
- Not properly structured and featured.

# Competitor Summary Review

Based on competitors Bell's palsy app, there is a limitation in all of them. I would say one app is better from another app. Face2Face- KAPIOS is much better to handle, and it doesn't cost anything. But compare to Symmetrical balance app is cheaper and free of cost download. The only cost will be included when you are applying for a doctor, but doctors don't charge compared to the regular price. The expenses will deal only with a prescription from the doctor plus don't have to travel far from one distance to another.

## COMPETITIVE FEATURES

- Mirror facing
- High price for per visit
- No chat rooms
- Fear of getting asymmetrical balance
- Limited usage
- Only use on apple accessories
- Limited features
- One time cost but did not updated

## BELLANCE FEATURES

- Doctors are available 24 hours from parts of the world.
- Chat available
- Proper calender
- weekly checkup
- face to face conversation
- prescription for Medicine
- Peers comment on a discussion
- cheap price.

# Persona-1



“I want positive workout experience for athletes”

Rose Ann,  
Age: 18  
Gender: Female  
Status: Single  
Income: \$10,000  
Student- Townsend Harris High School.  
New York City.  
Location: NY

**Description-** Rose Ann is an athlete and played various sports activities from the past five years. Recently she diagnosis with Bells Palsy. She stopped playing for NY because of her muscular pain on her face.

## Motivational and Goals

**Experience goals-** She is fearless and played tennis on states level and outside the states.

**End Goals-** became athlete instructor.

**Life goals-** Get scholarship for the school of art and design and became a photographer.

**Business and organizational goals-** To become a better coach.

**Technical goals-** She personally feels like this app should have proper healthcare definition for Bell's palsy and chat box .

**Skills and Aptitudes-** Health conscious, and do part-time photographer and babysitting.

## Activities

Eat healthily, walk every day, and do free time photography.

Attend summer camps for painting and drawing classes.

**Challenges, Breakdown, and Annoyances-** Challenges are to deal with bells palsy without getting any negative comments in a professional career. Managing massive work load.

**An Ordinary Day -** Rose ordinary day starts at 7 pm with a walk and grabs cup of the coffee to school. Eat medicine before breakfast, and do massage every day. Go to school with a positive attitude, after school she does extra help session for playing games. 5 pm coming back to the home and eat medicine and study for two hour. At night time watch TV, do some facial exercise and before going to sleep use ice bags for a few hours.

## Context-

**Equipment-** School offer a laptop for homework. Used iPhone and apple watch. And have a professional camera for Photoshoot.

**Places where the product or service is used-** She can use on any phone, During lessons, playing outdoor activities and before going to sleep.

**Social Relations-** Has close relation with BP social care department. Always stay connected with people who support her in school, or at home. Boyfriend always trying to protect her from negative people and motivate her.

## Personal Details-

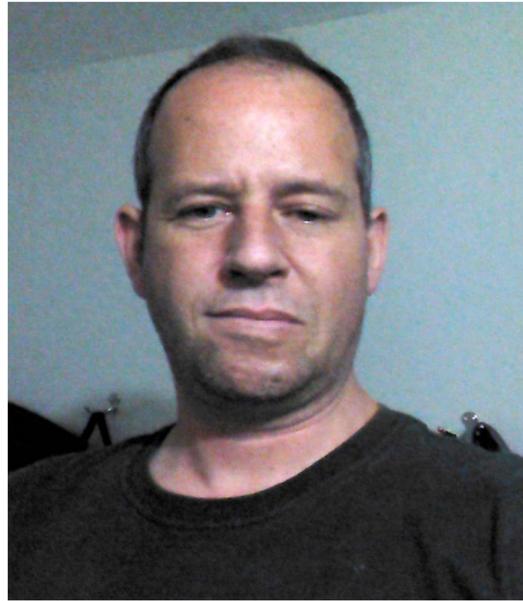
### Personality Traits-

- Creative
- Sportive
- Caring
- Friendly
- Organized and hardworking
- Stay positive
- helping others
- Proper eating and drinking habits
- Avoid Alcohol

### Worries and fears-

- Losing family and friends
- Gain more weight
- Getting better Job
- Getting scholarship
- Recovering from Bells Palsy
- Selection in New York school of art and design and became a photographer.
- fear of getting injuries

# Persona-2



"A passion and eye for design."

**Daniel Johns**

**Age: 65**

**Gender: Male**

**Status: Married**

**Income: \$100,000**

**Work: IBM**

**Location: Georgia**

**Description-** Daniel is living with his loveable wife in Georgia, Atlanta. He works with IBM for 15 years as a software developer. His two kids are settled in Chicago. Daniel had a BP for 2 years now, and still trying to recover from Bell's palsy.

## **Motivational and Goals**

**Experience goals-** Daniel started his career in New York in 1980s with small business company. Now he is a senior organizer in IBM Atlanta. And a part-time professor in the Art Institute of Atlanta.

**End Goals-** Daniel goal is to get a good nap after getting retirement from his job and have enough saving for himself and his wife to spend long holidays world tour.

**Life goals-** free from home loans and do some freelancing work

**Business and organizational goals-** Daniel is more focus on his online business career and saving some money from the past few years.

**Technical goals-** Daniel personally thinks this app should have more knowledge regarding professional doctors throughout the world.

## **Skills and Aptitudes**

Daniel loves to draw and have a creative mind. Daniel said he build a chair which goes upstairs without using stairs. Good skills in Graphic Design.

## **Activities**

Right now, Daniel is a full-time worker and gym freak.

Daniel is a busy father and husband.

**Challenges, Breakdown, and Annoyances-** The biggest challenge for him to stay fit and recover from bells palsy.

**Work place-** Working in IBM for 15 years as a senior director and professor in Art Institute of Atlanta.

**An Ordinary Day -** Daniel dealy routine is to wake up early morning at 6 pm. Do yoga and take a bath for a job. Eat his medicine for BP after breakfast. On Wednesdays and Fridays, he works in the Art Institute of Atlanta from 2 pm to 6 pm. At 7 pm he goes to the gym and do a workout for 1 hour. After the gym, he goes back to his home at 9 pm. He has his dinner and eats his herbal medicine with milk before going to bed.

## **Context-**

**Equipment-** Daniel is expert in Adobe creative cloud, coding and knows how to handle electronic devices.

**Places where the product or service is used-** This should be used anywhere and anytime. Almost 24 hours for working people.

**General activities at work, at home and during leisure time-** Daniel usually workout in the gym.

**Social Relations-** Daniel is more close to his wife, and friends.

## **Personal Details-**

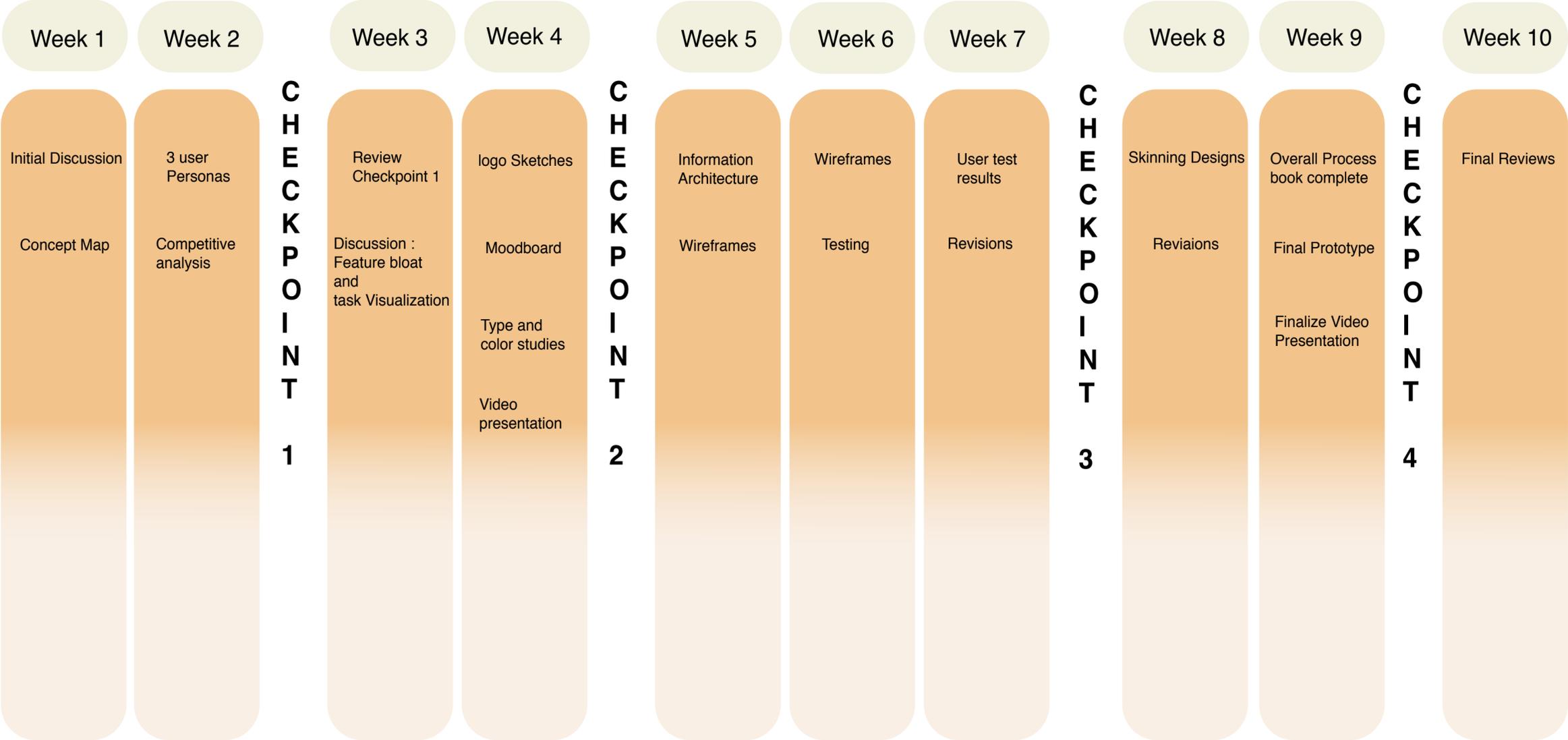
### **Personality Traits-**

- Talented
- Designer
- Illustrator
- Manager at IBM
- Saving Money for future
- Gym Freak
- Healthy Diet
- Caring
- Supportive

### **Worries and fears-**

- fear of losing his soulmate
- Fear of unhealthy diet habits
- fear of losing himself
- worrying of unstable financial life.
- getting worst in facial paralysis.

# Task Visualization



# Moodboards



# Color Theme



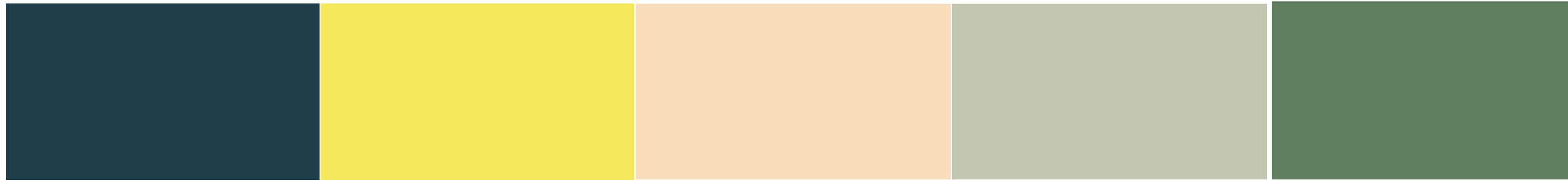
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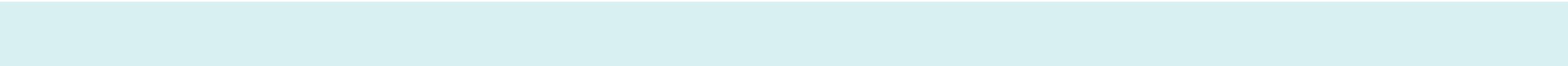
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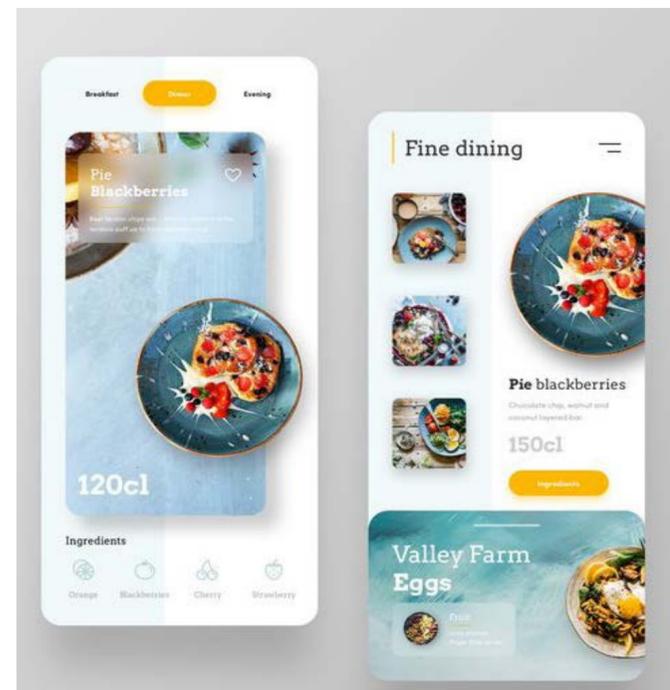
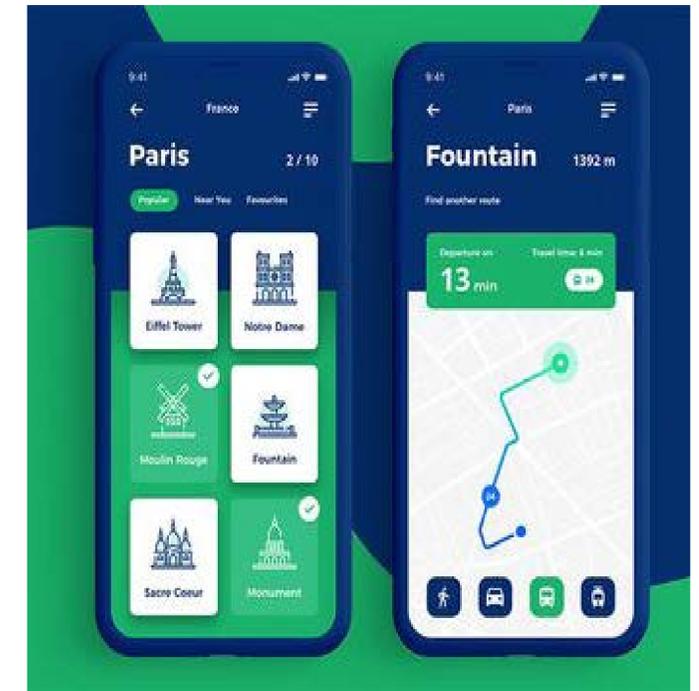
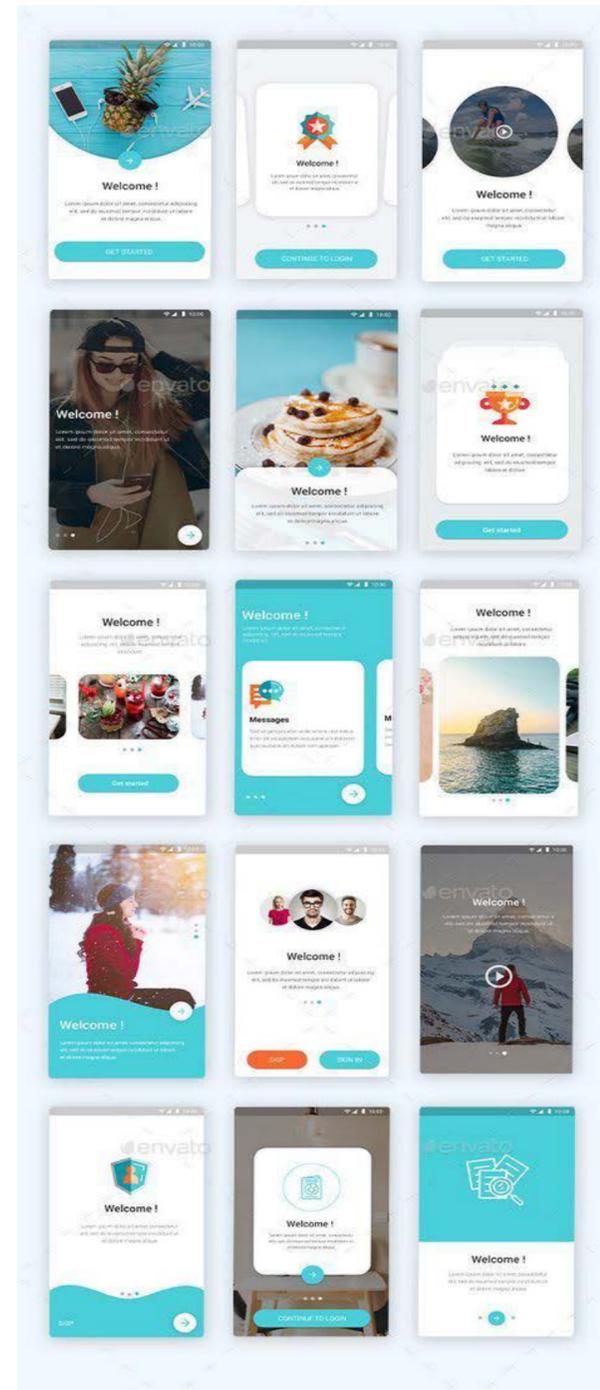
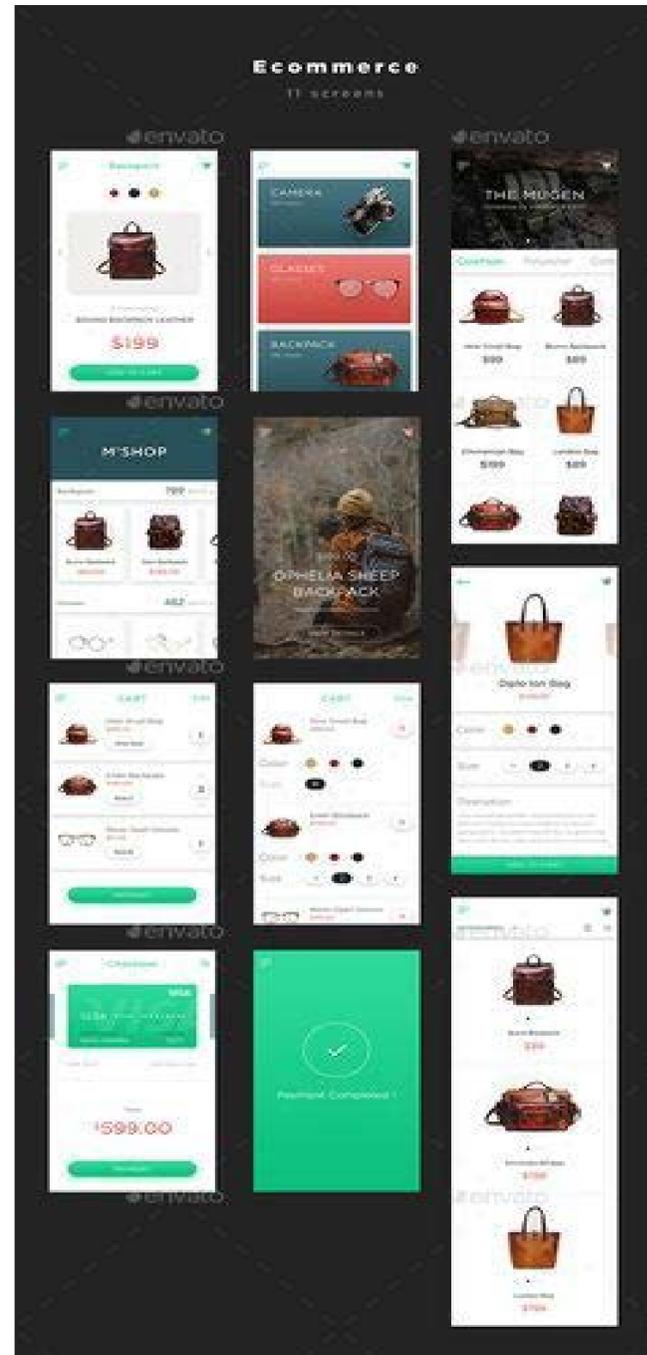
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# APP Theme



# Typography

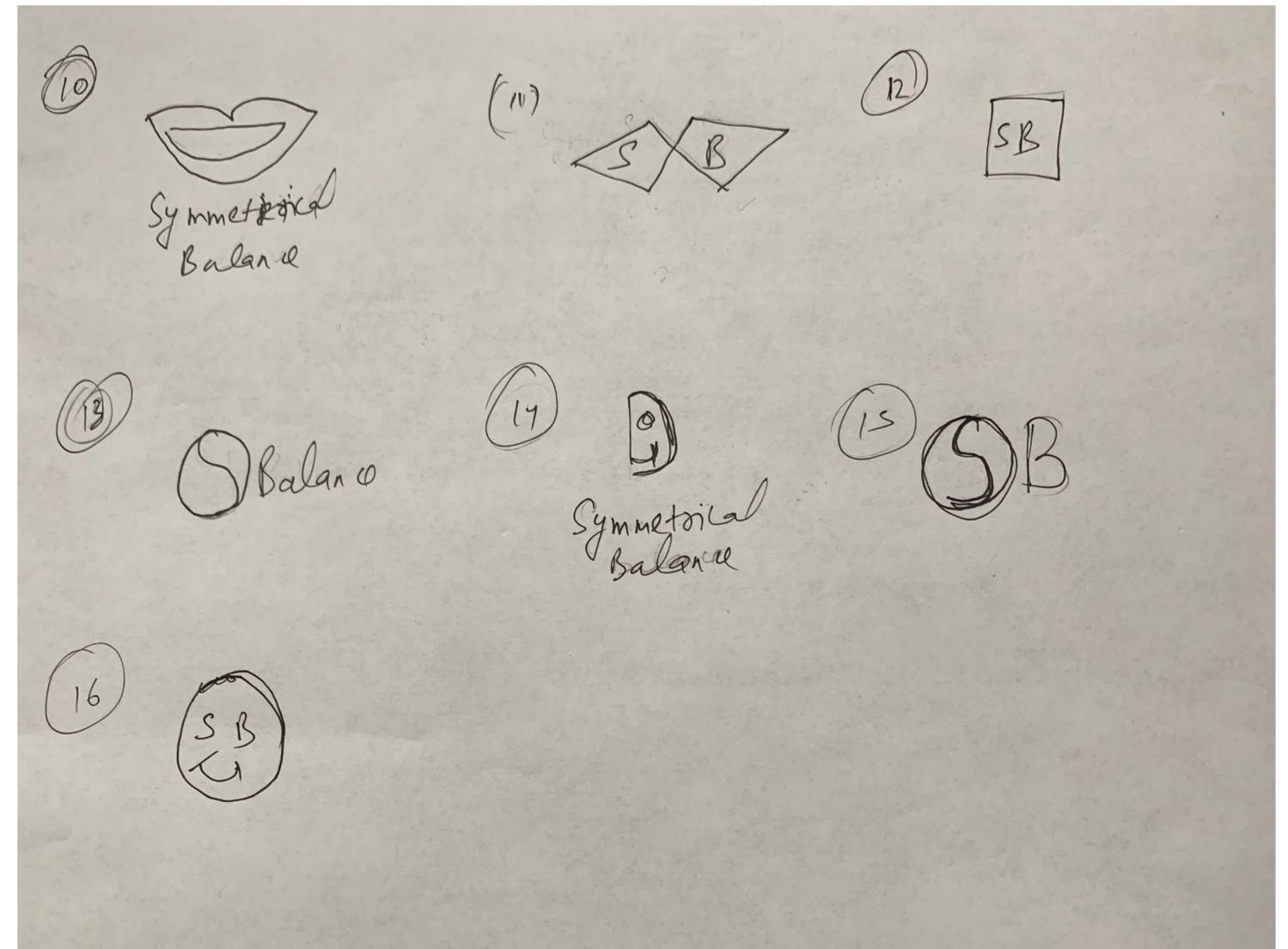
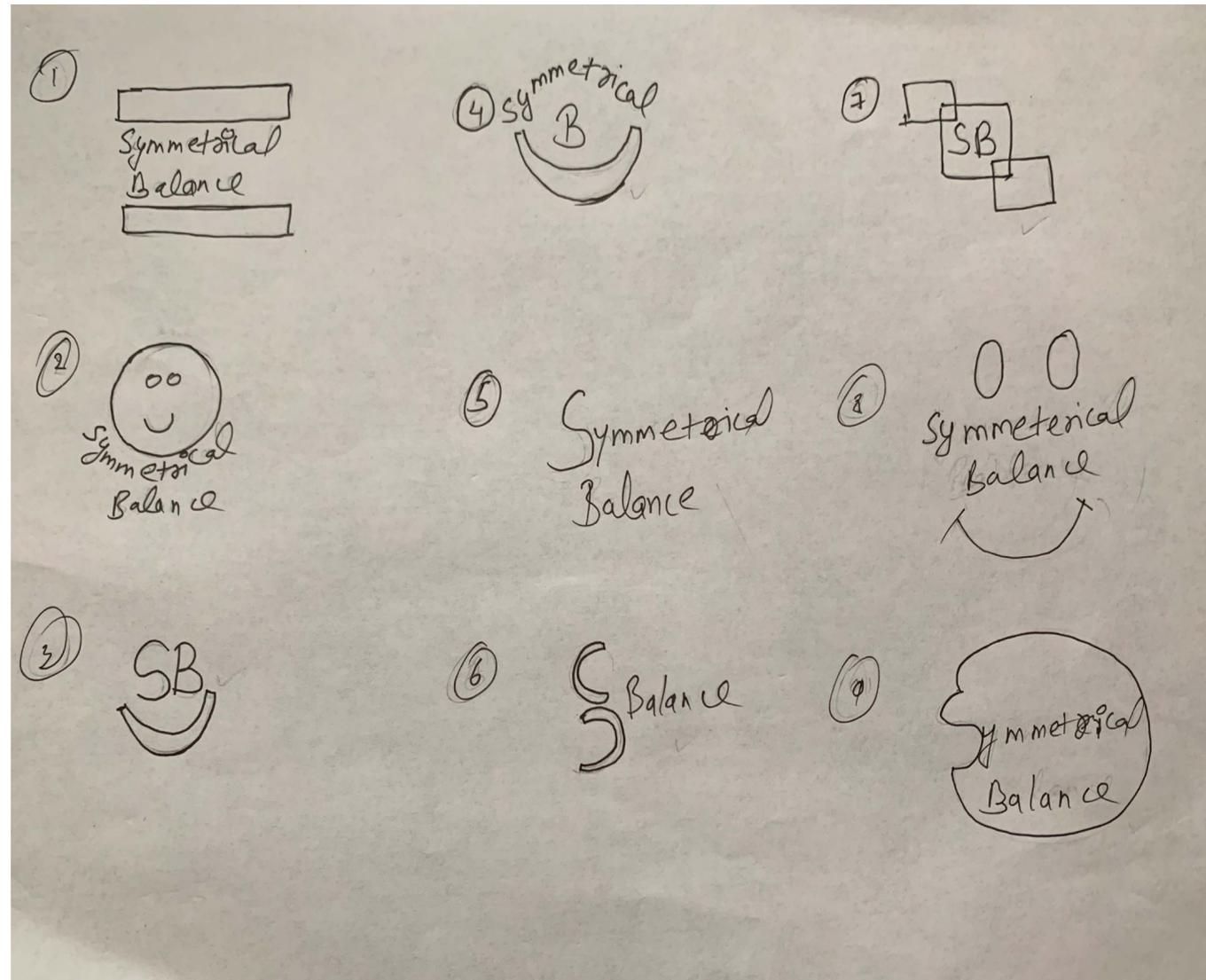
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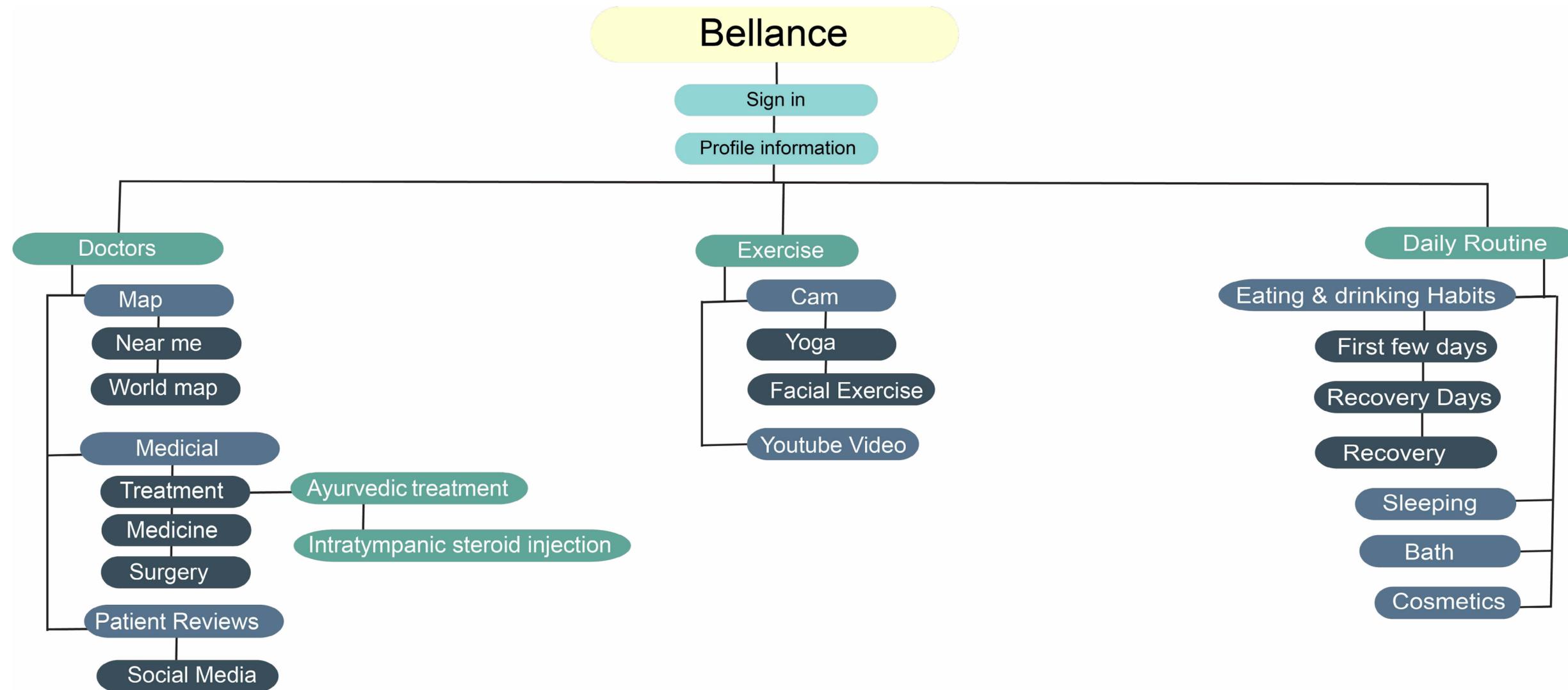
Avenir (Book)- Headline, bodycopy

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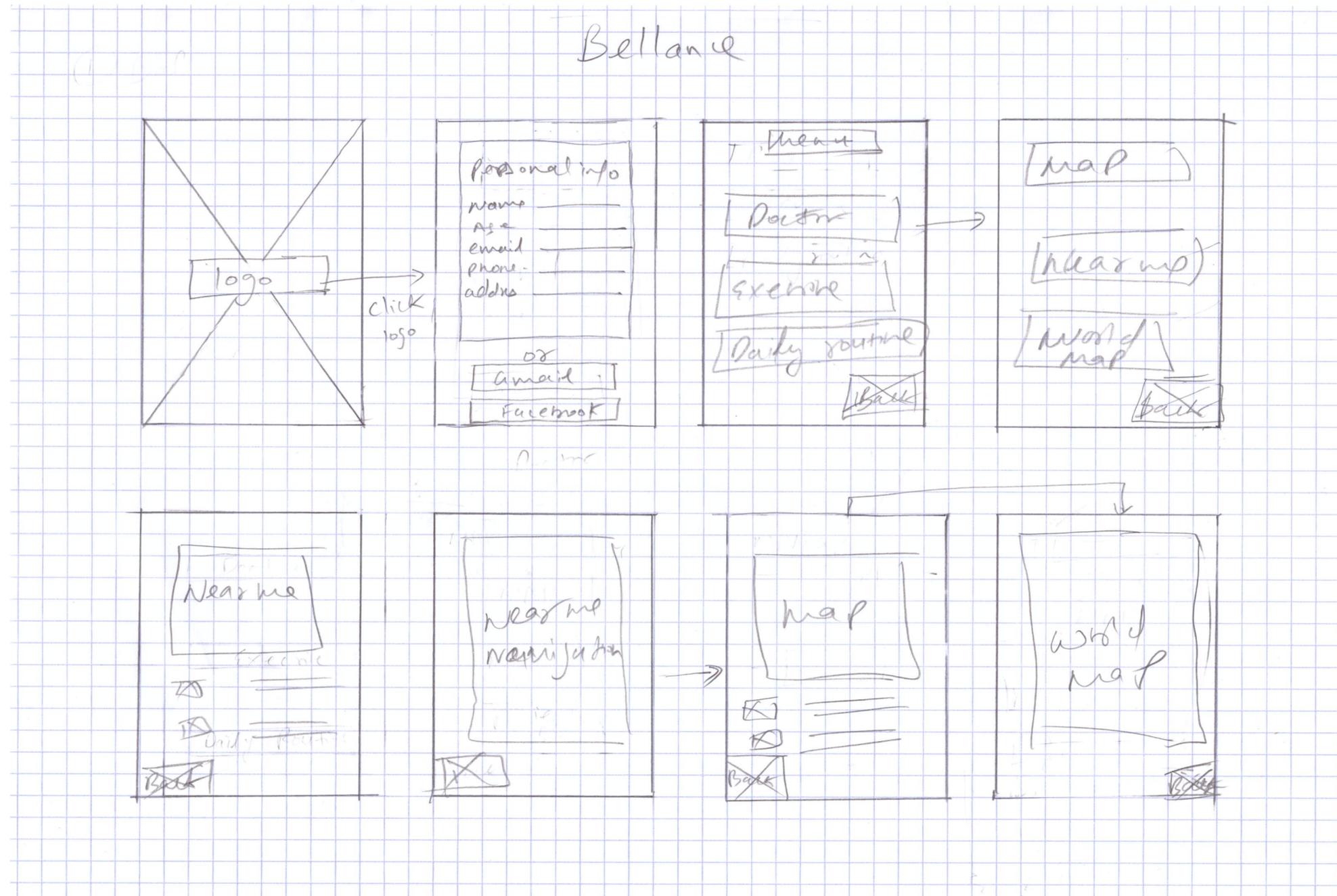
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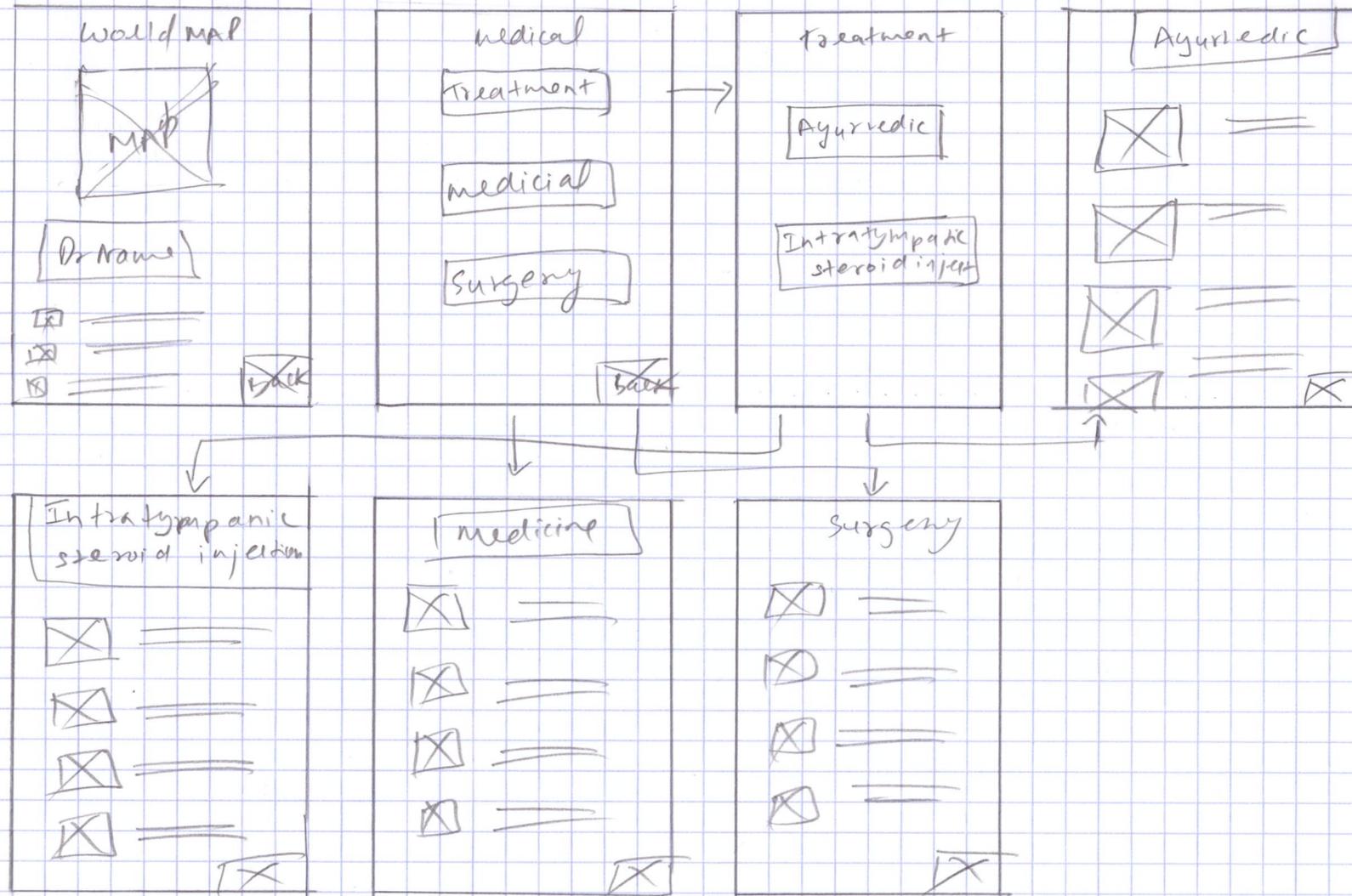


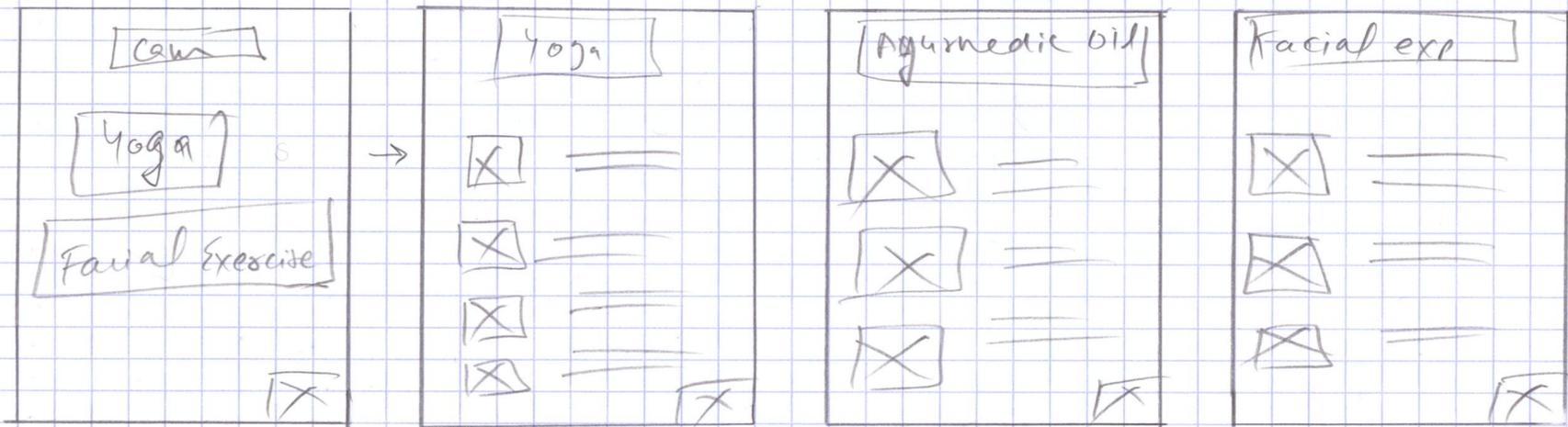
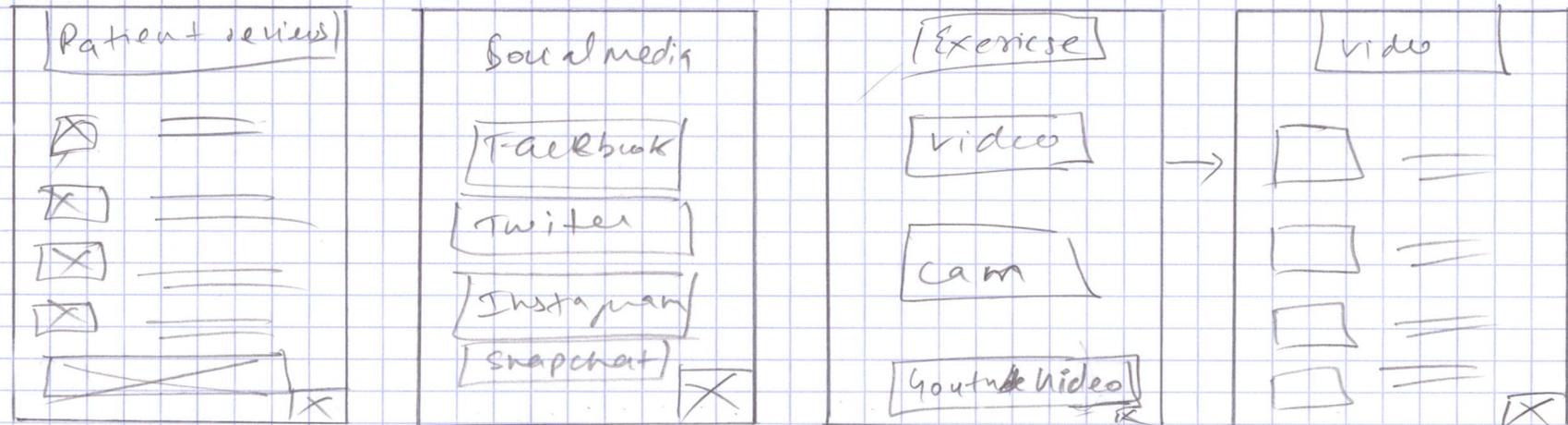
# Information Architecture

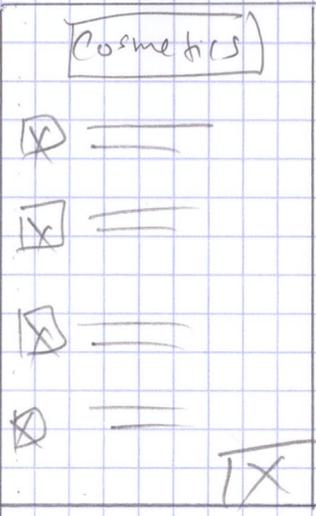


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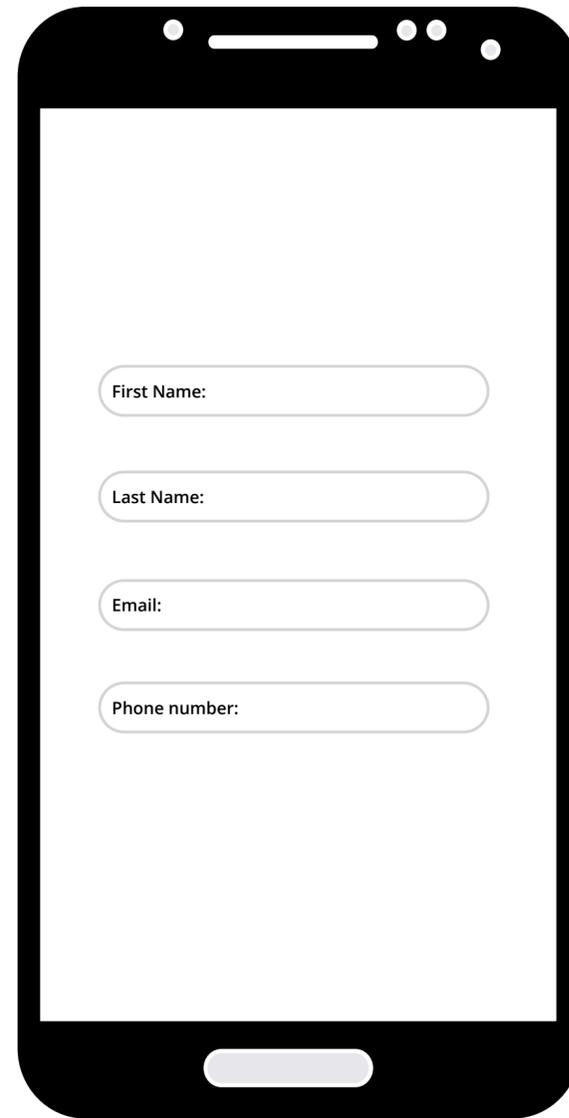
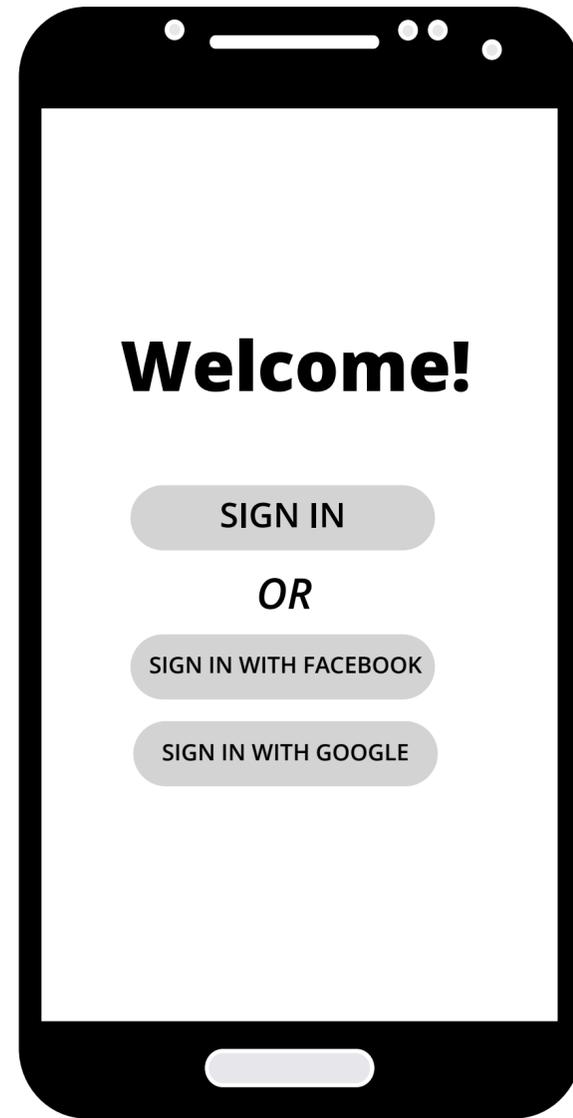


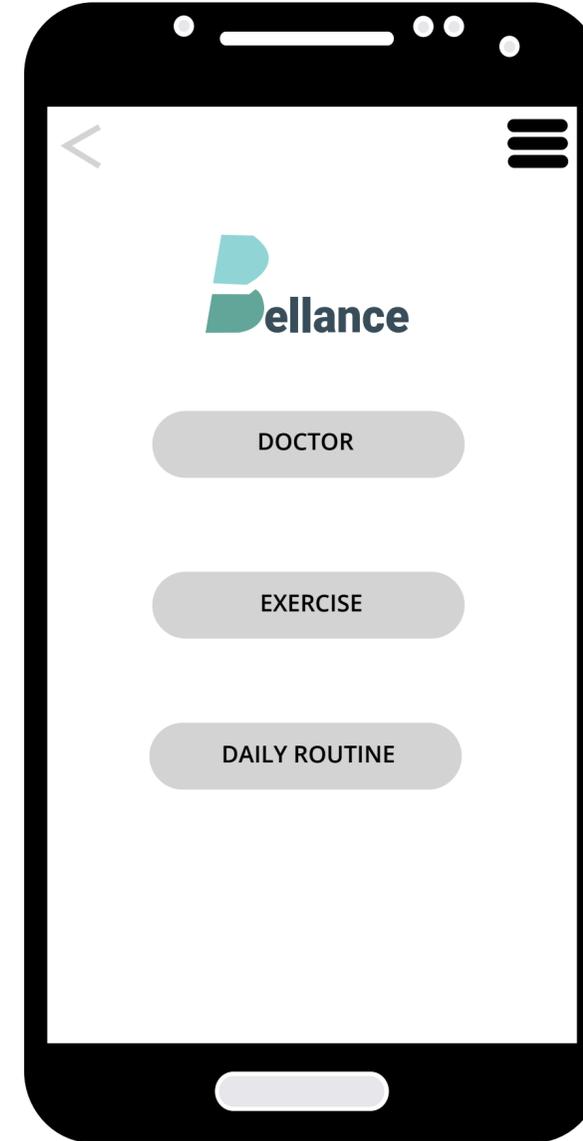
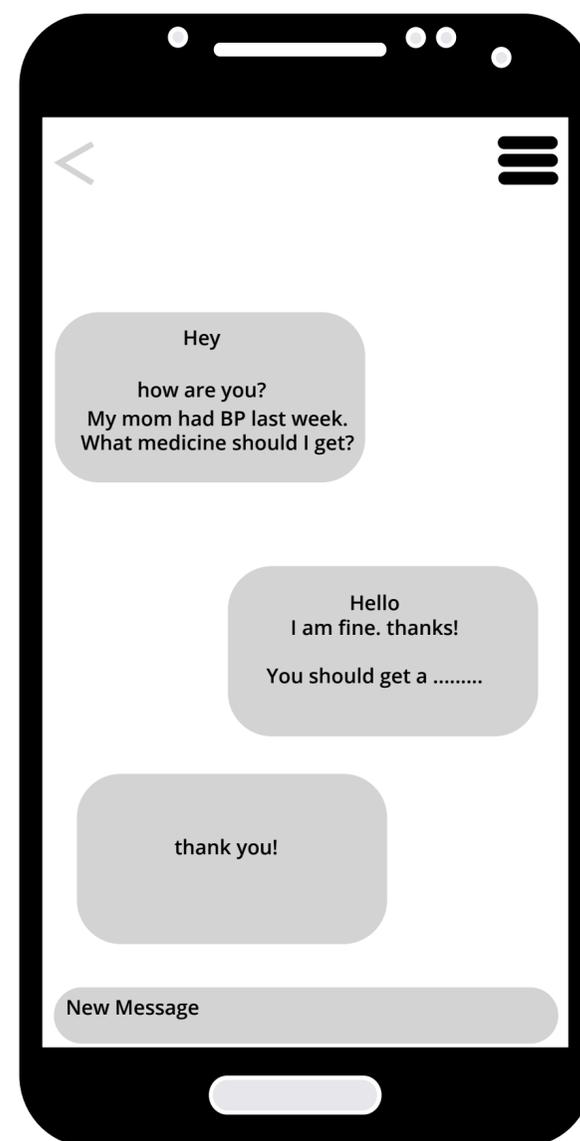
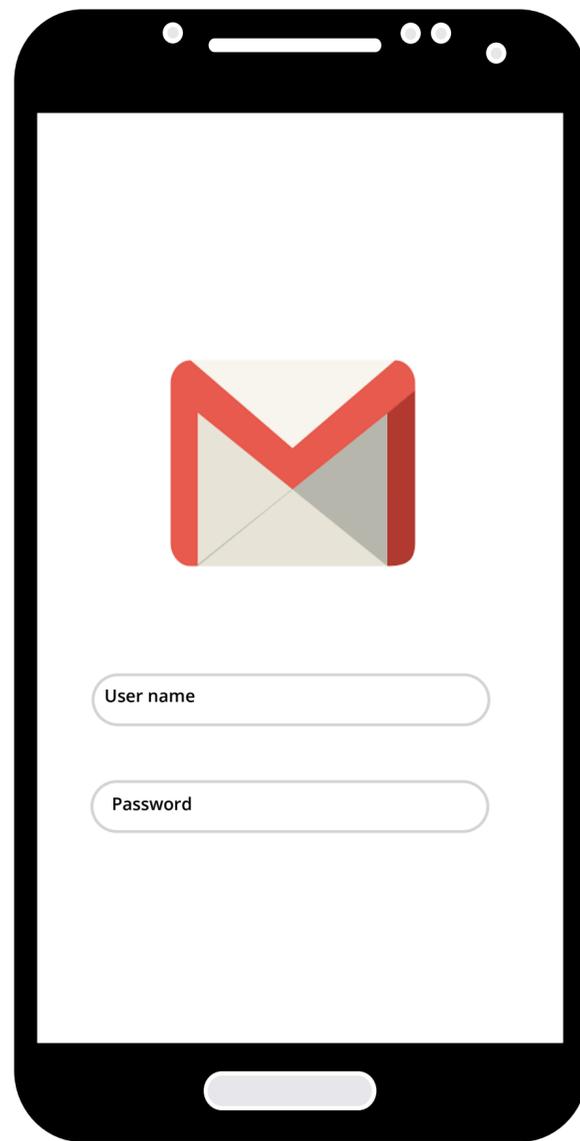


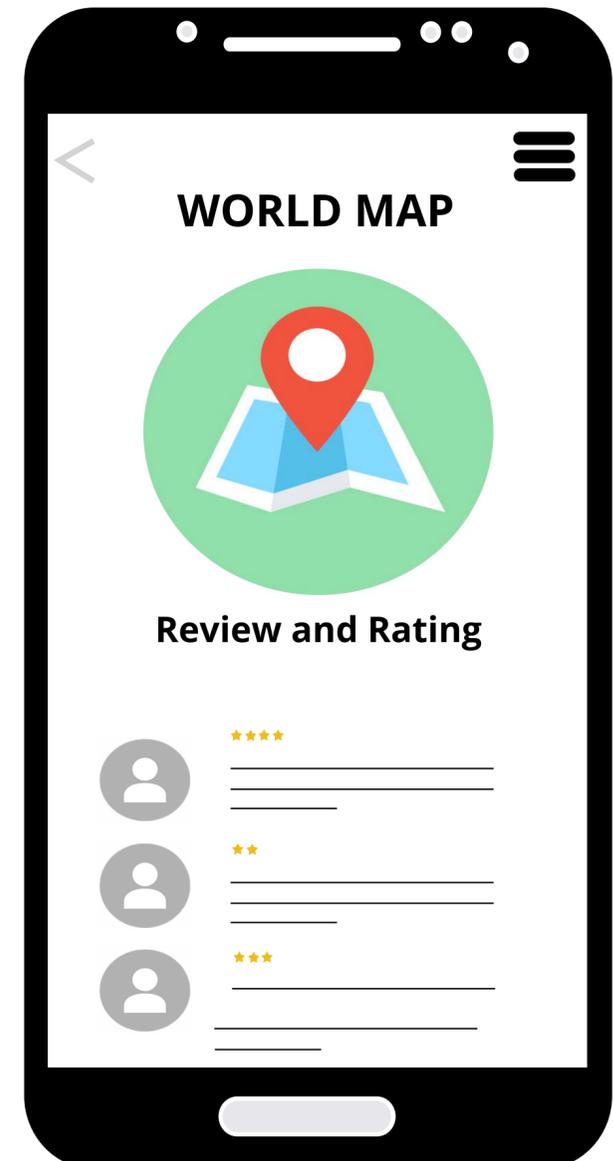
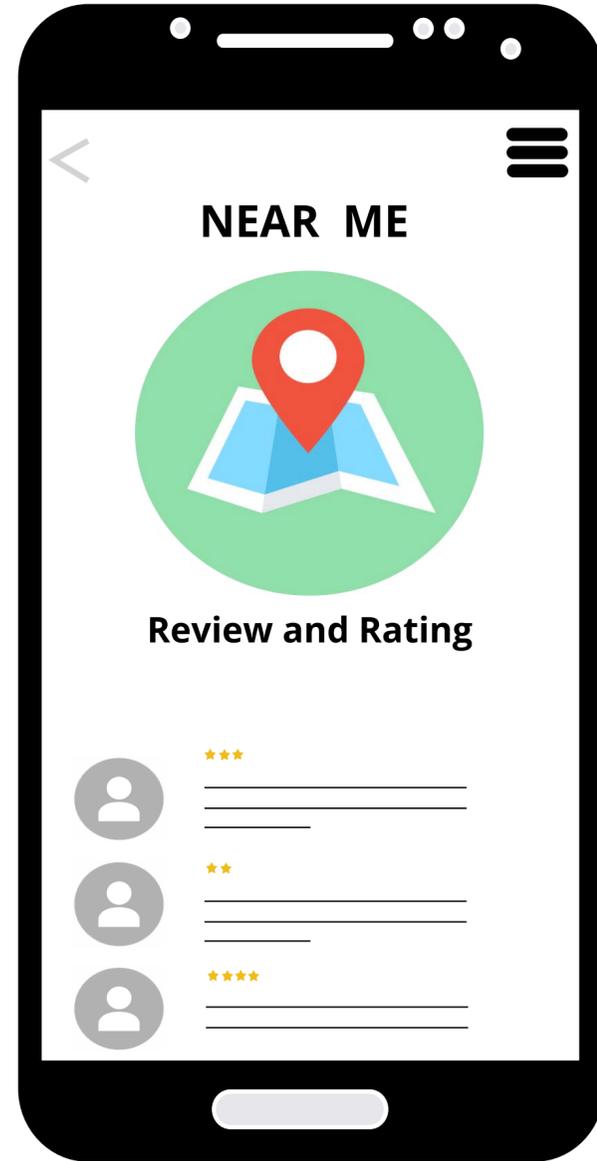
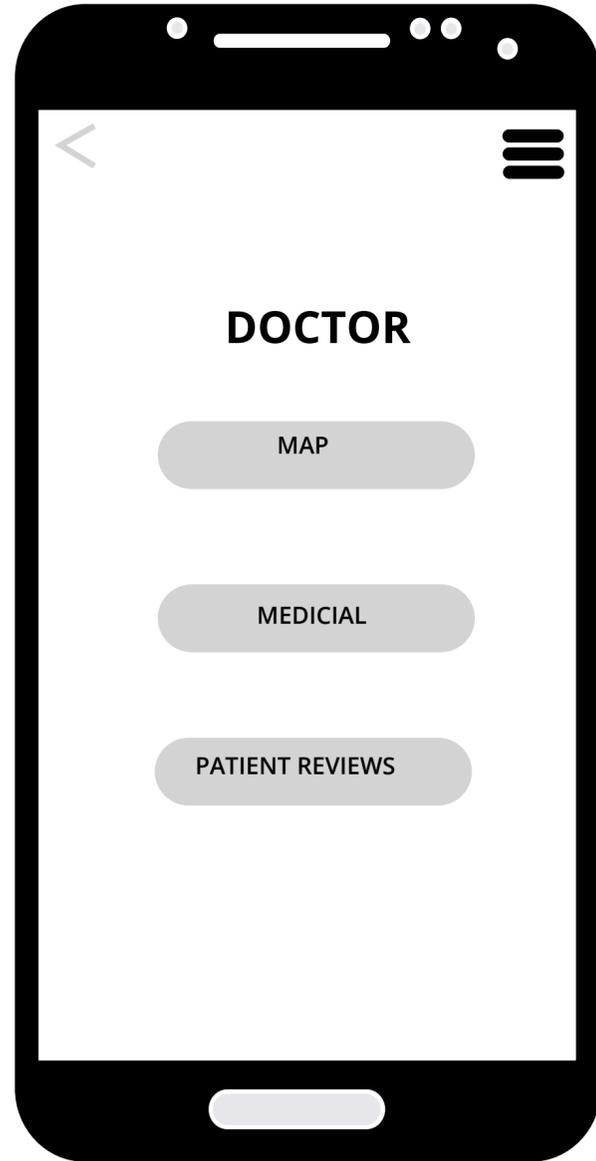


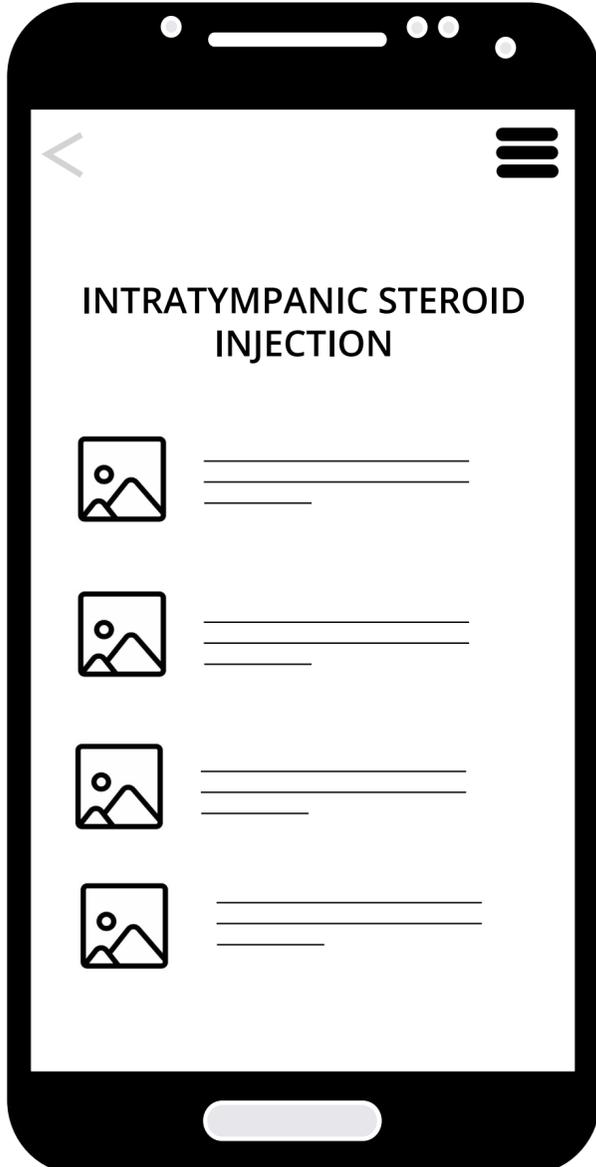
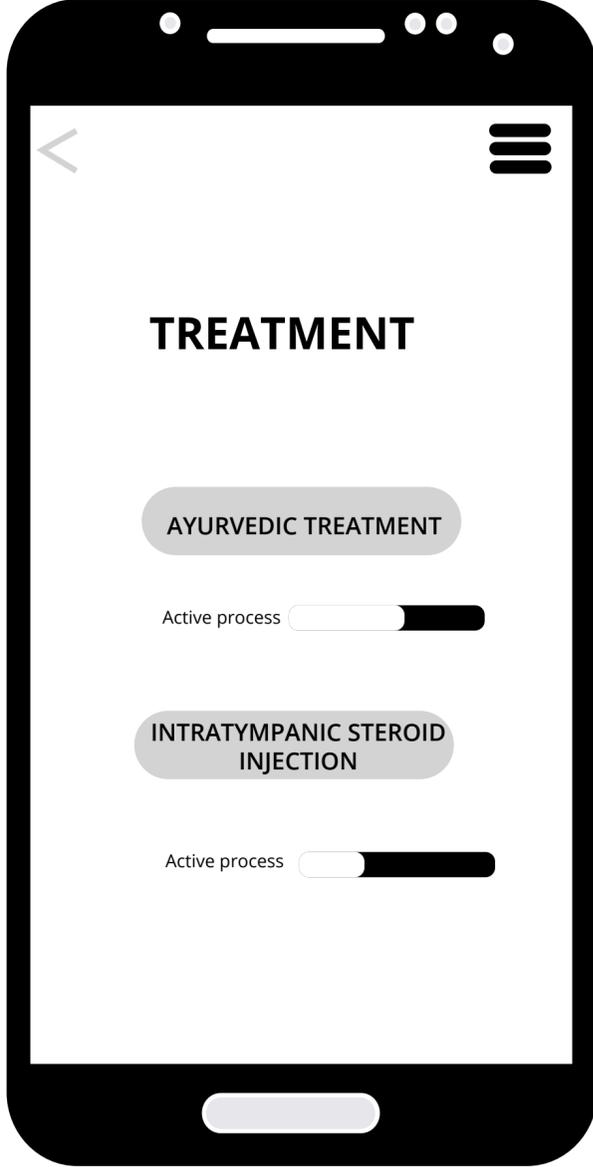
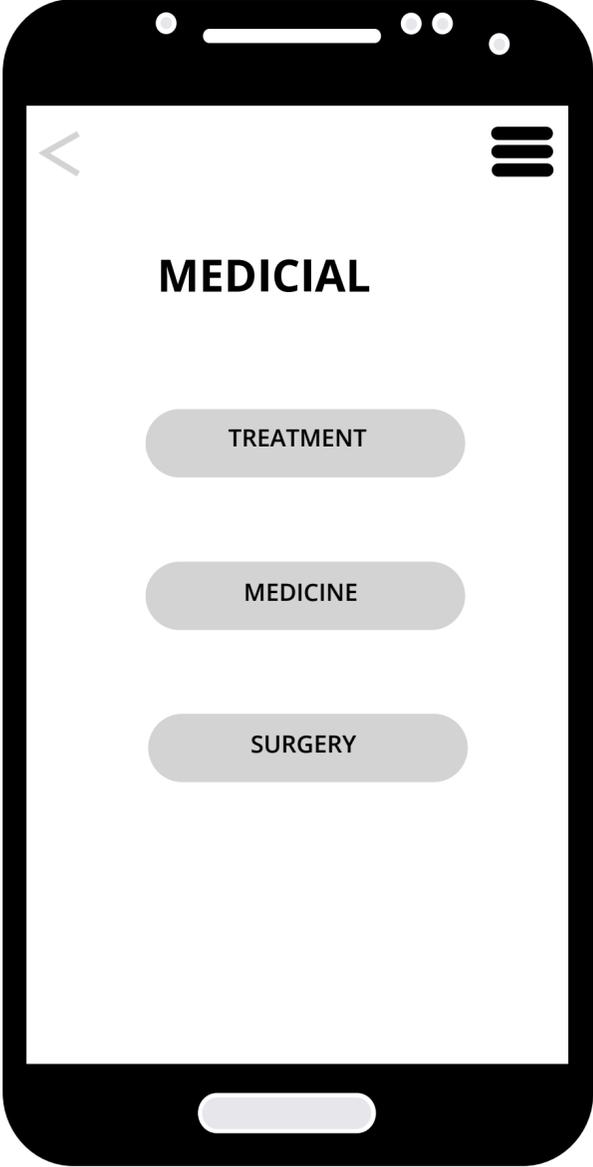


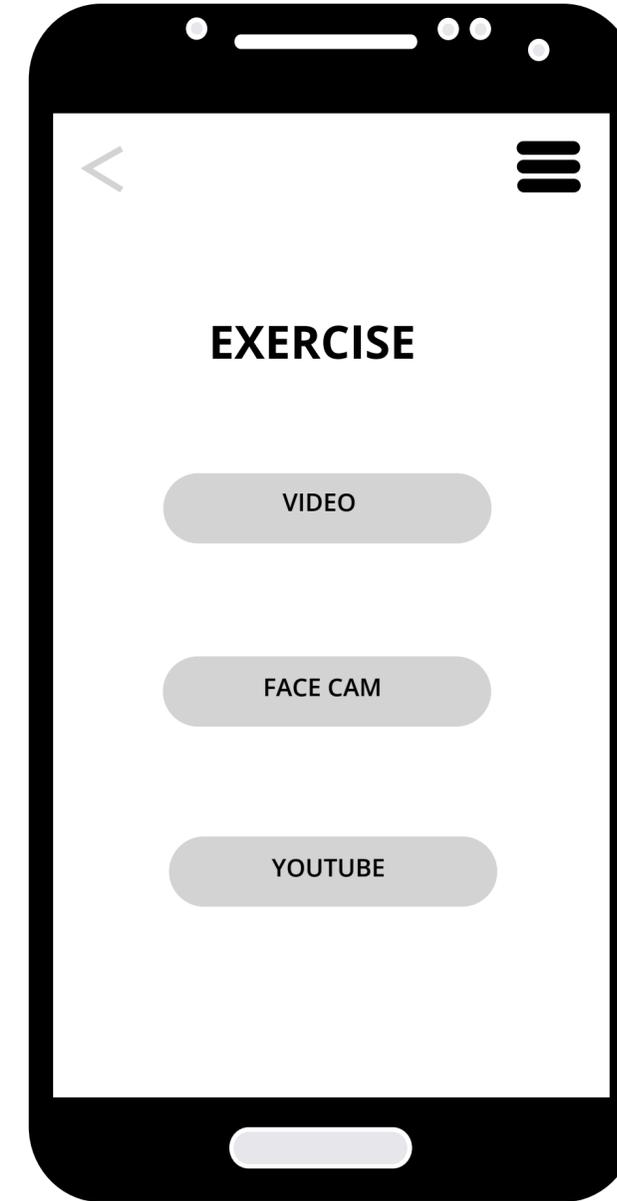
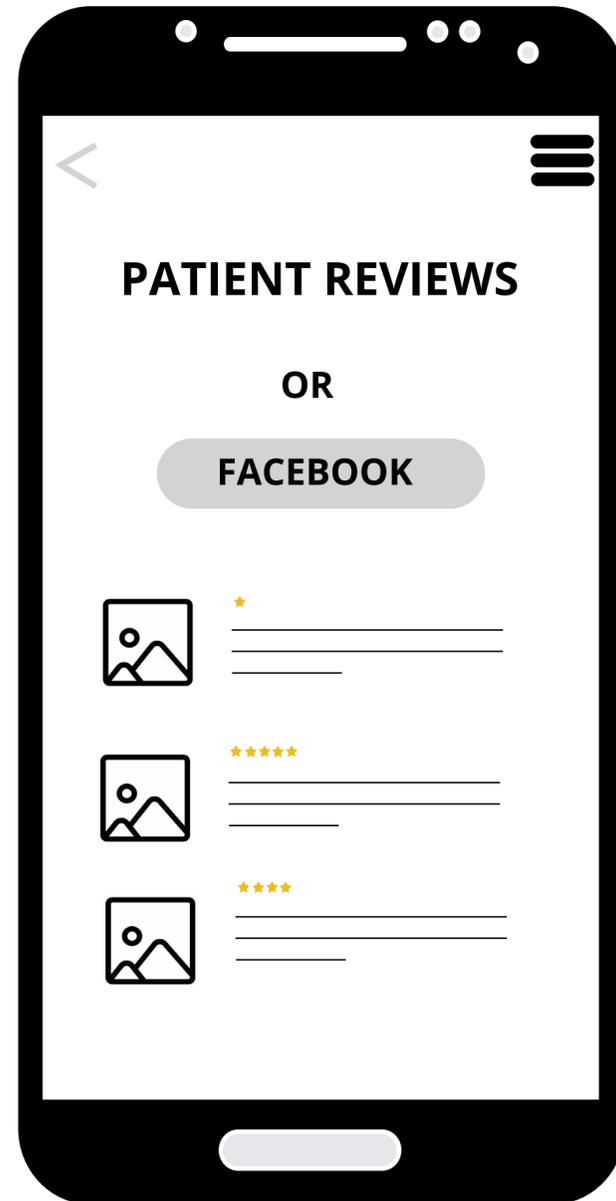
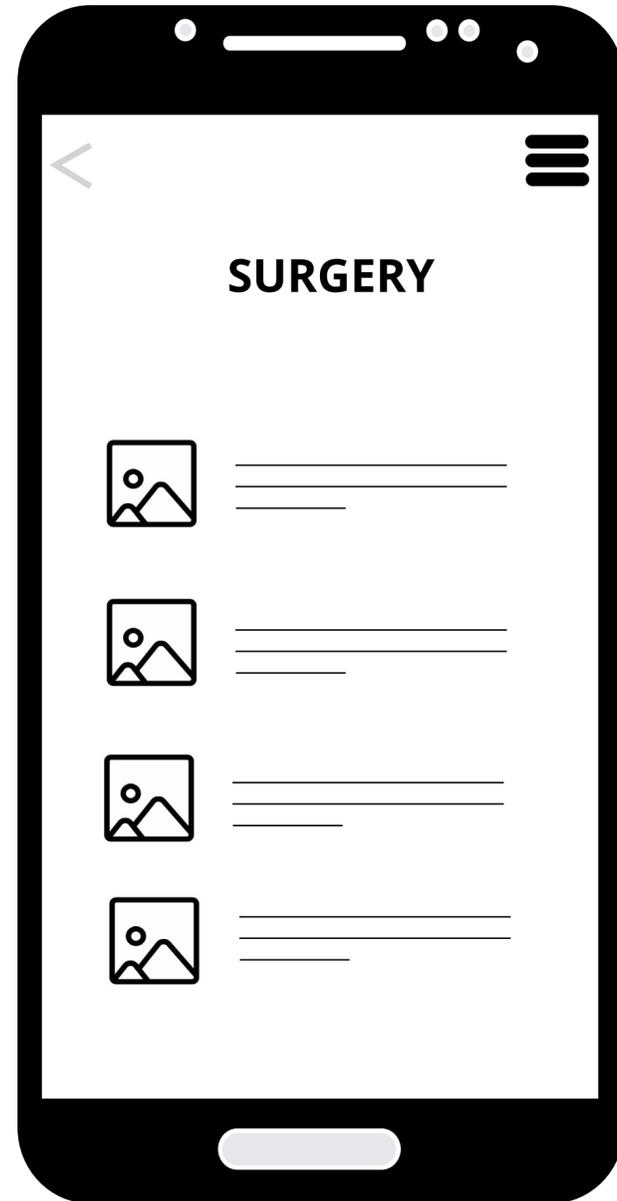
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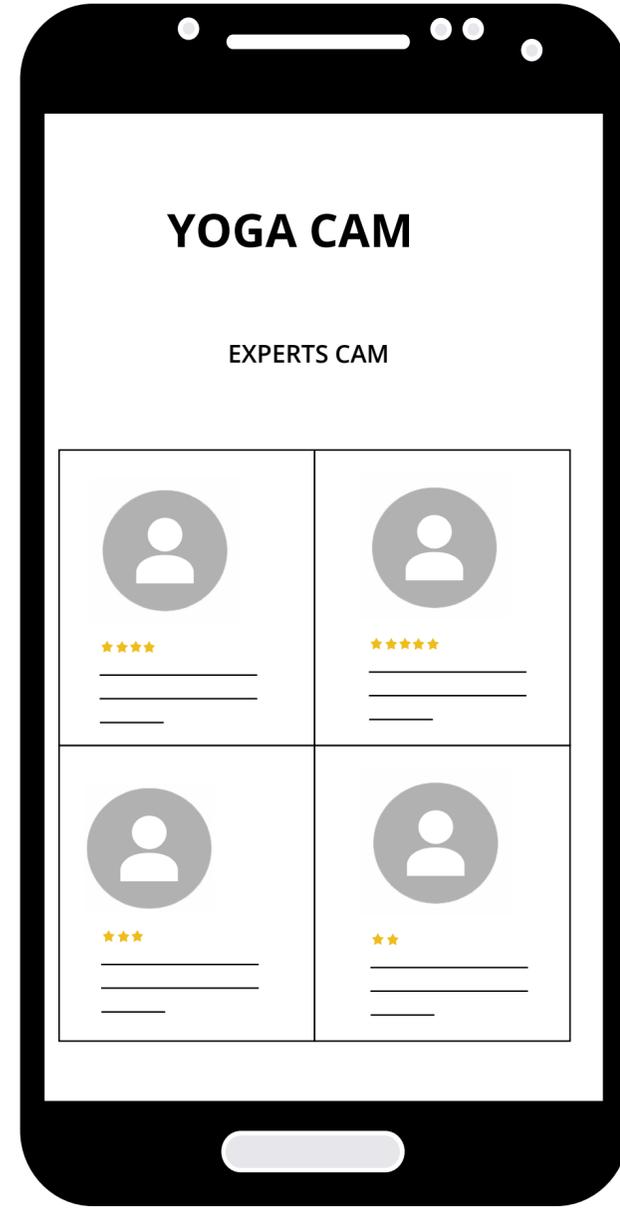
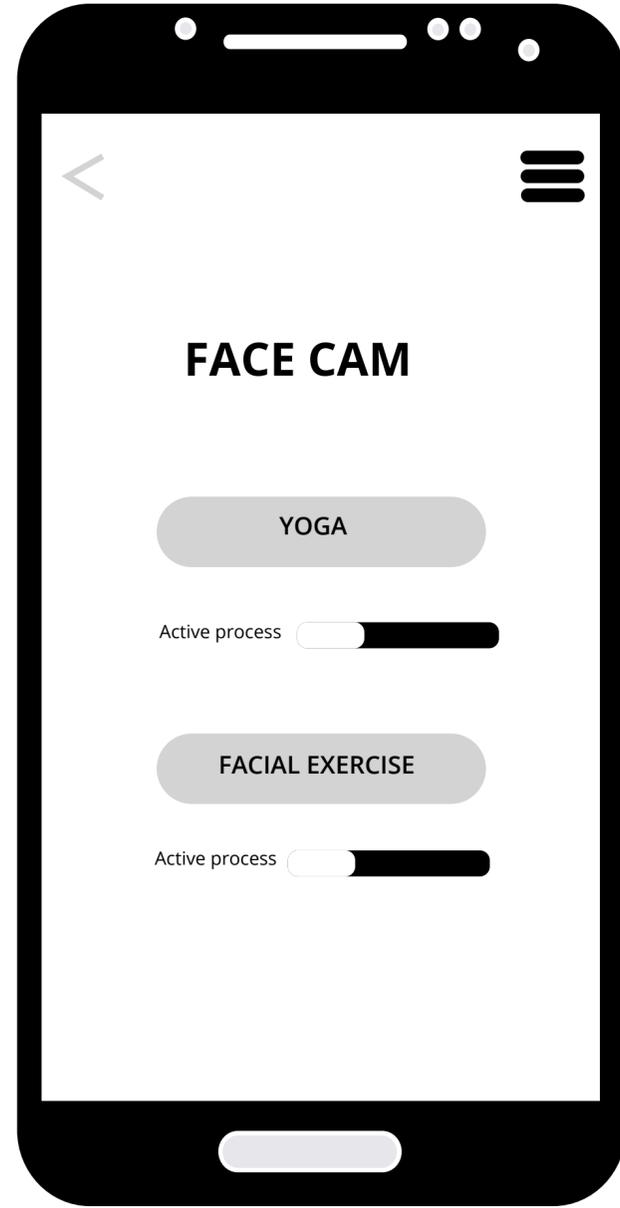
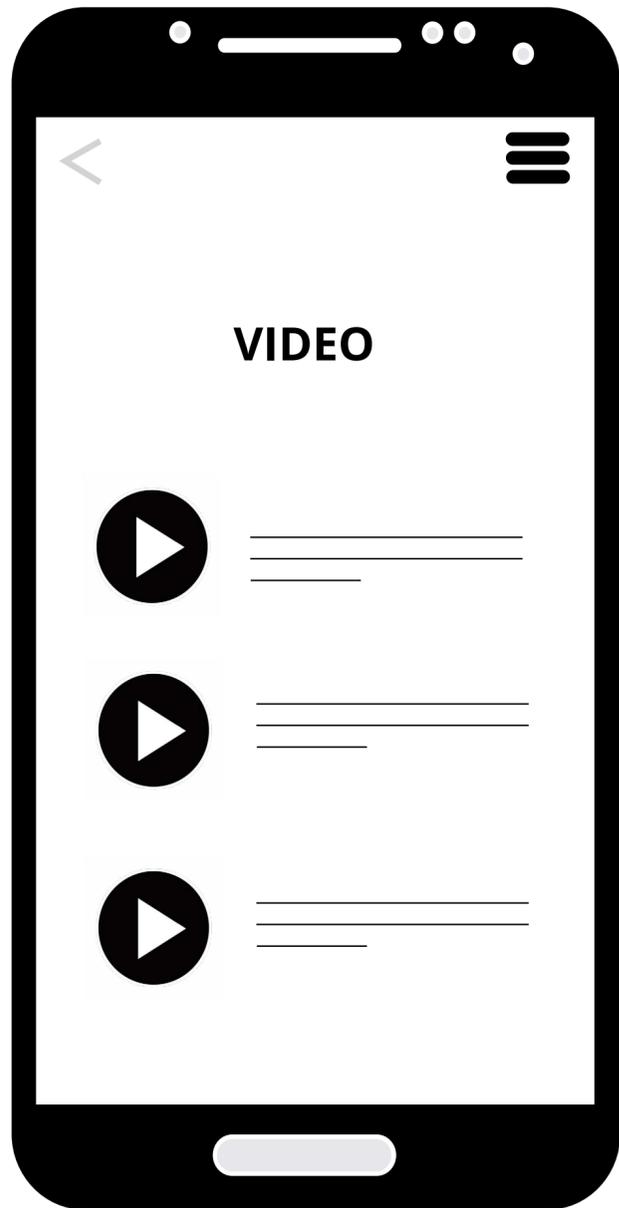


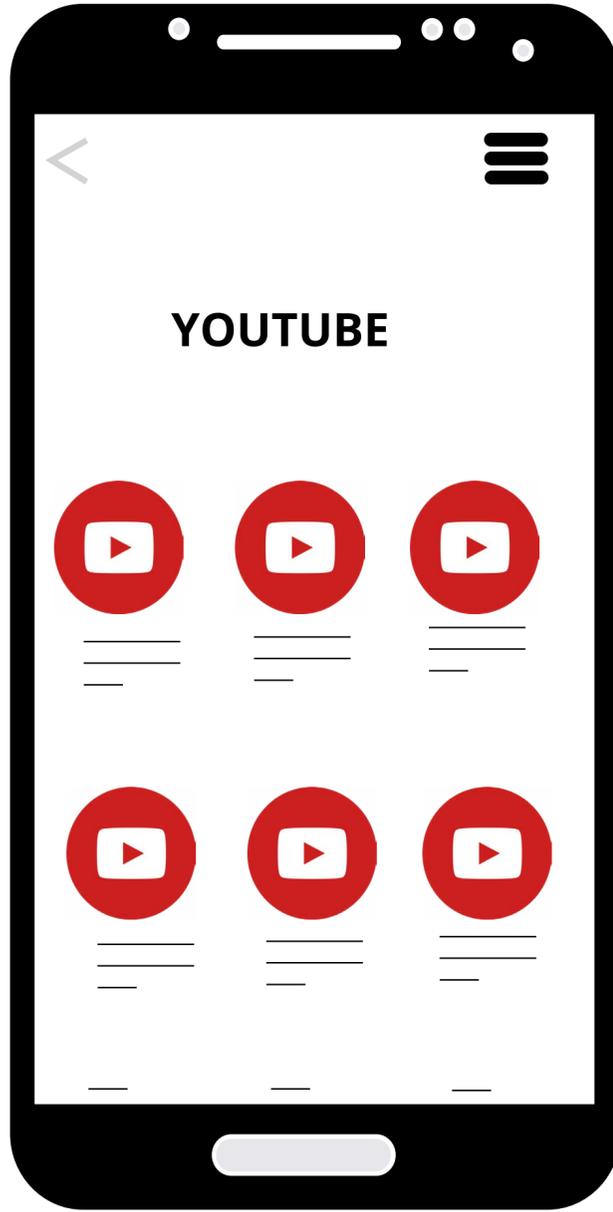
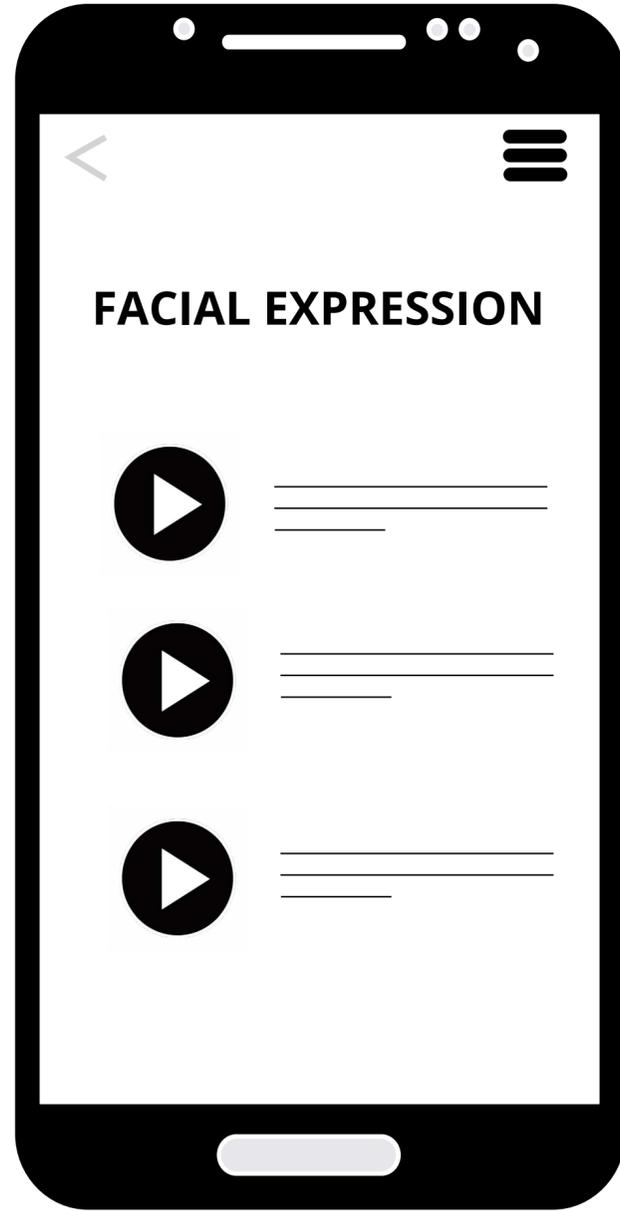


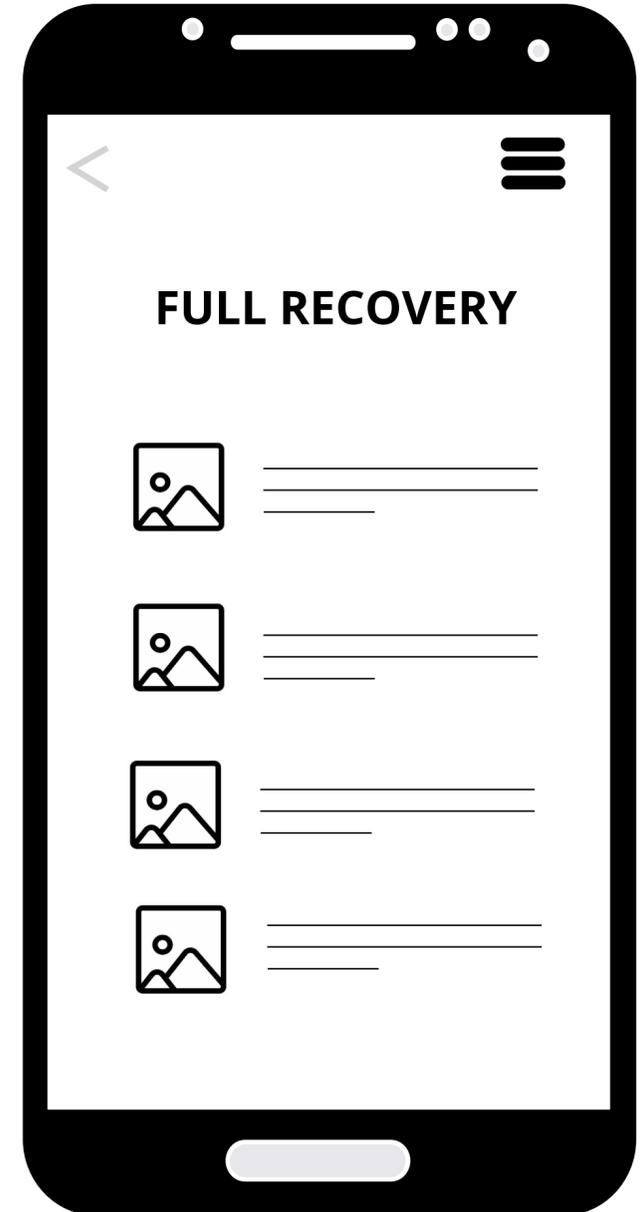
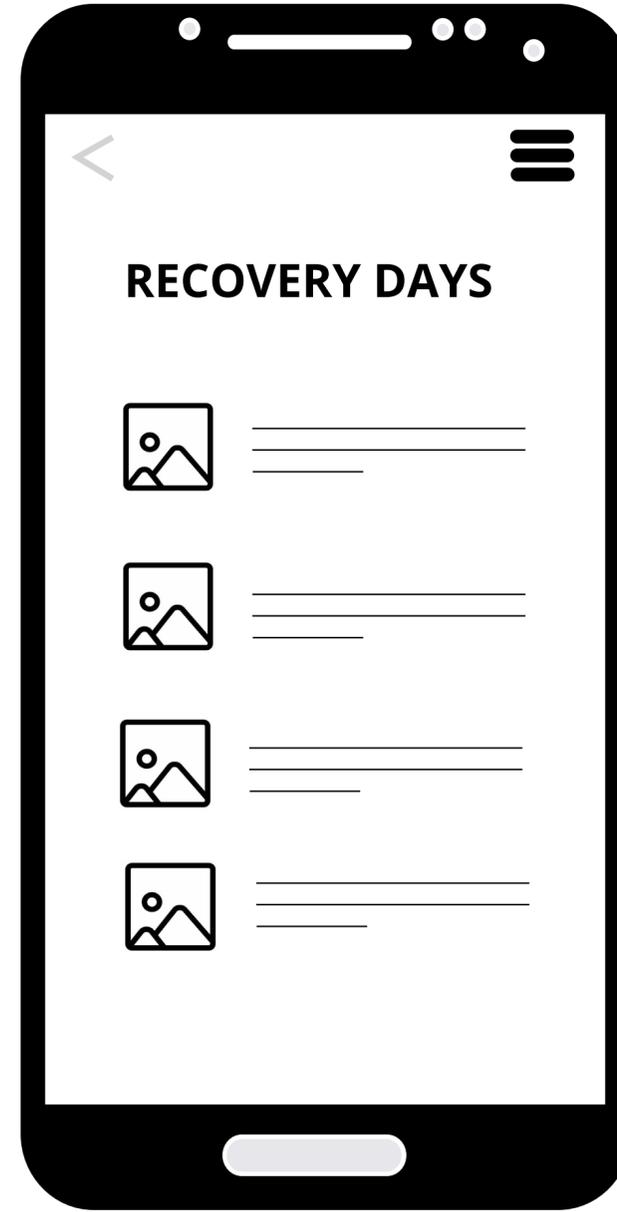
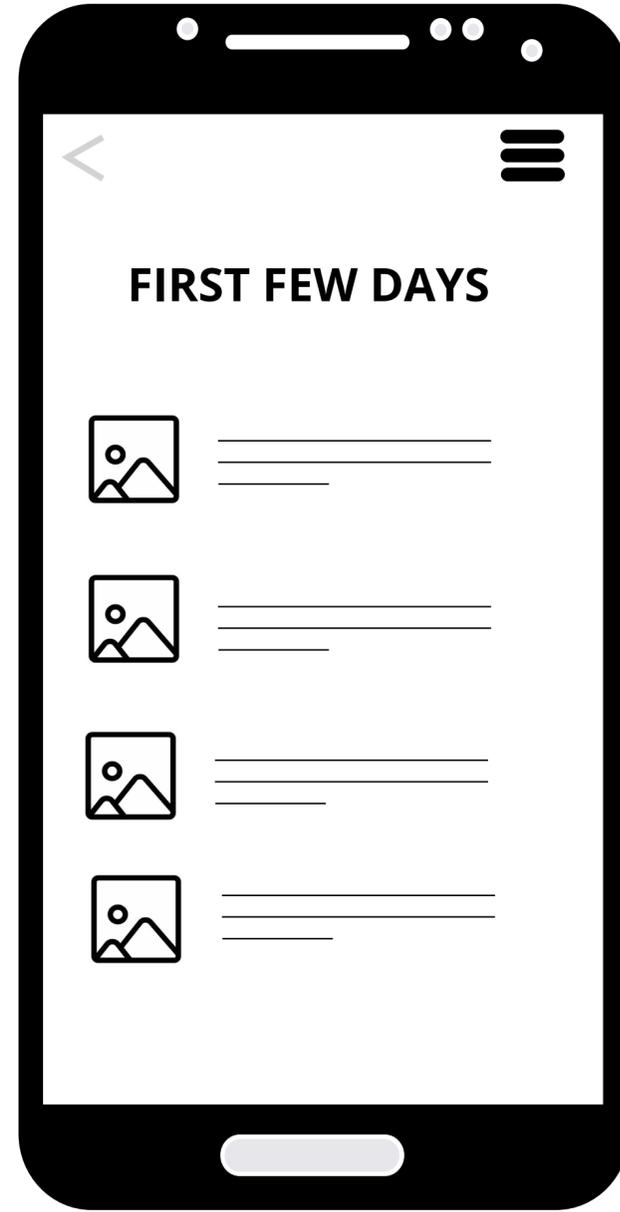
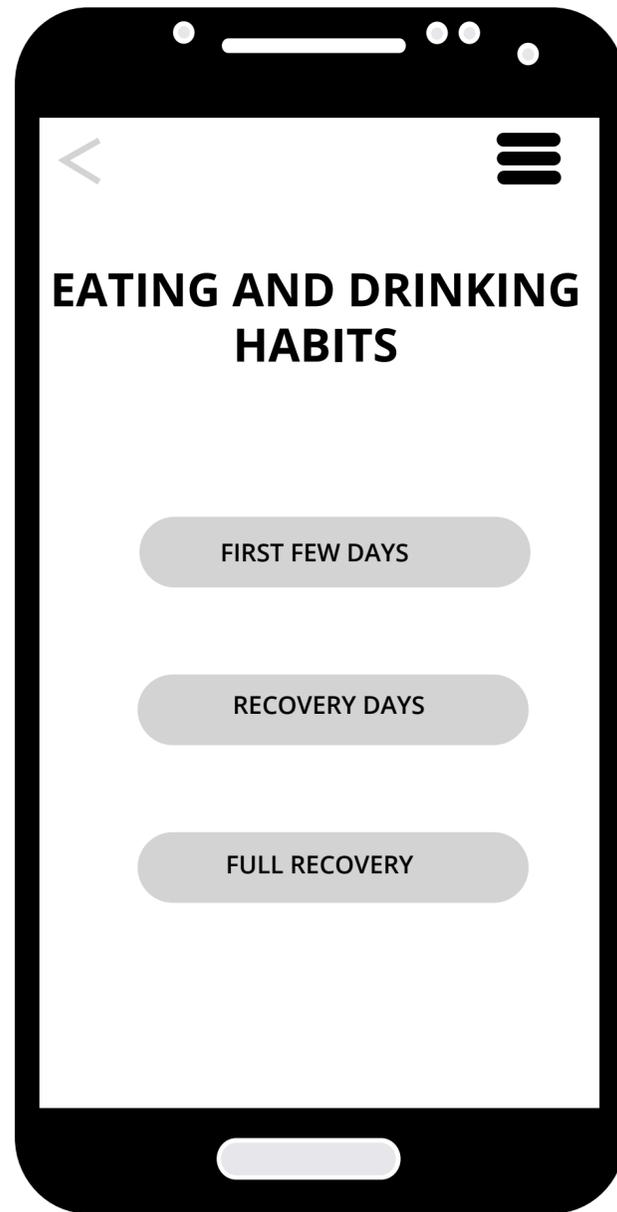


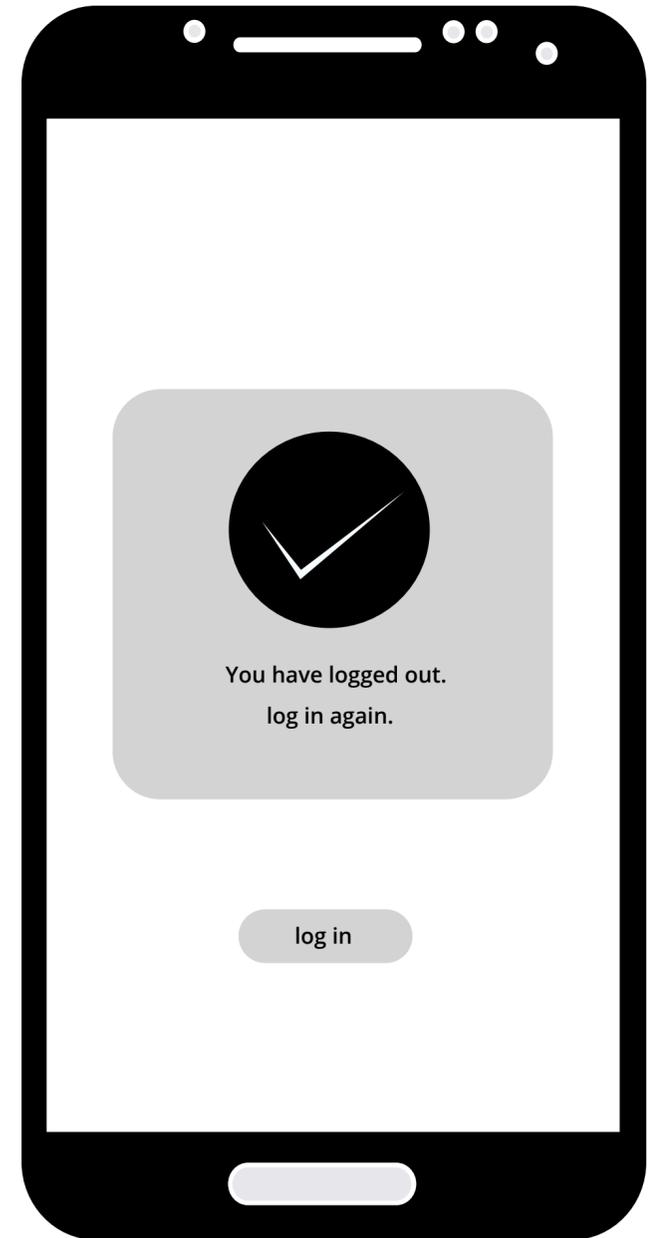
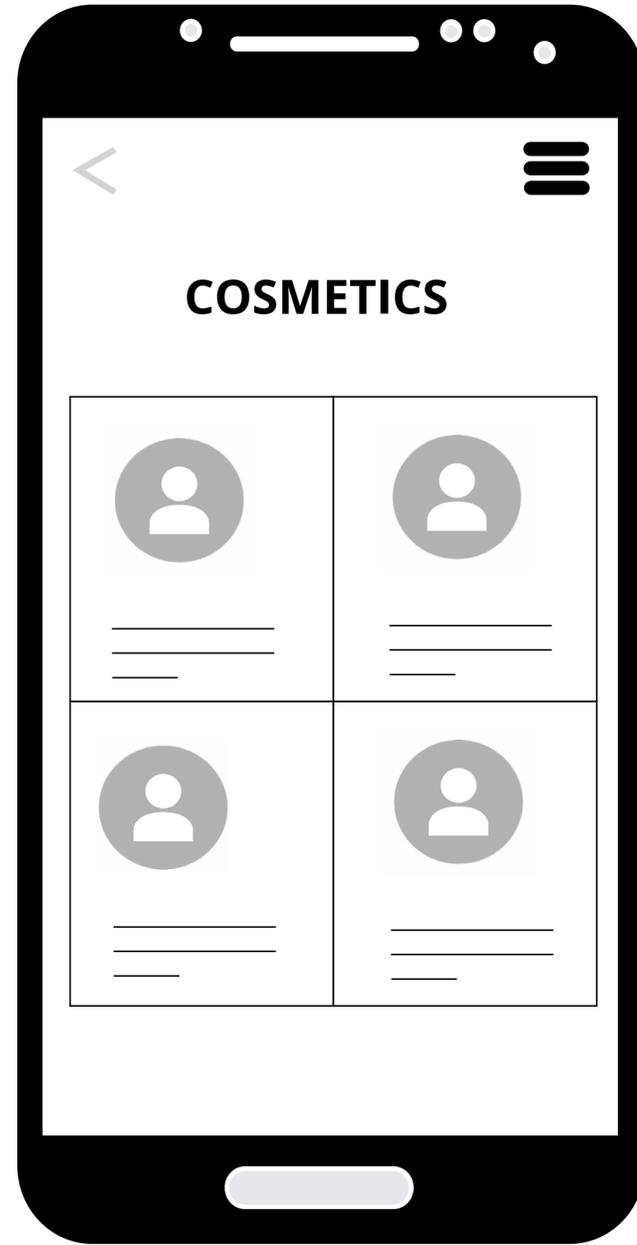
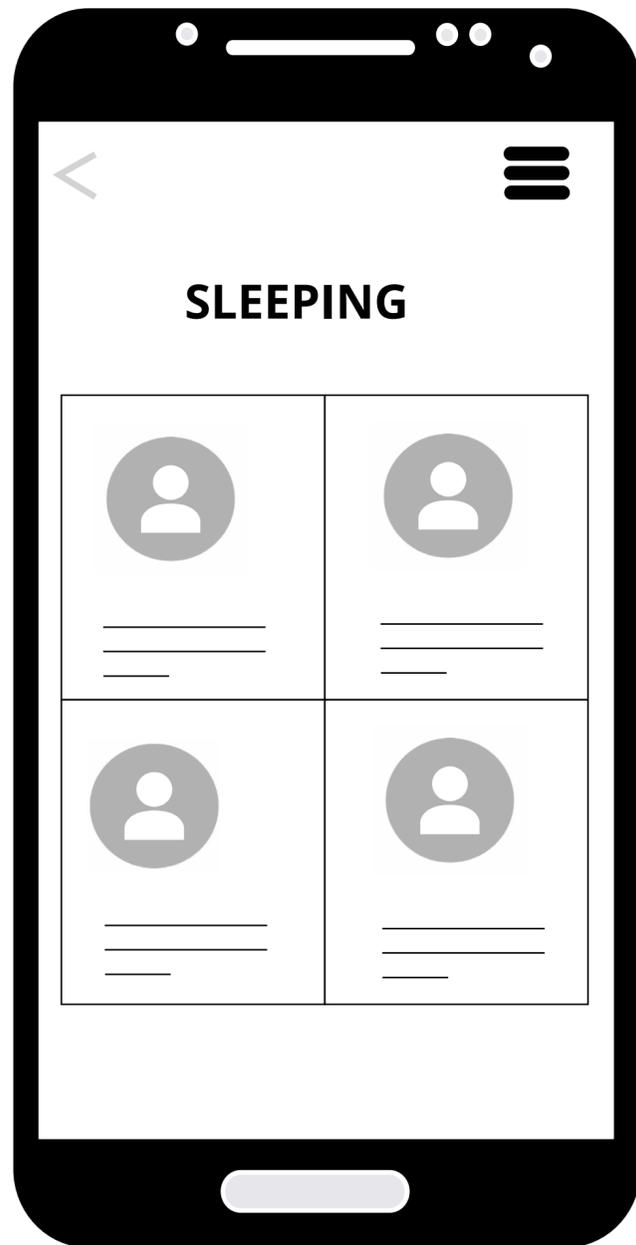




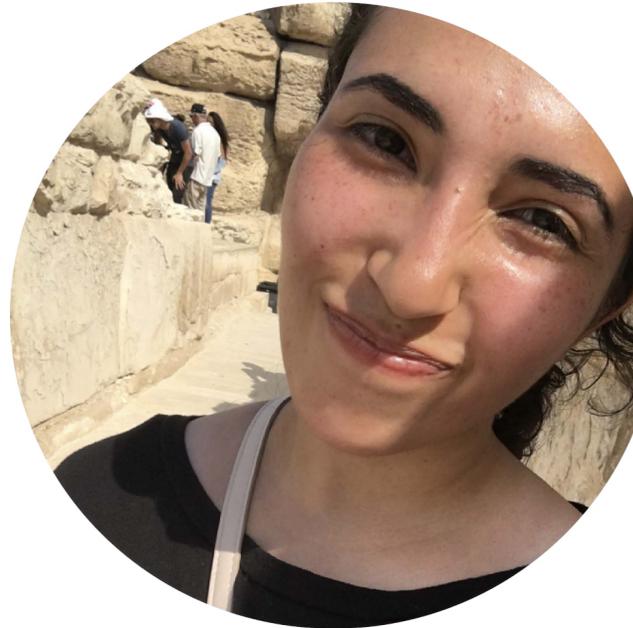








# User Tasks



## USER TEST ONE

**Yesmeen Mansour**

**Age: 21**

**SCAD Student**

### TASKS:

- Log in and Structure from the homepage, create a doctor team and add a task to routine for a weekly recovery.
- Add debit and credit cards for future benefits
- Add a responsibility to recover by checking up calender.

### OBSERVATIONS

- Was able to navigate through the account creation phase easily
- Hamburger menu worked perfectly, and through home screen person can log in through Gmail and Facebook.
- There are too many videos so that people can watch it and learned from it.

### FEEDBACK

- "I love the simplicity of the design and features worked perfectly."
- "It took a moment to understand the familiarize with the layout, but after that, it becomes easy to navigate."

### SUGGESTIONS

- There is no calendar. If you add the calendar on recovery that would be easy for those you are using your app.
- There should be notification or list under the calendar to show the timing, video, or cam exercise for those who are need to recover.



## USER TEST TWO

**Neha Arora**  
Age 30  
Makeup Artist

### TASKS:

- Create a new account
- From the homepage, and your friend's through facebook.
- Click the picture and do before and after the recovery.

### OBSERVATIONS

- Became frustrated when buttons did not click the first time, or back button stuck out.
- Quickly went through the account and smoothly go to other pages.
- Easy to go to the back button to return to the previous page.

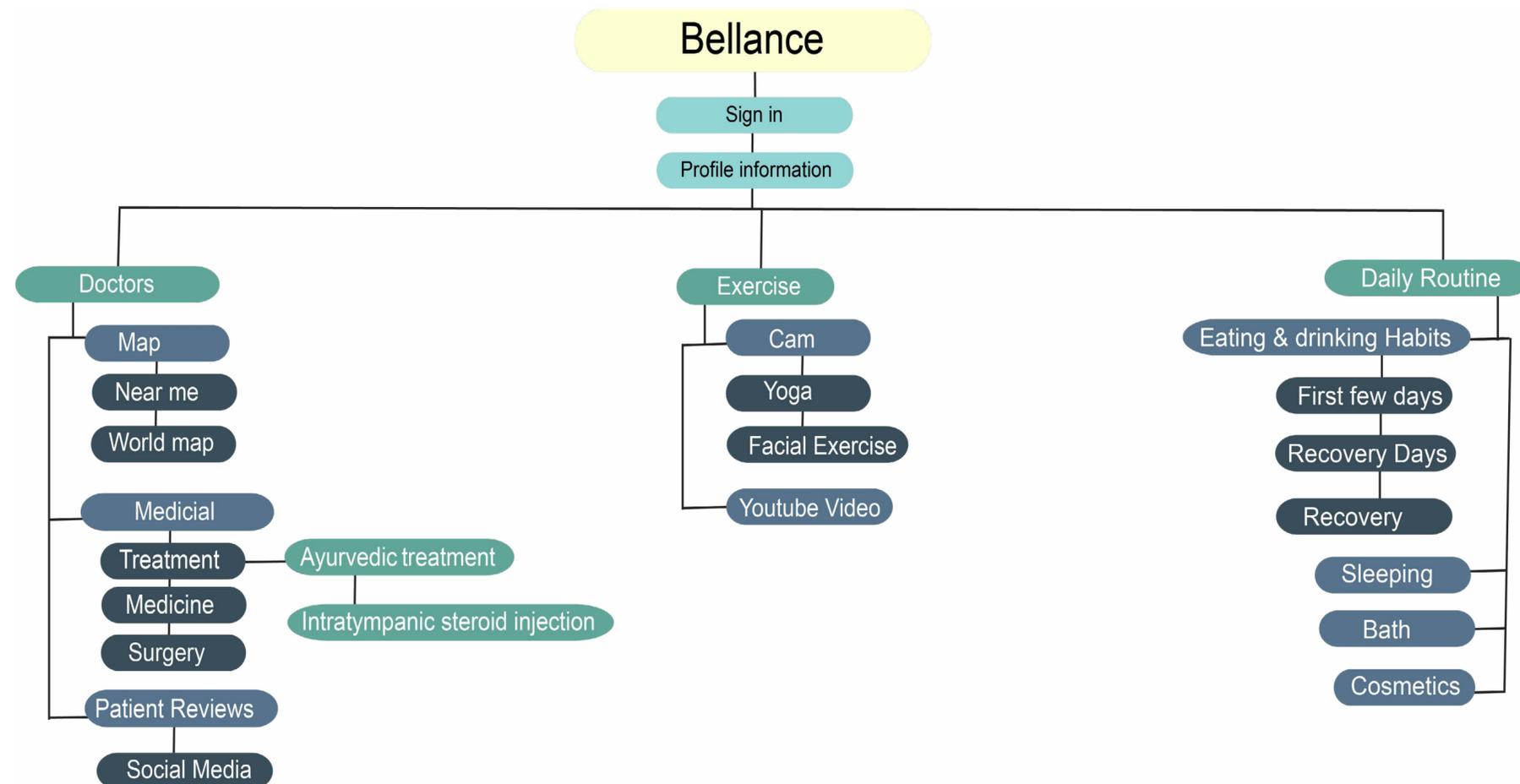
### FEEDBACK

- "Having the two main buttons in the navigation is nice as it keeps everything pretty simple."
- "Creating a new account, but I can see how it makes the app more customizable."

### SUGGESTIONS

- "I think you should reduce videos because you have already got youtube videos option."
- "On Bellance page add some link like " click it" because it looks like you didn't design anything for this app."

# Revised Information Architecture



Note:-

Removed the video sections.

Already had Youtube videos section..

# App design and Icon

The logo for Bellance features a large, stylized letter 'B' on the left. The top half of the 'B' is a dark blue-grey color, and the bottom half is a teal color. To the right of the 'B', the word 'ellance' is written in a dark blue-grey, sans-serif font.

