

## APP for Disabled People

### -- Ride the "Barrier-free Train" in the Smart Era

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#### Abstract

The APP is expected to have "six functions" when it is launched, that is, matching function, monitoring function, linkage function, mall function, information function and social function, so as to establish a diversified and multi-level operation model based on accurate matching. In addition, this APP aims to build a high-quality APP for the disabled through health testing, linkage APP, shopping mall trading, policy consultation and experience exchange. Our high-quality products and services enable many disabled people to embrace themselves, embrace the society and enjoy life better.

#### Keywords

Disabled youth, information Barrier-free, APP, Smart life.

#### 1. Introduction

Currently, there are about 85 million disabled people in China [1]. The Decision of the CPC Central Committee and The State Council on Winning the Battle against Poverty clearly states that efforts should be made to strengthen rehabilitation projects, special education, skill training, care services and the development and implementation of daily necessities for disabled people. It can be said that this provides an excellent opportunity for the majority of enterprises to carry out electronic disability assistance.

Compared with other apps, the number of apps for the disabled is very small, and only some apps have the disadvantages of poor coverage, lack of comprehensive functions, and cannot be linked with other mobile apps.

The main reason for the above situation is that there is a huge difference in the operation mode between APP for the disabled and ordinary APP. Besides, ordinary APP aims at profit, APP for the disabled has no economic income, which leads to the lack of maintenance and upgrade of APP for the disabled. Unable to integrate the lives of disabled people into society.

In response to the above problems, we put forward the APP "Love You No Harm" to solve the problems of other apps for disabled people, such as incompatibility, in universality, less maintenance and difficulty in upgrading, so as to help the lives of disabled people.

Market analysis [2]: Although there are not many disabled people in our daily life, the number of disabled people in our country is not many, and there is not enough software to help them. There are also quite a few manufacturers have products that can help the disabled but suffer from no sales channels. This product can fully absorb disabled users to cooperate with manufacturers to earn a certain amount of advertising costs. In addition, it can bring some funds through cooperation with the government.

There are still groups of disabled people in society that we do not know about, and many of us have only seen them in movies and TV dramas. Therefore, they and their families have suffered the pain that we do not know about, and some of them have lost their wealth or suffered discrimination in society. Therefore, they are in urgent need of help from the government and society. For some reason they don't have access to government-subsidized information, which makes some of the features of this product particularly important. This product can help people with disabilities obtain the rights and benefits given by the government and society, and also help them better integrate into the society.

Through the preliminary market survey, we can know that there are many disabled people or families with disabled people in urgent need of a software that can help them better integrate into the society. What they need for daily life, real-time monitoring of their health, communication with other patients and understanding of relevant national policies are all functions they are looking forward to.

We expect to extend the user object target to the disabled nationwide. The functions that can be realized in the preliminary design will be used by users. Later, we expect to develop new functions when the fund is sufficient and the number of users is sufficient, so that old users can continue to use this product and attract new users.

Advantage:

This product can update relevant policies issued by the state and government for users in real time to protect the rights and interests of disabled people to the greatest extent.

It can provide sufficient services for users with various types of disabilities. For example, users can buy daily necessities that they can rest assured through this product.

Strong linkage, linkage with wechat, Alipay and navigation software to enhance practicability.

Wide coverage, not only for disabled people in one area, but to expand the scope to the whole country.

Defect:

As new products, many ideas require lengthy negotiations with other established software companies.

The team was inexperienced and unprepared for many aspects of software operation.

The early stage of the product requires a lot of publicity costs, unable to achieve timely profit.

Opportunities:

(1) The national government has issued relevant policies concerning the disabled and supported the promotion of the disability work.

(2) At present, there are not many apps related to the disabled in the Chinese market, and the competition pressure is small, so there are many functions that can improve the APP.

(3) Sufficient innovation points to attract advertisers' investment.

The challenges:

(1) As the new product does not have sufficient source of users, potential users may distrust the product and refuse to use it.

(2) The new type of APP has no similar products to emulate, so it cannot test the market situation and blindly move forward.

(3) When negotiating with other platforms, there may be problems of different sizes that cannot be solved.

## 2. Product features and services

The APP is expected to have "six functions" [3] when it is launched, namely, matching function, monitoring function, linkage function, mall function, information function and social function,

and establish a diversified and multi-level operation model based on accurate matching. As shown in Figure 1:

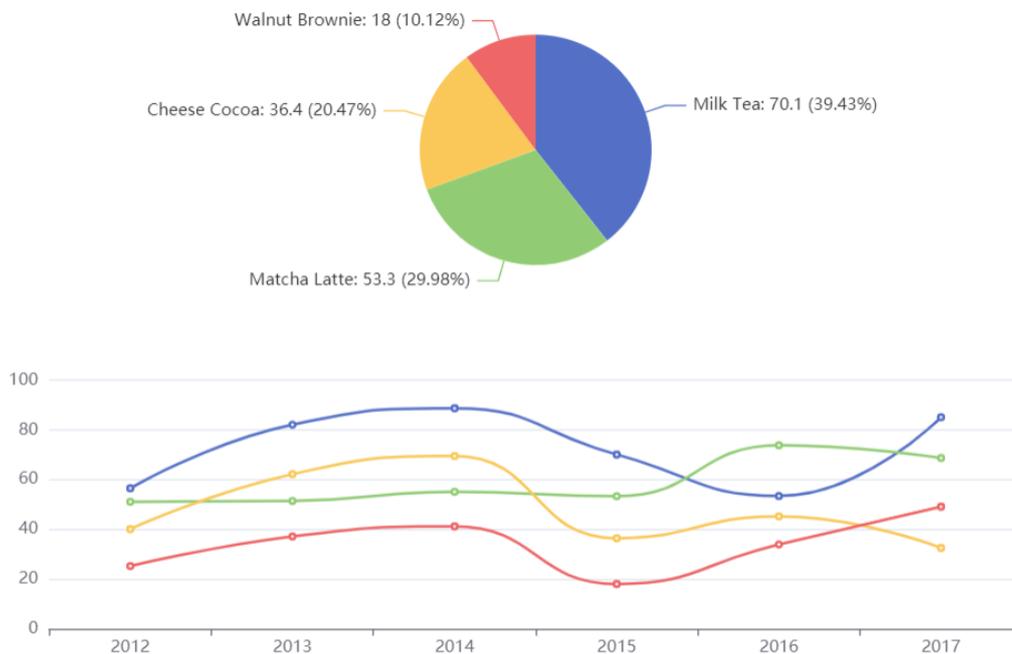


Figure.1 Product function diagram

### 2.1. Matching function - matching the types of people with disabilities [4] to provide accurate services

At present, there are few precision aid apps in the market. Compared with ordinary apps, the Love You No Harm APP has the following advantages:

The match is accurate. Different people with disabilities may have different types of disabilities. We will select five types of disabilities through our friends and relatives, including deafness, deafness, blindness, physical disability and intellectual disability, and provide them with different targeted services for disability. For example, for the visually impaired, the APP will provide voice services, providing real-time services to users through their language.

Low cost. Compared with other apps that need to provide offline services, Love You No Harm APP will provide accurate services by identifying the types of disabilities, and can provide relevant services without offline, greatly reducing the relevant operating costs.

It is not limited by territory. Traditional apps for the disabled are limited to local resources, and some people with disabilities in other places cannot enjoy the services, which greatly reduces the efficiency of the disabled. The APP is free from regional restrictions and provides local affairs for the disabled with one click through GPS positioning.

Therefore, the APP breaks geographical restrictions through resource integration and precise matching, so that the disabled can enjoy accurate services and low-cost one-click service.

### 2.2. Detection function - real time monitoring of the health indicators of the disabled

By connecting to the bracelet, the disabled person and their family can get a clear picture of the user's health status, and the family can know their location in real time through the GPS function. The APP also has fall detection, which notifies the user's family of the location of the fall and their current health status when the user falls. The APP also has a health management system: it records users' physical conditions 24 hours a day through smart bracelet, health scale

and other hardware devices, and provides users with health conditions and analysis suggestions through data storage and analysis of the background cloud server.

### **2.3. Linkage function -- linkage of major apps to achieve one-click agency**

At present, it is difficult for us to deal with a lot of things on the same APP, which greatly reduces the efficiency of work, even for ordinary people, let alone some disabled people. Therefore, it is very urgent to link all the major apps and realize the one-click service. By cooperating with major APP platforms and setting a one-button agent on the home page interface, the APP has solved the problems of difficulty and low efficiency for the disabled. At the same time, it has increased the traffic of major apps and provided income for the APP platform.

### **2.4. Mall function -- part of the APP ecosystem**

As a scientific and technological innovation project in the era of Internet economy, the distance between the project and consumers should be infinitely narrowed rather than stand in opposition. In the long run, the continuous development of the APP should require the participation of more stakeholders, such as the participation of other brands of handicap and relevant government departments of handicap, etc. They should join hands to establish a value equilibrium, so as to ensure the stability and value of the entire ecosystem. The function of this mall is divided into two parts. One part is the store of the handicap brand. The handicap brand can display and sell its own devices through its store, and the disabled can choose their own devices through the stores of the handicap brand, so as to provide the disabled with guaranteed quality services. The other part of the shopping mall built for the APP will cooperate with other brands for the disabled to sell joint devices or independent brands of devices created by the APP.

### **2.5. Information function -- keep abreast of national and local policies on the disabled**

People with disabilities have relatively limited access to information, let alone policy information related to disability. According to users' GPS positioning information, the APP will provide users with relevant regional policy information and national policy information for the disabled, and provide policy news push for the disabled. It will also use relevant customer service to interpret the policy, so that the disabled can understand the relevant policies without leaving their homes, and obtain printed subsidies for the disabled. In addition to providing relevant policy information, the APP will also provide users with a news feed, so that people with disabilities can learn about national affairs and enrich their lives.

### **2.6. Social function -- Experience exchange and sharing for people with disabilities**

The social way in the Internet era is being redefined. The integrated social way of UGC, PGC and PUGC is being more and more applied to various apps. In particular, the social way of PUGC can establish several divergent relationships for Apps and greatly enhance the customer loyalty of Apps. The social function of this APP is mainly divided into three parts: First, it has accurately matched the social interaction of people with similar disabilities. They can know each other's disabled status by asking each other, and provide exercise and rehabilitation experience. Second, related disability brands can conduct self-marketing in the social system to show the functions, features and cases of the products to the disabled, promote their own brands, so that the disabled and the devices can be more accurately matched. Third, disabled people can use the social system for rehabilitation and exercise. While playing a role of mutual supervision, they can record their rehabilitation and exercise process, and make more experienced friends through sharing.

### 3. Project Outlook

In the initial stage, we will actively establish interfaces with other apps, contact government departments to do a good job of localization adaptation, with Huainan as the center, covering the whole city of Huainan, to help the disabled community in Huainan.

In the middle stage, constantly optimize the application logic of APP, and make the UI of Love version (large characters, simple mode) well. The coverage has been actively expanded to cover Anhui Province.

The ultimate goal is to enrich the software functions, develop offline outlets, and make it cover the entire territory of China, so as to become a well-known APP for the disabled and provide help for the disabled.

#### 3.1. Risk analysis and preventive measures

##### 3.1.1. Technical risk

For any product, opportunities and risks always coexist. Our team will seize opportunities and meet challenges in time. In line with the current domestic development situation and the living conditions of the disabled, our team developed the APP "Love You No Harm", which has comprehensive functions and strong performance, providing great help to the disabled people in their normal life. However, the product has a small audience and low popularity, which makes it difficult to open the market quickly. Therefore, it provides timely and convenient services for many disabled people. They are worried that they will be eliminated due to their low popularity in the fierce market competition.

##### 3.1.2. Plan to avoid

Our team plans to use the following points to enhance product popularity based on the development of a certain city in the early stage.

Arrange some people to post leaflets in urban communities and communities to spread their influence.

Contact local media and place appropriate advertisements on TV and media platforms.

Contact the local Red Cross Society and volunteer assistance teams for the disabled, inform the disabled people I know well, and spread the influence.

#### 3.2. Financial risk and avoidance plan

##### 3.2.1. Financial management system risk

The appropriate financial management system of a team is very important, a team of appropriate financial management system is very important. Because of the excessive financial management requirements, personnel allocation, and overly complicated process system, it will not promote the development of the business and the improvement of management, but may lead to the aversion and conflict of the business department, affecting the development of the business. At the same time, due to the overall management level is not matched, the implementation is often formalized, but also hit the enthusiasm of financial personnel, cultivate bad work habits.

##### 3.2.2. Plan to avoid

Huang Xinyu is in charge of financial management in this team.

Develop cash warning indicators and supervise them in real time.

Properly handle the funds, ensure the core advantages of the organization, and simplify the use of funds for other departments.

Introduce accounting firms to supervise and control the financial situation of the organization in the later stage, and obtain funding sources through loans, investments and other means.

### 3.3. Speed of development and capital raising risk and avoidance plan

#### 3.3.1. Speed of development and capital raising risks

Due to the low visibility of this product in the early stage, the development speed will be restricted. Under the effect of the above several implementation measures, the product has become popular. In view of the excellent performance of this product and the condition of partial public welfare, it will have a brighter future. In addition, due to the low visibility of this product in the early stage, it is difficult to attract large investment, and there may be difficulties in capital flow.

#### 3.3.2. Plan to avoid

Broaden funding sources:

Government purchases, such as community services;

Domestic fund project allocations;

International foundation grants, such as the Bill Gates Foundation. These foundations have high requirements and relatively little support for international projects;

Borrow loans from banks when there is a shortage of capital chain

## 4. Conclusion

At present, a common problem in many public welfare teams in China is a lack of risk awareness, or a lack of attention to risk management, or an immature capacity for risk management. Most organizations and enterprises only passively took some remedial measures after the crisis occurred, resulting in huge losses. The Organization will establish a risk early warning system to analyze, evaluate, infer and forecast risks, send out warning information in advance according to the degree of risks, and remind venture capital decision makers to be alert to various risks [5], take measures to prevent risks, and strive to reduce the losses caused by risks to the minimum and pursue the high-speed and long-term development of the organization to the maximum extent.

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