Competitive Analysis Autonomy Dementia Support

By: Joel Yeow

Table of Contents

1.1 Introduction:

Dementia is a wide known disease affecting the elderly. According to (NHS.uk, 2020), the symptoms of dementia range from memory loss, reduced reasoning, concentration difficulty, confusion and etc. The goal of this project is to leverage technology to help the elderly become more independent and reduce the need for a caregiver to be physically present. This project combines sensors/artifacts and an app to allow the caregiver to monitor the elderly remotely to make sure they are safe and be able to live freely.

1.2 Review of Software:

AngelSense –

AngelSense was selected because of the vast experience the company has for tracking products for children and the elderly. Both the founders of the software had a goal in mind to protect this two vulnerable age groups. Their common passion was to create products that would keep these age groups safe. Hence, their products are known industry wide for the quality and value it provides. This corroborates the reason why this software was chosen for review because of its quality, strong testimonials, and experience in creating products for safety and independence especially for the elderly.

Link: https://www.angelsense.com/dementia-gps-tracker/

iTraq -

iTraq was selected as the secondary software to be reviewed because of its modern use of technology for its products. This software has been reviewed by many top business and media firms because of its specialists products for the elderly with dementia. The good reviews of the quality of products by many consumers are also another reason this software was chosen.
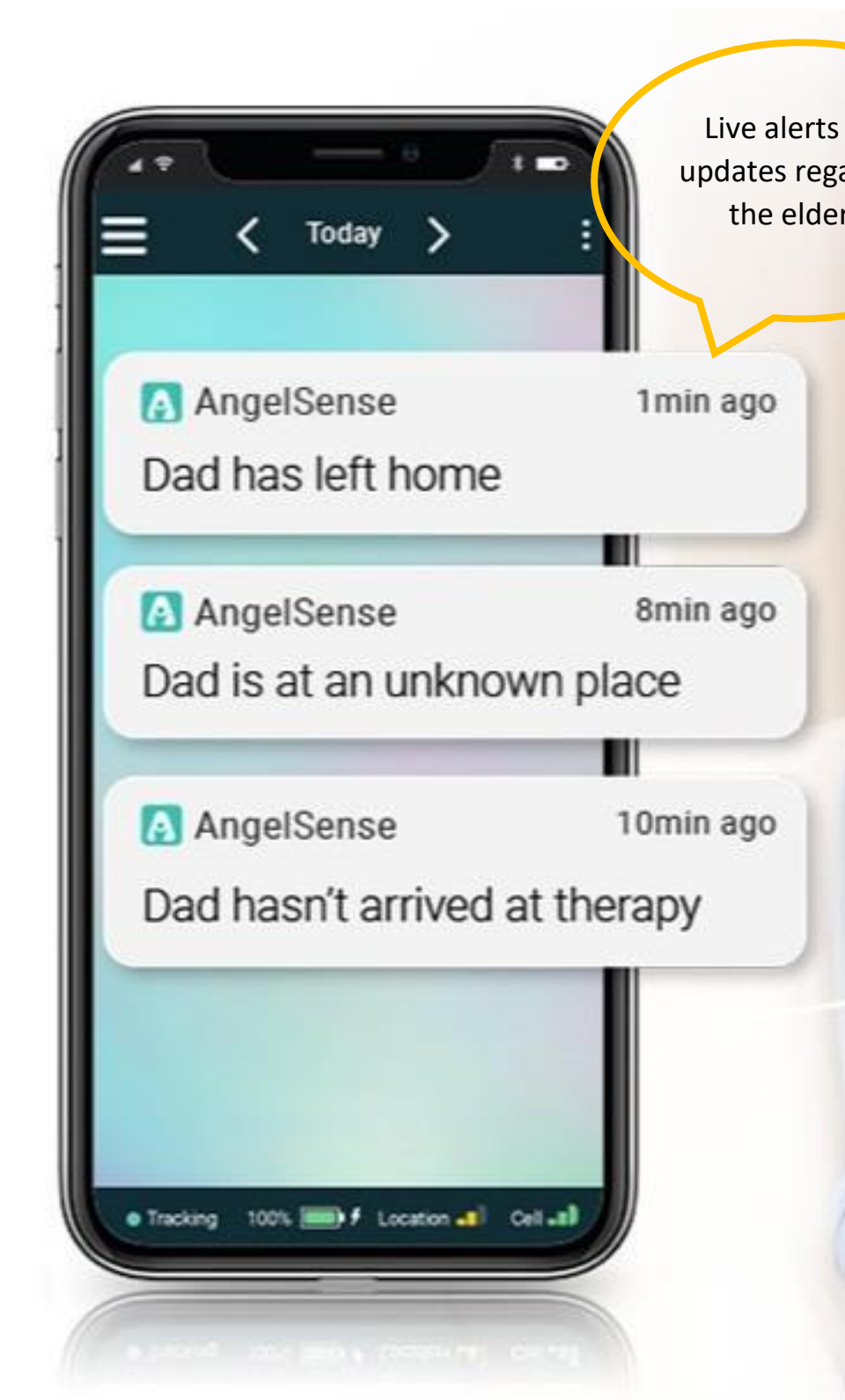
Compared to AngelSense, iTraq employs greater domains of technology to its products and uses a modern interface app.
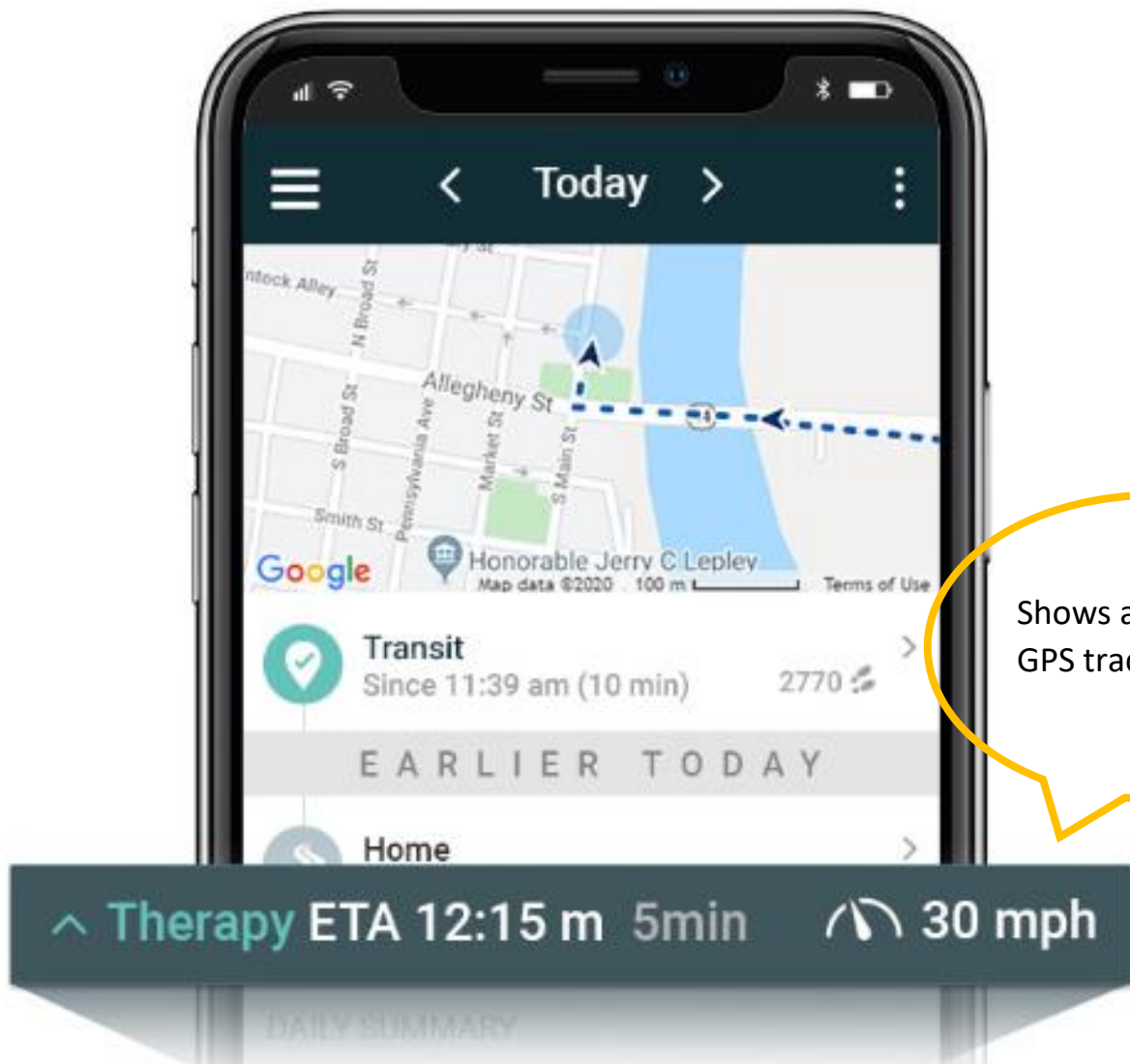
Link: https://www.itraq.com/pages/dementia-wandering

1.3 Discussion & Screenshots:

AngelSense -

Live tracking with timestamp availability

Live alerts and updates regarding the elderly

Shows accurate GPS tracking
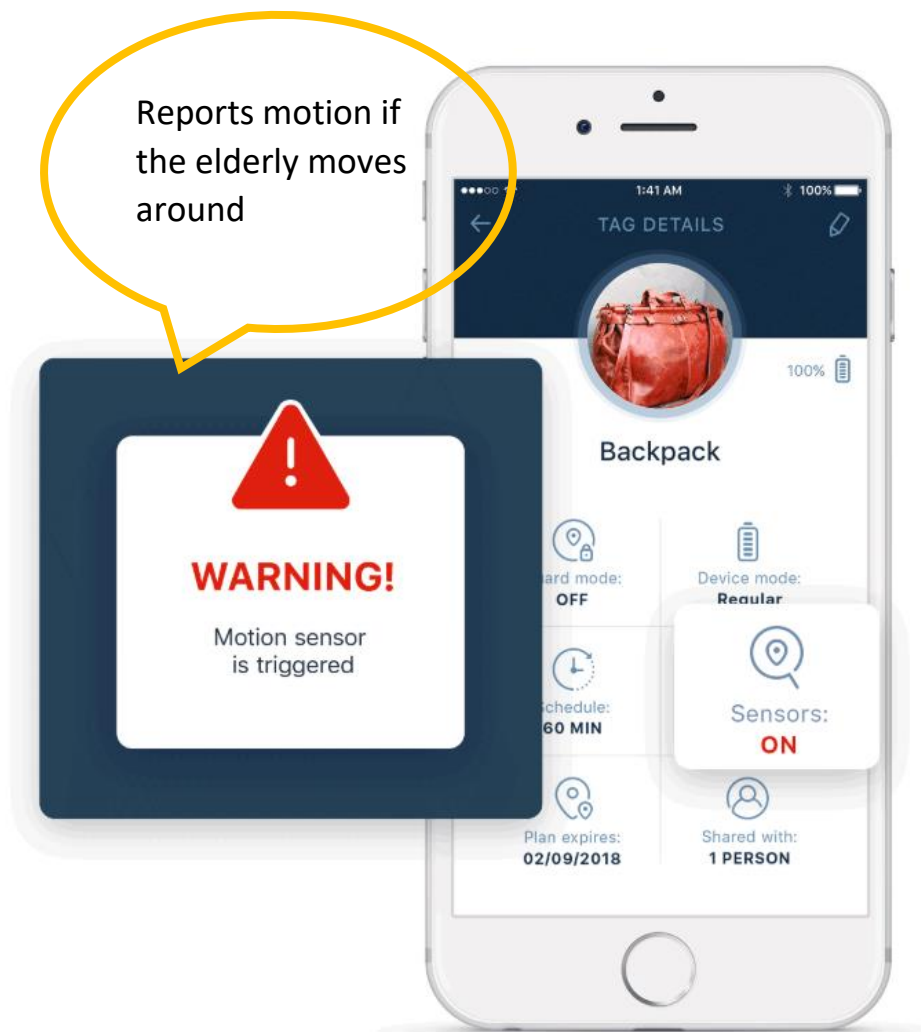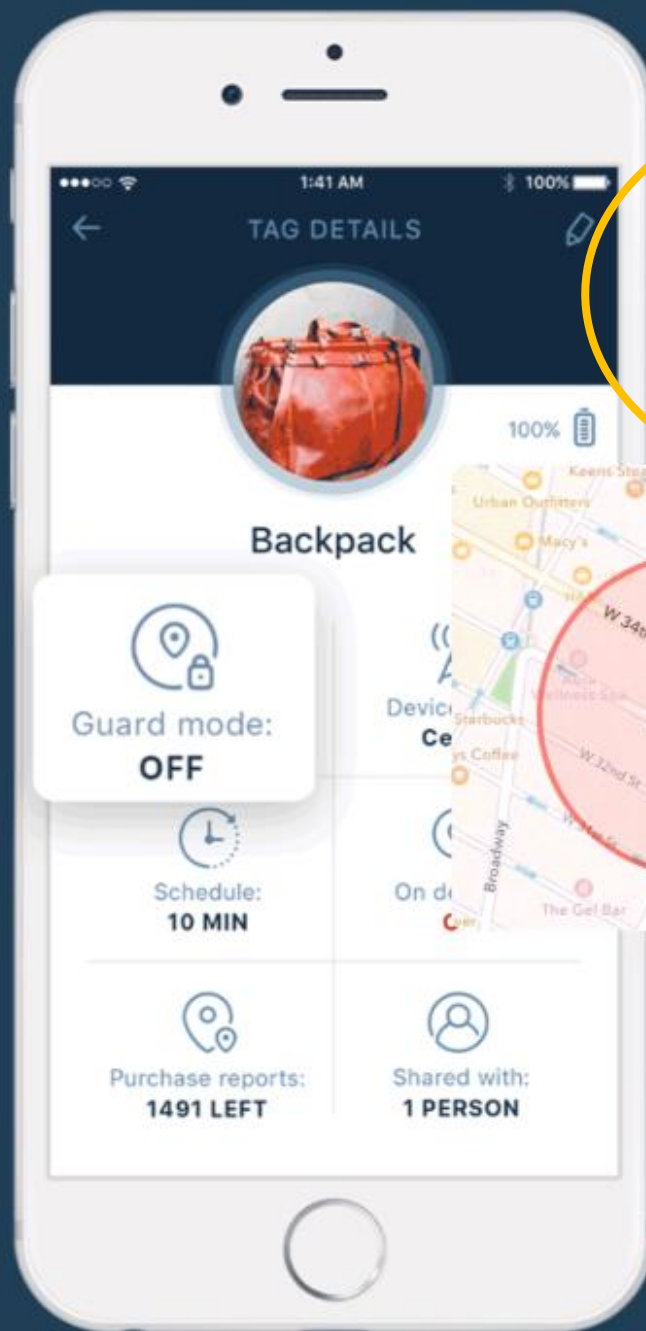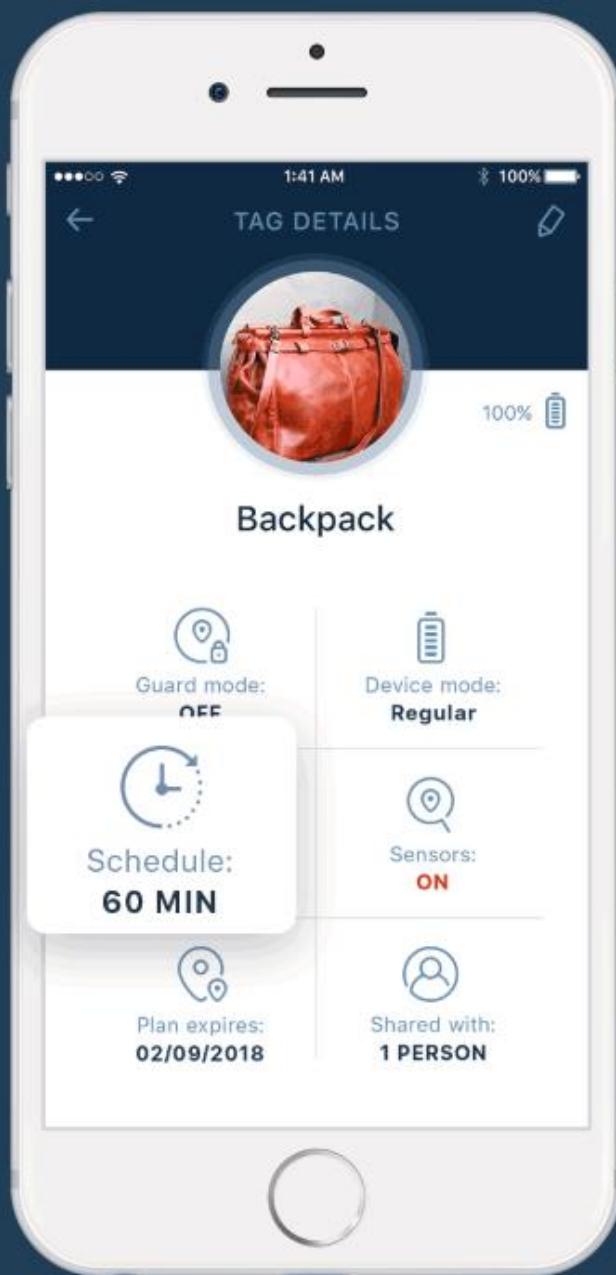
iTraq –

GPS tracking of the elderly if they leave a safe/ designated area for them to be in

Allows caretaker to receive periodic updates about the elderly

1.3.1 Discussion -

AngelSense:

The key features of the displayed interfaces are live tracking, live alerts/updates, and GPS tracking of the elderly. The pros are live tracking, alerts , and accurate GPS which allow the caretaker to monitor the elderly remotely and reduces the need for him/her to be present. In addition, the timestamp availability of the live tracking provides the caretaker additional information to locate the elderly in the event something happens. The cons of the features are, the possibility of too much information at one go , may overwhelm the caretaker if he/she is inexperienced with what to do with the data. Lastly, the large reliance on GPS for most of the features may cause signal lost at certain places because of blindspots.

iTraq:

The features of iTraq brings a more modern and up to date approach to the app. Compared to the key features of AngelSense, the pros of iTraq adds greater functionality through its motion sensor detection, comprehensive live tracking through GPS + WiFi + Bluetooth + mobile data network, and periodic updates about the condition of the elderly. From the interface of the app, the functions are much more arranged and cohesive compared to AngelSense. This helps caretakers who are not so experienced with technology to monitor the elderly more efficiently. The cons of this app are it does not real-time updates compared to AngelSense for caretakers who prefer real-time updates. Additionally, the periodic updates feature come with an additional fee per month while it's free on AngelSense.

1.4 Competitive Analysis Feature Matrix

Adopted from Courage & Baxter(2005) Competitive Analysis Feature Matrix

	Angelsense	iTraq
	Table 1.4 comparing AngelSense against iTraq	
Unique Features	• Speaker phone • Real-time alerts • Allows location sharing with first-responders	•Motion & Temperature sensor •Long-lasting battery, •Global coverage that works in call countries with 2G/3G coverage • Alerts caretaker if elderly has left a safe zone
Design Strengths	• Provides comprehensive information to caretaker • Provides more graphics to the caretaker	• Functions are arranged neatly • Allows multiple tracking devices attached to elderly to be monitored simultaneously
Design Weakness	• The information may be too much for an inexperienced caretaker •Connection between tracking device and app may require a caretaker familiar with technology	• Experienced caretakers may want more information about condition of the elderly • Some caretakers may want more graphics rather than text information
Customer Base	•Worldwide	•Used mostly in the United States
Satisfaction Score	•3.5/4	•4/5
Requirements	• Connection to IOS/Android device	•Connection to IOS/Android device
Core Features		
Live Tracking	✓	✓
SOS Button	✓	✓
Live Alerts	✓	X
Speakerphone/Call	✓	X
Ability to share location with first responders	✓	✓

1.5 Recommendations

From the competitive analysis feature matrix, the unique features of both products can be included into this UCD dementia autonomy support app because these features will enhance the competitiveness and usefulness of the app. This feature matrix gives a wide perspective of what consumers want in the products in order to fulfil their needs and what to exclude from this dementia support app. In addition, the design strengths of both products help this dementia support app to leverage the factors that make it appealing to consumers. With these strengths, the dementia app can be further enhanced to gain market share and users. Hence, the conclusions derived from this feature matrix helps us to make informed decision about the current design of the dementia app. Finally, factors to consider are also customer base and satisfaction because these aspects will determine this dementia support app's lifespan in the market. From a business perspective, if consumers are happy and the product has a long lifespan, the increased market share and users, will reflect in greater profits.

1.6 Summary

In conclusion, both software had the essential features for dementia autonomy support for the elderly. According to Courage & Baxter(2005, pg 43) the software should not be just designed for experience users but developed but a whole range of users and both these software have achieved the rule well. However, it is difficult to select which software is better from a review point, because different users require different features. Some caretakers may want more information or they might want less information with more graphics. In terms of additional features that can be added, AI can be added to the software so it can automatically notify first responders in the event an emergency happens. Users should also be able to select how much information they need to know rather than a constant flood of information that may confuse them. User interfaces for both software can be further simplified to so that a first-time user will know how to use software. Overall, both software are well developed and user-friendly to be used instantly out of the box.

1.6 References:

nhs.uk. 2020. *Symptoms Of Dementia - NHS*. [online] Available at: <https://www.nhs.uk/conditions/dementia/symptoms/> [Accessed 1 September 2020].

Baxter, K., Courage, C. and Caine, K., n.d. *Understanding Your Users, 2Nd Edition*. 2nd ed.

Images:

AngelSense. 2020. *Angelsense GPS Tracker For Kids Product Tour*. [online] Available at: <https://www.angelsense.com/product-tour/> [Accessed 7 September 2020].

iTraq, Inc. 2020. *How It Works*. [online] Available at: <https://www.itraq.com/pages/howitworks> [Accessed 7 September 2020].